



IWIB Microlearning *Business Engagement Committee*

June 2024

Presenter:

Jess Wright - Director Talent Management, Duravant; BEC –Co-Chair; IWIB Board Member, Professional Development Committee

Kara Demirjian - President DCC Marketing and SVP TCCI Manufacturing; BEC Co-Chair, IWIB Board Member; Apprenticeship Committee, Vice President Illinois Manufacturers Association





Business Engagement Committee BEC

Leadership: Co-Chairs

- Kara Demirjian, ksd@dccmarketing.com, DCC Marketing
- Jess Wright, jess.wright@duravant.com, Duravant



BEC **Charge**

- The charge of the BEC is to provide guidance and direction to help bridge the gap between Illinois' important business sectors and employers, and the Illinois workforce development system.

Priorities for the BEC

- Improving data and information regarding business engagement.
- Enhance and support the development of regional industry-led sector partnerships.
- Identifying and employing effective methods of communication to employers.
- Developing compelling messages that respond to employer needs.

How does the work of the BEC fit into the workforce development system?

Developing a successful workforce requires a partnership between the system and the employers. The BEC is a resource that keeps a pulse on the current state of industry policies, programs, and needs, with a significant amount of members representing employers across the state.

The Business Engagement Committee works to build those partnerships and ensure the needs of the employers are being met and supported.

Additionally, the BEC works to spread awareness of programs employers can participate in, from recruitment to training.

What is an engaged business? How do we engage them?