

Business Services and Marketing Committee Meeting  
January 12, 2006  
11:00 a.m.

*Attendees: Curt Stewart, Brian Young, Kevin Crandall, David Ostrom, Jan Thompson, Gary Knapp, Dawn Skorka, Melisa Stark, Paul Nielson, Brad Newsome, Kathleen Johnson, Lynn Purdin, Stephanie Smith, Mary Gehman-Smith, Mike Richardson*

Welcome and Opening Business - Dawn Skorka

Dawn welcomed the group and stated she is filling in for Chair Deborah Van Leeuwen who can't be here today. Dawn motioned to approve the 13 October 2005 meeting Minutes as written, Gary Knapp seconded the motion and the motion carried.

2006 DWS Marketing Plan - Curt Stewart

Curt reported the following on the 2006 DWS Marketing Plan:

- The 2006 Plan is currently in development;
- In the past, the focus was to market the DWS name so people would know where to come for employment opportunities, training, etc. This included multi-media advertising such as transit billboards and radio;
- As DWS has evolved, specific working initiatives, such as our website [jobs.utah.gov](http://jobs.utah.gov), have come into play. As DWS enters its' ten-year anniversary, these initiatives will be marketed from the strategic plan;
- The finalists for the Work/Life Award have been announced. This award is given to a family friendly employer;
- Publications such as Business Solutions, Labor Market Information Career Guide, and TrendLines are available to assist job seekers;
- UtahCares was launched. This is in partnership with Utah Technology, available on 211;
- There is ongoing effort to promote food stamps for Hispanic customers;
- The Marriage Conference is scheduled for February 4, 2006;
- The Comprehensive Unemployment Benefits System (CUBS) successfully launched on January 1, 2006. This will create efficiencies for those filing for unemployment benefits;
- The State Youth Council publishes a Newsletter.

This group will be apprised of the marketing plan once it is determined by strategic planning.

Business Relations Group Report - Brian Young

Brian presented the Business Relations Group Report. This report is a compilation submitted by each Region. The Business Relations Group consists of different entities within DWS and focuses on job recruitment.

Targeted Industries/Occupations Report - Lynn Purdin

Lynn reported the following:

- Utah is participating in the Workforce Innovation in Regional Economic Development (WIRED) Initiative. The purpose is to design a transformational system capable of fueling regional economic competitiveness. The goal is to expand employment and advancement opportunities for American workers and catalyze the creation of high-skill and high-wage opportunities in the context of regional economies. Utah has submitted three proposals: 1) Energy Mesa; 2) Sustainable Lean Economic Development (SLED) and; 3) Utah Life Science Employment and Development Initiative (ULEAD).
- the first group of BORN students graduated;
- Melisa Stark reported the next Construction Career Days will be held in March in Western Region.

On-Line Services Report - Brad Newsome

Brad reported the following update for online services:

- Employers are encouraged to use online services. This saves a lot of staff time. The web site is constantly evolving and becoming easier to use;
- DWS has about ten entities that are flat filed. There are about 10,000 open job orders at any given time;
- ejob seeker is currently being rewritten;
- Search capabilities are being enhanced;
- Reactivating online help is being pursued. This should be an option in the future.

Update on Incumbent Worker Grant - Melisa Stark

Melisa reported the first year of the grant process has been completed. They qualify for up to two renewals. We expect this application submission by the end of the month.

Round Table

Karen Silver, Community Action Program and Central Region Council member, asked about the revamp of the ejob seeker and if they have a focus group. Brad stated Liz Lobato, DWS Western Region staff, is part of a group looking at this.

The meeting adjourned at 12:30 p.m.