

Meeting Notes

Date: 12-1-09, 9 a.m.

Location: Room D/E, Rock County Job Center

RE: CORD Steering Committee Meeting

The following CORD Steering Team members were present: Bob Borremans (presiding), Kaia Fowler, Eric Kuznacic, Amy Loudonbeck, Nick Fitzgerald, Russ Podzilni, Sharon Kennedy, Sue Conley, Michele Erikson, James Otterstein, Yuri Rashkin (late arrival), and Gregg Bosak (recording)

Bob reviewed the Rock County Service Delivery Network chart. James provided several suggestions, including the assurance that somewhere near the top the term 'on site' was included and that it be placed on SWWDB's web site and it be made an interactive document. Bob mentioned that it is color-coded, and that oftentimes there is a misunderstanding and assumption that the SWWDB oversees the Rock County Job Center, whereas Rock County is truly the major component within the Job Center. Mary Fanning-Penny is the Job Center Representative and coordinates the agencies within it. Michele asked if Literacy Services might be involved among the services offered and Bob indicated they definitely should be. He and Michele will talk about it.

Next Bob projected a portion of the *Blueprint for Transition: Action Matrix* to show how it has been converted to be an interactive system. By going to the activity/task, a box appears with further information and in many instances, links that will lead to more details regarding the topic. It was suggested that once this has been completed, hopefully within the next couple of weeks, this be part of a media event (discussion to follow later).

Bob mentioned he has been in contact with Larry Molnar of the CEAP program. Bob mentioned that Larry has gone to Washington, D.C. and shared our information with the Department of Labor (DOL). DOL is re-organizing and will not have one auto 'czar' but regional areas under Ed Montgomery. The new person will be our primary contact. Larry met with the regional representatives and made a presentation to them, with Ed Montgomery being present. They seemed quite interested in our program. Larry will be here on Monday, December 7 all day, starting at 9:30 a.m. (legislative representatives are invited for the afternoon), to help us develop a purpose statement, actions, and outcomes for a proposal to DOL. It is open and all CORD members are invited and welcome to attend for any or all of the day. It will be a working meeting. Larry hopes to have and plans on having graduate students write any proposals that may result from this meeting.

Following a question from Michele regarding social networking, Bob described the video projects underway with Brad Lichtenstein and Lynne Blinkenberg.

Nick asked about our e-mail communication with clients for marketing purposes. James indicated that is but one aspect of marketing—that truly he felt 'guerilla' marketing was more effective. He felt we needed to get to the media as soon as possible regarding CORD's interactive matrix and services available. He felt we could structure our marketing efforts around the prototype of the matrix or Rock County Job Center flow chart, with a multi-faceted approach. Amy felt outreach organizations such as churches and libraries were important to include. Carrie questioned whether some organizations could handle the increased client numbers. Bob felt that agencies need to get back to CORD to let us know what they're doing and the progress they've made. Bob suggested that the GM closure anniversary of December 23 might be a good time to have a media kick-off event, which would include positive stories of successes. Carrie mentioned that the Gazette is already planning on stories for the anniversary. James mentioned an e-mail to our CORD partners might yield some potential positive stories. In order to put a plan in place, a subcommittee was formed of Amy Loudonbeck, Sharon Kennedy, Yuri Rashkin, and Gregg Bosak. They will meet on Thursday, December 3 at 1 p.m. in room M-4 of the Job Center to develop a plan of action.

Bob asked the group whether the matrix in its current form is what we should be going forward with. There was no reaction.

Michele spoke about a conference she was at in Milwaukee titled Jobs for the Future—Connecting Literacy and Work. She said it was a very effective conference, especially in linking literacy and work, along with the providers themselves. She said further information could be obtained at the web site www.lcswi.org.

Carrie mentioned that UW-Rock County was applying for an Economic Opportunity Center grant. Russ spoke about the concept of linking key agencies/providers on the Job Services Center flow chart to assist in communications and understanding of roles. An attempt will be made to do this. There being no further business, the meeting adjourned at 10:30 a.m.