



# Spokane Area Workforce Development Council

## Strategy Team Notes

### Public Relations Team

**Meeting Date:** January 31, 2007

**Location:** Career Path Services, 905 N Washington

**Members:**

Benesch, Jeff  
Collier, Liz - Co-Chair  
Estrada, Celeste  
Hughes, Nick  
Schoengold, David  
Severs, Hugh-Co-Chair  
Signorelli, Angelique

**Members Present:**

Collier, Liz - Co-Chair  
Estrada, Celeste  
Hughes, Nick  
Severs, Hugh - Co-Chair  
Signorelli, Angelique

**Staff:**

Clark, Ed  
Guin, Lane  
Mattke, Mark  
Lockwood, Anne  
McDaniel, Danny

**Specific Purpose of Meeting:**

1. Update on website and Media Strategy progress
2. Determine next steps

**Action Items Discussed:**

1. **Lane Guin:**

Some suggestions of items that need attention are:

- a. Possible 3D effect for buttons on website.
- b. About us – the menu is offset
- c. The Calendar:
  1. as general listed with the description of the meeting and it needs to be taken off.
  2. The time zone needs to be changed on the Calendar
- d. Need links to training providers, WorkSource, Business Solutions Team, k-12, colleges, and apprenticeships websites.

- e. Top menu bar needs to have resources and employer services on it.
- f. Employers Core Services:
  - 1. Needs to list services provided with a single point of contact
  - 2. Needs to list specialized programs to help train workers.
  - 3. Information for Business Solutions Team contact
- g. Business Corner:
  - 1. Need to list One-Stop on right side
  - 2. need frequently asked questions.
    - a. Who do I Call?
    - b. Service questions
- h. Website needs to be short and to the point.

**Ed Clark:**

Mark aired the three commercials that Ed Clark created. These commercials will be on the radio in the morning once the website is done.

**Follow Up Items:**

- 1. Liz and Hugh to come up with frequently asked questions. Anne is to get the list by February 7<sup>th</sup>.
- 2. Resend the link to the website so PR Team can look over again.
- 3. Website to be done by first week in February.
- 4. Notify Ed Clark of February 12<sup>th</sup> meeting.

**Adjourned:** Meeting adjourned at 8:30 am.

**Next Meeting Date and Location:** Monday, February 12, 2007<sup>h</sup>, at Career Path Services, 905 N Washington, Suite 300 from 7:30 am – 9:00 am.