

## Minutes from Great Jobs in VT Meeting/VT Recruiter's Association Meeting

8/28/2014

1. Agency of Commerce and Community Development (ACCD) will help connect VT Recruiters Association (VRA) with additional HR businesses around the state, through the Regional Development Corporation
  - a. **Action:** ACCD make RDC connection for VRA
2. ACCD to help get out the word about VRA to the 2,000 CEO list to help VRA expand reach, add members
  - a. **Action:** Lisa Gosselin will work with VRA to get language/push info out to the list in her regular e-newsletters
3. Edit the two versions of the newsletter: 1) to be sent out monthly to partners, including higher ed, VRA, alumni associations, Chambers, to give them their toolkit and new content to post and send out. 2) to be sent out monthly to business list of CEOs to keep them updated on initiative (
  - a. **Action:** Nancy and Heather are editing mail chimp templates, will send to Aly for final review and then start sending out monthly to partners list, Lisa Gosselin will send to CEO list
4. Add content from VRA member to monthly eNewsletter to help encourage sustainable promotion
  - a. **Action:** Sara will send Nancy/Heather a quote/her linked –in photo explaining how she puts in calendar reminder and takes 5 minutes a month to post on social media, send newsletter etc
5. Personal touch to partners to encourage them to promote Great Jobs in VT
  - a. **Action:** Aly will call partners (alumni associations, higher ed, Chambers etc) after first monthly email goes out to explain content and set expectations for monthly communication, ask them to include Aly on their lists so we can monitor usage of content
6. State Gov't Great Jobs in VT Outreach
  - a. **Action :** Aly will oversee Gov Office social media/website promotion of monthly content, will request agencies to send out info to their newsletters/social media, will try to make sure state jobs posted on HR automatically upload to Job Link search engine)
7. Plan the next Great Jobs in VT Press Conference – to be held in coordination with Tech Jam in October
  - a. **Action:** Gov Office will take lead, for discussion at next VRA/Great Jobs meeting

8. Help keep content fresh on Linked In
  - a. **Action:** VRA members will help get word out to members to keep posting jobs as they have openings)
  
9. Additional marketing of Linked In site – to make it easier to search and find Great Jobs in VT  
Linked In site within Linked In easier to search/find it outside of Linked In as well
  - a. **Action:** VRA members will look into adding Facebook/Craig's List component to Great Jobs in VT Campaign, as well as Linked In digital content and Google Ad Words
  
10. Glen Falls, NY Linked In issue
  - a. **Action:** Bill Meirs will look into why Glen Falls, NY comes up as default location for Linked In postings – remind members to be specific about location when they post jobs
  
11. Share data on demographic targeting to help target Great Jobs in VT marketing
  - a. **Action:** Trygve mentioned that they may have helpful demographic targeting info to share
  
12. Stephanie Gorman News Channel 5 Jobs Highlight
  - a. **Action:** Sara to help brief Stephanie Gorman to the Great Jobs in VT initiative, partner with Stephanie to highlight website, highlight certain businesses/job openings
  
13. Set goals for group – ie. By Jan 1: 1,000 members of Linked In group, 100 current jobs posted etc
  - a. **Action:** Does someone want to take a stab at recommending some goals/performance measures???
  
14. Set-up follow-up Meeting for a month away
  - a. **Action:** Aly will suggest time/place