



Grundy Livingston Kankakee Workforce Board
Marketing/Membership Committee Meeting
Workforce Board Office
187 S. Schuyler Ave., Suite 560
March 18, 2008 10:00 a.m.

Agenda

- I. Call to Order
- II. Public Comment
- III. **Action: Approval of the minutes of the September 18, 2007 meeting** (*Attachment A*)
- IV. **Membership: Resignation of Mike Stanfa**
- V. **Marketing**
 - A. **ACTION: Recommend Approval of Policy 07-003: IWN Local Content Policy**
(*Attachment B*)
 - B. **ACTION: Recommend Approval of Policy 07-004: IWN Partner Policy** (*Attachment C*)
- VI. Other Business
- VII. Adjournment



Grundy Livingston Kankakee Workforce Board
Marketing/Membership Committee Meeting
Workforce Board Office
187 S. Schuyler Ave., Suite 560
November 20, 2007 10:00 a.m.

Minutes

Phone-In Participants:

Lori Gadbois
Angie Ahng

Staff:

Elisabeth Dunbar
Anne McNeely
Ladonna Russell

Absent:

Scott Franco
Jerry Weber

Karl Kruse
Gloria Richard

- I. Call to Order – The meeting was called to order at 10:00 a.m.
- II. Public Comment – None
- III. **Action:** Approval of the minutes of the September 18, 2007 meeting. **The minutes were not approved due to a lack of a quorum.**
- IV. **Membership**
 - A. **ACTION:** Recommend approval of the appointment of Judy Wahl, Genco (Grundy County). **Action item not approved due to a lack of a quorum.**
 - B. **ACTION:** Recommend approval of the appointment of David Hinderliter, Kankakee Regional Chamber of Commerce (Kankakee County). **Action item not approved due to a lack of a quorum.**
 - C. **ACTION:** Recommend approval of the appointment of Annabelle Aguilera, Merisant (Kankakee County). **Action item not approved due to a lack of a quorum.**
 - D. **Information:** St. Mary's, Morris Hospital – **The board is in contact with these two facilities for board member participation.**
- V. **Marketing**
 - A. Review Publication Guidelines – The committee discussed the publication guidelines with the implementation of the IL WorkNet logos. The committee decided on creating a tag line under the site logo that identifies the support and funding from the board. Elisabeth is communicating with the state on working the details out.
 - B. **Information:** New website and email addresses – The board has a new website and email addresses. The website address is glkwb.com. Our email addresses are first name initial plus last name @ glkwb.com. For example EDunbar@glkwb.com. We are hoping to add all the meeting agendas and minutes to the website once it is fully functioning. Angie suggested putting up pictures of events/board members/staff on the website.
- VI. Other Business – Angie Ahng will be on maternity leave starting December 13, 2007 for three full months.
- VII. Adjournment – The meeting was adjourned at 10:30 a.m. by consensus vote.



TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE

Policy: 07-003
Subject: Illinois workNet Local Content Policy
Effective Date: xx/xx/08
Expiration Date: Continuing

The purpose of this policy is to provide a framework for the management of local content on Illinois workNet. A unique feature of Illinois workNet is the ability to access local and statewide work support resources and services all in one location via the Internet. Illinois residents and businesses can find information relative to their area based on their geographic location. In order to provide local information, the Grundy Livingston Kankakee Workforce Board provide selected staff access and support to publish to Illinois workNet local content areas.

A. Illinois workNet Standards

All local information published to the portal must support the goals of the portal. Virtual access will:

- enable individuals and businesses to benefit from access to Web-based workforce services to include Universal Core Services and information that, in the past, were typically provided through physical locations
- streamline access to workforce-related resources and services through a customer friendly interface
- bring together career resources and economic development
- maintain a high level of information quality
- support a dynamic environment that assures current and relevant statewide and local information
- be accessible to all Illinois citizens

B. General Guidelines

- All information must be accurate, grammatically correct, and up to date. Expired information should not remain on the portal.
- All links must work and be to Web site information that is relevant to the purpose and goals of the portal and require minimal, if any, registration.
- All images must be within the content manager's graphic specifications and represent the goals of the portal.
- Local information will be placed in the appropriate posting area.
- The Workforce Board will not charge not-for-profit organizations for advertising services on Illinois workNet.

C. Workforce Investment Act (WIA) Policy

The Workforce Board may charge for the use of local banner space according to WIA regulations stated at 667.200(a)(5) and Administrative requirements which govern WIA stated at (http://www.dol.gov/dol/allcfr/Title_20/Part_667/20CFR667.200.htm), as long as it falls within the guidelines of the inclusion and exclusion policy.

WIA regulations state at 667.200(a) (5)

The addition method, described at 29 CFR 95.24 or 29 CFR 97.25(g) (2) (as appropriate), must be used for all program income earned under WIA title I grants. When the cost of generating program income has been charged to the program, the gross amount earned must be added to the WIA program. However, the cost of generating program income must be subtracted from the amount earned to establish the net amount of program income available for use under the grants when these costs have not been charged to the WIA program.

D. Local content that can be INCLUDED in Illinois workNet:

- All local information published to the portal must support the goals of the portal. Event information or services that are provided to the community to support finding a job, exploring careers and education/training, and locating work support information can be published to the portal. Information published on the portal can come from any of the following entities:
- Federal, state and local government offices and nonprofit community-based agencies that provide a community service
- Organizations such as professional organizations, churches, social clubs, social or fraternal organizations and civic groups that offer a service for the community-at-large which is not restricted to their members
- Public and private housing providers that offer subsidized or below market rent apartments
- For profit businesses that offer a unique service which is not widely offered by the nonprofit community, such as board and care facilities, sober houses, companies that modify motor vehicles to accommodate drivers with disabilities
- Hotlines, help lines, information lines and information and referral lines that are administered by a nonprofit or government entity
- School districts, colleges and universities, within Illinois and states that border Illinois
- Consumer protection and basic business services that are either government designated or contracted
- Comprehensive and specialized information and referral services
- For-profit agencies that provide free or low-cost services
- Commercial, for-profit, or not-for-profit businesses that are advertising open staff positions

E. Local content that is EXCLUDED from Illinois workNet:

Events, promotions, or services that are published on the portal:

- may not be illegal, obscene, threatening, defamatory, invasive of privacy, infringing of intellectual property rights, or otherwise injurious to third parties or objectionable
- may not consist of or contain software viruses, political campaigning, direct or indirect lobbying, religious campaigning, commercial solicitation, chain letters, mass mailings or any form of “spam”

F. Organizations that are EXCLUDED from Illinois workNet:

- Agencies or groups that misrepresent their services in any way
- Agencies or groups that deny services on the basis of color, race, religion, sexual preference, or nationality
- Agencies or groups whose service is illegal
- Agencies or groups whose services cannot be verified
- Agencies or groups that have credible or serious complaints about their service registered against them
- Commercial or for-profit products or services such as selling a car, advertising products

Illinois workNet Privacy Policy

Individuals and businesses that provide personal information to Illinois workNet for the purpose of setting up an account are protected by the Privacy Act of 1974, as amended (5 U.S.C. 552a). This Act requires Illinois workNet to notify end users that the Privacy Act protects the information they are providing. Further, Illinois workNet parties will not share any personal information with any other organization or individual unless required by Department of Justice or by a court in connection with litigation. To learn more about the Illinois workNet Privacy Policy visit

http://www.illinoisworknet.com/vos_portal/residents/en/admin/privacyPolicy.htm

Data Security

The Illinois WorkNet system provides security for end user data. Secure Socket Layer (SSL) is used when a user enters any personal data, from registering, to logging into the application, and any updates to personal information. SSL ensures sensitive user data such as a password or SSN is encrypted when being transmitted from the client browser to the server and back. The data is stored in a secure database within a secure datacenter.

Local Content Policy Agreement

Illinois workNet sites agree to use the adopted Illinois workNet Local Content Policy and understand that the site must meet all specified requirements.

Policy: 07-004
Subject: Illinois workNet Local Partnership Expansion Process
Effective Date: xx/xx/08
Expiration Date: Continuous

Local Illinois workNet™ Partnerships

Local partnerships play a critical role in serving the needs of diverse populations through in-person services and online resources. As the diversity and the needs of individuals and employers in our communities rapidly change, using innovative approaches to providing critical services is an important component of an effective service strategy. To stay attuned to community needs, the Grundy Livingston Kankakee Workforce Board will work to expand partnerships that support innovative solutions outside the traditional public program approach. To develop effective partnerships, the Workforce Board will adopt processes and policy for developing and assessing ongoing local partner relationships.

The intent of this policy is to provide a framework for partnerships, and includes the following activities:

- Establish partnership goals.
- Identify partnership roles.
- Research potential partners to:
 - determine if a potential partner is a good fit,
 - identify any accessibility issues per Workforce Investment Act Equal Opportunity policy (WIA EO policy), and
 - define types of organizations excluded from partnership.
- Educate potential partners and demonstrate the benefits of partnership.
- Establish and define the roles of the partnerships.
- Initiate ongoing communications and events that foster partnerships.
- Assess the partnerships to determine if they should continue or be redefined.

Local partnership goals:

- expanding access to workforce services beyond traditional partnerships
- identifying and using local traffic patterns that identify where and why individuals and businesses need assistance
- providing the benefits of participating with the system to partner organizations
- educating local organizations on the workforce system and how it fits their mission and services
- branding partners to convey a cohesive continuum of services
- ensuring, across local geographies and demographics, that all communities are being served in ways that best meet their needs
- developing long-lasting partnerships that are mutually beneficial
- setting goals for the quantity of partners
- defining outcomes that will benefit partners, community members, and the Board

Partnership roles:

Illinois workNet partners are organizations that provide access to the Illinois workNet Portal and/or disseminate marketing materials to promote use of the Illinois workNet Portal. To support local efforts to expand access to workforce resources, access through multiple community-based organizations, education entities, faith-based organizations, and other community-friendly access points is encouraged. There are 3 categories of Illinois workNet partnerships.

1. Access/Service Provider Sites: WIA funded partners and other partners that disseminate information about the Portal, use Illinois workNet to assist their clients, provide public Internet access computers or provide Internet access computers to their clients or students. These sites also provide services to the benefit of their clients such as preparing for career transition, training, assisting businesses, and connecting to work support services. Further, these organizations maintain staff for the purpose of providing services.
2. Access Site: Site is not WIA funded and provides access to the Portal to assist their clients but does not provide services beyond access. For example, a library is an access site because a client may access the Portal via a computer at the library but they do not provide services beyond connecting the individual to resources.
3. Dissemination Sites: Partner site that disseminates information about and refers customers to Illinois workNet. These sites may not have Internet access or a place for public access computers.

Potential partners:

Potential Illinois workNet Partners include existing Workforce Investment Act mandated partners and non-mandated organizations, including community-based and faith-based organizations, local chambers of commerce, education entities, social service organizations, and libraries in LWIA #11 that help individuals connect to career planning, job search, job readiness, education/training, and/or work support services and resources. Partners also include business services.

- a. ***Determine if a potential partner is a good fit*** - Partners may include agencies and organizations that already provide services within the Illinois Workforce System and agencies and organizations that are not traditionally within the System but will benefit by using the Portal as a means to provide free and easy access to:
 - career and training transition and business services resources
 - workforce support resources and training for staff
- b. ***Identify any accessibility issues (per WIA EO policy)*** – Determine accessibility both programmatically (public computer use) and architecturally (facility). Programmatic accessibility views a program in its entirety and must be available when architectural accessibility is not required. Architectural accessibility deals with the actual location/facility and ensures an individual with a disability has equal access to a facility as a person without a disability.

Any partner that receives WIA funds **must** comply with all EO accessibility requirements. This means they must ensure any person with a disability has equal access to facilities and/or programs including any necessary reasonable accommodations. Not all partners will have customers come to their facility or allow public access to computers, however still consider the following for the non-WIA funded partners:

- If they do have customers using their facility, their location should meet EO accessibility requirements.
 - If they provide public-access computers, they should provide appropriate assistive technologies.
 - If they work directly with the public, they should provide appropriate and reasonable accommodations upon request.
- c. ***Organizations that are EXCLUDED from being an Illinois workNet partner include:***
- Agencies or groups that misrepresent their services in any way.
 - Agencies or groups that deny services on the basis of color, race, religion, sexual preference, or nationality.
 - Agencies or groups whose service is illegal.
 - Agencies or groups whose services cannot be verified.
 - Agencies or groups that have credible or serious complaints about their service registered against them.

Educate potential partners and demonstrate the benefits of partnership:

The Illinois workNet Portal and Program have an important role in the local partnership strategy by:

- providing a consistent and positive branding message to community members
- providing a means to convene networks of partner organizations that provide critical in-person and online services and resources
- saving money— access to the Portal and Course are FREE!
- expanding access to people in the communities where they live and work
- providing ease of use and access to quality resources and saves time and money by leveraging existing resources
- connecting your community to local opportunities and resources to include those provided by partner organizations
- including resources verified to be accurate and pertinent
- linking customers to consistent information where they live and work
- training staff on accessing and using career transition resources
- assuring consistent access and quality to customers

The Workforce Board will use the Rebranding Marketing templates and Illinois workNet Partner Buy-in Kit materials to provide a consistent message on the benefits of partnership.

Establish and define the roles of partnerships:

The partnership process will ensure that partnerships are officially established and provide assurances that each partner clearly understands their role. In lieu of written agreements, partnerships are confirmed by establishing a partner event where the mutual benefits across all partners are acknowledged and defined. At this event, partners are provided clear lines of communication and resources. The Workforce Board will use the Rebranding Marketing Plan to customize local marketing materials provided in the Resource Room Starter Kits.

Initiate ongoing communication and events that foster partnerships:

The Board will communicate at least monthly with each partner to ensure that partners are engaged in a consistent and timely manner. Communication will include regularly scheduled:

- phone calls
- partner meetings and events
- visits to partner sites
- informational emails

Assess the partnerships to determine if they should continue or be redefined:

As partnerships evolve they will be continually assessed. Checkpoints will be established at least annually for the purpose of determining if partnerships should continue, be redefined, or ended. A set of criteria and questions will be used to ensure that the assessment is consistent across all partners.

The checkpoints will also include the Board assessing their role in the partnerships by providing a means for the partners to provide feedback on how they could further enhance relationships and what they should change in the partnership process to improve outcomes. Feedback will be provided through written and electronic surveys and follow-up phone calls.

As partnerships are redefined, added, or ended the local Illinois workNet Coordinator will keep the Illinois workNet Site Management Database up to date.