

Business Development Committee Call , November 8, 2010

Participants: Susan Brooks (Chair), Mark Everson, Greg Vollmer, Michelle Marshel, Marc Lotter, Ed Carpenter, Jim Gislason, Mark Goldman, Ron Keeping, Kris Deckard (Indiana Chamber)

Commissioner Everson spoke about his experiences with employees and employers in the Workforce development area. He suggested that we need to focus on identifying the needs of employers relative to employee candidates. We need to get the right input so that we can insure that people are getting the right skills training for appropriate career tracks.

The Commissioner also added that input from employers indicates that there is a strong need for “soft skill” training for prospective employee candidates. This includes relational skills, developing strong work ethics and eliminating substance abuse from the candidate pool.

He mentioned that the JAG program might provide a model for future work with adults.

Susan Brooks reported that Ivy Tech has a six week program called “Hirecamp” that provides an Ivy Tech work readiness certification. Susan and Greg Vollmer will discuss the program with our training development team to see if it can address these “soft skill” training needs.

Kris Deckard suggested that there are some additional “soft skill” assessment modules within Workkeys that we could utilize to improve the likelihood of success for candidates recommended to employers by the WorkOne staff.

Marc Lotter reported on the new advertising campaign for Indiana Career Connect, provided statistics on usage and informed the committee about the Hoosier Hot 50 web site. The site is www.HoosierHot50.com. The new site includes video testimonials on all fifty jobs that are expected to be hot opportunities in the next several years.

Mark Goldman reported that he found ICC difficult to use when searching for candidates. Ed Carpenter reported that he has hired a candidate through ICC. All committee members were invited to share their thoughts regarding ICC effectiveness.

The Indiana Chamber has added several questions of interest to DWD in this years’ version of the employer survey. Our Business Consultants will be working to insure that their business clients are aware of the survey and will encourage them to get the survey completed. It was suggested that Kris Deckard could add some questions to the survey to seek out employers ‘ understanding of ICC, The Workforce Development system and their knowledge of the Business Consultants in the region.

Kris Deckard suggested that the Chamber could work with DWD to create videos that could be used to explain the OJT and JOBS programs to employers. It was suggested that DWD should develop a WEB strategy to reach out to employers.

The next meeting of the committee will be on November 30th. The Indiana Chamber will report on the results of their employer survey.