



Communications and Community Outreach

Committee Minutes

Wyoming Workforce Development Council
Thursday, March 14, 2024 at 11:00 AM MDT

Attendance

Present:

Members: Daniel Burau, Nicky Harper, Mark Madsen, Ron Wild

Guests: Yvonne Adekale, Ivy Castleberry, Tony Glover, Tricia Mansfield, Michael Moore, Erin Turbitt, Kristy Tyrney, Jennifer Wilch

Absent:

Members: Fred Baldwin, Phillip Cornella, Bria Hammock, Eric Trowbridge

I. Convene (Presenters: Danny Burau)

Meeting convened at 11:12 am

II. Committee Roll Call (Presenters: Jennifer Wilch)

Jennifer Wilch called attendance and noted there is not a quorum.

III. July, Oct, & Dec Meeting Minutes

Presenters: Danny Burau

Postpone approval of July, October and December minutes until next meeting.

IV. WWDC Website (Presenters: Jennifer Wilch)

Jennifer Wilch informed the committee about the new contract awarded to Warehouse 21 to provide updates to the Workforce Development Council website. A budget of \$1,600 has been allocated.

Jennifer recommended updates being focused on the Next Gen Sector Partnerships tab of the website, as it has not been updated since 2021 and currently needs updates. Conversations about increasing the capability to edit and adjust as needed will take place with Warehouse 21 in addition to exploration of a content management system or other website hosts that provide more content management capability.

V. Talent Transition Update (Presenters: Jennifer Wilch, Yvonne Adekale, Erin Turbitt)

Yvonne Adekale provided information about the contract awarded to Warehouse 21 and the discovery process that followed in recent months. Warehouse 21 provided ideas for media content and the communications team of workforce services provided information about career exploration and recruitment tools to align with the vision of strategic goals. Jennifer Wilch provided the main components of the marketing campaign to the committee including a video library, small vignettes, and testimonials from individuals who are presently working in growing sectors. The marketing campaign will explore the different occupations in the industries of manufacturing, healthcare, construction, hospitality, and tourism.

VI. State Plan Summary

Presenters: Jennifer Wilch

Jennifer Wilch outlined the executive summary created by the Department of Workforce Services to create a high-level view of the state plan from the Governor's office. The summary provides goals that were created by the council and how those goals were adapted to the entire workforce system. The DWS team is going to meet and make a plan for the state plan and how it impacts the council in addition to the ongoing work from the committee to support the workforce system as a whole.

VII. Adjourn

Meeting adjourned at 11:47 am.