

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Finger Lakes Workforce Investment Board, Meeting Room B
41 Lewis Street, Geneva, NY 14456
Tuesday, January 10, 2012

ATTENDANCE: Members: Deb Culeton, Bill Castiglione, Mike Rusinko, Joe Hamm
 Absent: Jack Farrell, Mike Manikowski, Nicki Leathersich
 Staff: Michael Woloson, John Vrabel, Karen Springmeier, Pat Gopen
 Guest: Matt Graney, Exploring Program

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

Approval of Minutes—December 1, 2011

Mr. Rusinko made a motion to approve the minutes from the December 1st meeting, seconded by Mr. Castiglione; motion carried and minutes approved.

Matt Graney--Exploring Program

Matt Graney joined the group to explain the Seneca Waterways Council "Exploring Program". It is a Career Mentoring program currently with 80 Posts and 1500 students involved in Monroe County. Matt is reaching out to schools in Ontario, Seneca, Wayne and Yates and is working with Dr. Marinelli and Ron Golumbeck. He administers a Career Interest inventory to all students and the survey is free of charge. Students then can join posts and the fee to join is \$20.00. Employers offer to host posts and serve as speakers, mentors etc.

The committee agreed this would be a great opportunity to partner with the Exploring program as we move to a theme for our annual "campaign". Due to time constraints, we will continue the discussion.

ACTION ITEM: Ms. Springmeier to follow up with Mr. Graney and Dr. Marinelli

Marketing Report:

John Vrabel presented a verbal report highlighting some new efforts this month. The Virtual Job Fair had 40 employers participating and just over 100 job seekers registered. Precision Machining conducted a recruitment in Ontario and Seneca County now has a Facebook page. Mike Woloson presented the charts requested showing the trend for new registrations, total job seekers and front door traffic. New registrations are down from last year, total job seekers are about the same as is front door traffic concluding that job seekers are staying in the system longer. Mike will put together a one page dashboard report for the Board meeting and Mike and John will speak to it at the meeting.

Website Optimization

- Consortium follow up: They have been informed to have their sites link with www.fingerlakesworks.com and to better utilize this site for posting information
- Meeting with Jim Sinicropi—Ms. Springmeier and Mr. Rusinko met with Mr. Sinicropi to discuss website optimization. In reviewing the weekly analysis, it was noted the stats are pretty good.
- He suggested we find ways to better use the site such as success stories, word press blog, monthly podcasts. You tube videos with success stories are also a way to get the word out. Staff will follow up.

Marketing Committee Responsibilities

The Committee received the committee responsibilities and reviewed them briefly. The overarching task is brand development. It was suggested that we reach out to Margaret at ITT per Ron's previous comments. **NOTE: (I will start with Ron and see if he can connect me to Margaret for assistance.)**

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Annual Campaign

Group discussed focus of a "campaign" that would be geared toward children in the 4 county area. A career awareness campaign that included youth w/ disabilities was an idea generating consensus. Campaign could focus on partnering with Explorer Group (EG). Currently EG charges 20.00 to participate. Charging youth to participate may be an issue as many youth that need this kind of program may not have funds to participate. Business scholarships were discussed as possible ways to work around it. Another issue may be transportation.

A focus on veterans was also discussed but issues regarding the numbers of vets in the area along with the ages of vets presented more questions than answers.

Time ran out so discussion of Committee's projects and who will be responsible for them will be added on the agenda for next meeting.

Next meeting: Tuesday February 14 at 9:00am. Finger Lakes WIB-Conference Room B (Go to meeting if inclement weather).

With there being no further business, the meeting was adjourned at 10:25 a.m.

Respectfully Submitted,
Karen A. Springmeier
Michael Woloson