

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Finger Lakes Workforce Investment Board, Meeting Room B
41 Lewis Street, Geneva, NY 14456
Wednesday, January 26, 2011

ATTENDANCE: Members: Deb Culeton, Nikki Leathersich, Mike Rusinko and John Vrabel
Excused: Jack Farrell, Mike Manikowski and Orlando Riviera
Staff: Jaimie Martin and Karen Springmeier

Ms. Culeton called the meeting to order at 9:05 am

Minutes from October 22, 2010 meeting were reviewed. Motion was made by Mr. Rusinko to approve as written, seconded by Ms. Culeton. All in favor; motion passed.

Chamber Meeting - Update

Ms. Springmeier reported that the WIB has been in contact with area chambers (Geneva, Seneca, Wayne, Canandaigua, Victor) to discuss hosting and promoting OJT workshops. The first workshop will be held on Wednesday, February 2, 2011 at the Geneva Chamber and the next scheduled workshop is for Thursday, February 24, 2011 at the Seneca County Chamber.

ACTION ITEM: Mr. Woloson to gather a few testimonials at the Geneva Chamber workshop on 2/2/11.

Consortium Update

Mr. Vrabel reviewed the report with the committee. See page...2 & 3.

Ms Springmeier – Hired Ms. Lisa Skeffington, a part-time intern, to start on 1/26/11. She will be reviewing all departments marketing material (Internship, Youth, Business Services - brochures, websites, etc...)

ACTION ITEM: Mr. Vrabel to meet with Consortium to discuss continuous year round marketing efforts, to make sure all the one stops are doing the same type of Marketing.

Social Media

- Ms. Springmeier submitted the Finger Lakes Works...with their Hands event & FAME Partnership to the National Association of Workforce Boards for recognition.
- Finger Lakes Workforce Investment Board now has a Facebook page.
- Ideas were suggested to organize an event with a keynote speaker.

ACTION ITEM: Ms. Springmeier to contact Mr. Mandina for a letter about his trip to Washington D.C., to be published in the "Letter to the Editor or Conversation Piece" section of the local paper.

ACTION ITEM: Ms. Springmeier to contact a few keynote speakers for a marketing event.

ACTION ITEM: Mr. Rusinko to inquire about other well known speakers for a marketing event.

Other Business

None to report at this time.

NEXT MEETING – The next Marketing & Communication committee meeting will be held on Friday, March 11th, 2011 @ 8:30am.

With there being no further business, the meeting was adjourned at 10:15 a.m.

Respectfully Submitted,
Jaimie Martin
Administrative Assistant

Consortium Marketing Report July - September 2010

Business Services

- On-site visits to businesses
- Job Order match letters to customers
- Recruitments (Open and/or On-site)
 Kelly Services, The Connection, Ontario ARC, Companion Care, Advantage Staffing, Remedy Staffing, Scepter and Guardian Industries
- Economic Development(s)
- Business of the Month Tours (Press Releases):
 Abtex Corp, Dresden, NY – 07/26/10
 Hotel Clarence, Seneca Falls, NY – 08/30/10
 Guardian Glass, Geneva, NY - 09/29/10
- Work Keys Assessments to various employers
- Business After Hours (Area Chambers)
- Seminar - Speed Networking – promoted OJT, Internships and general One Stop services to about 20 businesses - 09/23/10 (Canandaigua Chamber)
- Seminar – “Selling to the Federal Government and Military” (FL WIB, Victor Chamber and Rochester Procurement Technical Assistance Center) (40 attendees) - 09/28/10
- Seminar – The Future is Your Decision! Getting the Most Out of the Recovery – 10/5/10 (MCC)
- Workshop – Health Care Alliance; targeted HS counselors (12 attendees) -10/01/10 (FLCC)

Adult Services

- Job Search Groups
- Continuation of Library Partnership
- One Stop brochures distributed in the FL WIB area
- Marketing material sent to UI customers (weekly mailing)

(Marketing materials: Service agencies, businesses, Chamber of Commerce, libraries, post offices, Laundromats, bus service & taxis, food pantries, grocery stores and restaurants)

Youth Services

- Marketing and recruitment brochures redesigned and distributed to area businesses and schools - 07/10 – 08/10 (FL WIB area)
- Internship - presentations to BOCES principals/counselors - 8/10 (BOCES)
- Internship - Canandaigua Chamber of Commerce/Sonnenburg Gardens (networking event) – 8/17/10 (Canandaigua)
- GED Recognition Day - 08/18/10 (Roseland Water Park)
- Internship - presentation to FLCC – 09/14/10 (FLCC)
- Internship - presentation to Canandaigua Rotary – 9/16/10 (Canandaigua)
- Geneva Boys and Girls “Youth Day” - 09/25/10 (Geneva)
- Internship - presentation to Hobart William Smith College (college fair) – 9/30/10 (HWS)
- 5th annual Finger Lakes Works... *with their hands!* - 10/07/10 (Lott Farm)(23 area high schools/523 students)
- Internship/Youth OJT - presentation to Geneva Rotary -10/13/10 (Geneva)

(Press Releases for the events listed above)

Website Promotion

- Finger Lakes WIB website
- Seneca County website and News & Announcements
- Seneca County Chamber website

(Experience Works, One Stop Month. Recruitments, Career Navigator, Work Keys, Elevate America, misc. workshops and TANF programs)

Print Media/Radio

- Public Service announcements with the local radio group
- Public Service announcements in local newspapers
- Workshops and recruitments in local newspapers
- County job lead advertising

(Recruitments, Seminars, Workshops, Events, Office Hours and Library visits)

Email Blasts

- Business and Jobseeker (Seneca & Ontario County)

Upcoming Events

- Seneca County Community Christmas Project (Community Volunteer's)
Project Winter Coat Distribution – 10/02/10 – (50 packets)
Project Winter Coat Distribution – 10/23/10 – pending
(Income Eligible – Seneca County residents)
- 14th Annual Wayne County Job Fair – 10/27/10 (1-5pm)