

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

10/15/2014

1. Good News first!
 - a. Bill is on the "Glen Falls, NY" problem, and it took some intensive, manual editing (my editorial, not his), but he solved this problem – thanks, Bill!
 - b. The GreatJobsinVT home site got over 35,000 views this past month alone!
 - c. Tourism Dept used the Linked In site to post a job – had over 40 hits right away and then hired someone they connected with through the site!
 - d. The Linked In site is currently at 540 members, with 50 – 80 current job postings in any given cycle!

To-dos:

2. 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:** Aly – ask Lisa and others at ACCD to make this connection for VRA ASAP
3. ACCD to help get out the word about VRA to the 2,000 CEO list to help VRA expand reach, add members
 - a. **Action:** Aly and Heather will work with Lisa Gosselin to tweak monthly newsletter for this audience and begin sending out (use Tourism mailchimp account if over 2,000 on listserv)
4. Add content from VRA member to monthly eNewsletter to help encourage sustainable promotion
 - a. **Action:** Sara will send Aly (Alyson.richards@state.vt.us) 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 and we will include in next month's toolkit
5. **Press Conference – Proposed (not confirmed) Oct 22nd at 2pm at 'Ello**
 - a. Goal is to promote job openings/businesses in VT, focus on growth in tech
 - b. Chance to update on GreatJobsinVT by mentioning the website again, plugging the "email/info capture" innovation and announcing the VIP Pass giveaway – one winner announced at event, deadline announced for a second winner
 - c. Steve will try to identify winner/vet for potential inclusion in the presser
 - d. Lisa Gosselin will get Sue stats in growth in tech
 - e. Kurt will get stats on Career Connections Event
 - f. Team will put together general stats on GreatJobsin VT
 - g. Heather will pull together a poster or two with new messaging content

- h. VRA will come to presser, reiterate partnership and the great jobs/companies in VT
 - i. FYI, Mayor Weinberger will also be attending
- 6. 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 will set up a monthly system where businesses can sponsor the Linked In site (min of \$300 a month) to do internal Linked In promotion and advertising – they get to post a blurb about themselves if they sponsor the site for a month
 - b. **Action:** Bill will post content on Linked In so people can “like” it and extend it to their networks
- 7. Stephanie Gorman News Channel 5 Jobs Highlight
 - a. **Action:** Aly and Kurt will get background info to Sara
 - b. **Action:** Sara will brief Stephanie Gorman to the Great Jobs in VT initiative, partner with Stephanie to highlight website, highlight certain businesses/job openings, pitch it as a monthly check-in
- 8. For discussion in next meeting
 - a. Idea of a tech-related conference, co-hosted by private/public partnership, showcasing jobs/workforce/promoting recruitment
 - b. Brainstorm goals/logistics/commitment needed for discussion at next meeting
- 9. Set goals for group
 - a. **Goals:**
 - i. **750 Linked In members by Jan 1**
 - ii. **100 current jobs on Linked In site any given cycle**
 - iii. **? hits on the GreatJobsinVT website?**
 - iv. **? hits on the JobsLink page**
 - v. **? opt-ins through email/info capture**
- 10. Set-up follow-up Meeting for a month away
 - a. **Action:** Aly will suggest time/place