

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Tuesday, May 22, 2012 9:00 a.m.

ATTENDANCE: Members: Deb Culeton, Mike Rusinko, Sue Vary, Joe Hamm
Absent: Bill Castiglione, Jack Farrell, John Vrabel
Staff: Michael Woloson, Karen Springmeier, Pat Gopen
Campaign Partners: Bob Matson

Ms. Culeton called the meeting to order at 9:00 a.m. Introductions followed.

Approval of Minutes of 03/13/2012 Ms. Culeton made a motion to approve the minutes as written, seconded by Mr. Hamm. Minutes approved.

Monthly Marketing Report:

John Vrabel was not available for the meeting; Debbie reviewed the February report that was distributed at the Board meeting and Michael Woloson reviewed the dashboard report. Discussion followed about the peak times and Mr. Woloson responded to a question that services are increased during those peak times such as more workshops, more on site recruitments, etc. It was requested that we try to drill down the data more such as age groups, etc.

Action Item: Mr. Woloson to inquire about this.

It was recommended that we provide trending information on business services as well. **Action Item: Mr. Woloson will work with BS Team to provide this information for discussion at the next meeting.**

Ms. Culeton suggested we have targeted job fairs such as if we know East View will be laying off after the holiday, why not have a job fair. Efforts could be made to do the same at the outlet mall. **Action Item: Mr. Woloson to talk with management at both sites to see if this is viable.**

Mr. Woloson provided an update on and explanation of the Career Navigator program. Ms. Springmeier asked that statistics be kept for those enrolled in the sessions so we can see the age groups an success of this effort and look at a return on investment to help in future decisions on funding this program.

Website Analytics:

Ms. Springmeier noted this latest weekly report was sent with the agenda. Highlights include an increase in site visits, pages viewed, average time on site and percentage of new visits. This is very positive and increased usage may be due to career navigator registration and new information on the Advanced Manufacturing Careers Pathway project.

Discussion on the Career Navigator program continued and it was recommended that a graduate do a guest essay to promote the program and possibly doing one for recent college graduates who have returned to the area. **FLWIB Staff to follow up.**

It was also noted that May is One Stop month and all centers will be hosting open houses on May 31st.

ACTION ITEMS from last meeting

- **Media—Bob and Jack**—Bob noted that Fall would be the time to resurrect the FLTV show with a new semester and new students who might be interested in helping. Karen will share a few episodes from the first round
- **Grants/Funding—Lisa (Farash)**—no update
- **Legislative—Debbie, Lisa and Amy P.**—Debbie reported on a breakfast meeting we had on April 6th where a lot of good ideas were shared. Amy Pauley has agreed to assist us in putting together a breakfast scheduled for the fall.
- **Focus Groups: Karen and Lynn** are working on this. Karen reported on a conversation with a rep. from the National Skills Coalition where they discussed the use of the term *middle skills*. It was noted that this issue has come up in other states however, because the term is catching on, the recommendation was to focus on quantitative vs. qualitative and add something like technical to the term itself.
- **Data: Mike and Joe** provided an overview of data received from Tammy Marino. The data is not timely and many thought it might be questionable due to what we are hearing from employers. It was recommended that the data needs more work and we need to get real time data to share to promote our campaign. **Action Item: Karen, Mike and Joe will continue to work on this.**
- **Sandy Parker**—Debbie noted that was her action item but they have not connected. Ms. Springmeier will ask Peter Pecor for his assistance.

Annual Campaign Update:

- **FLWIB/Exploring** Impact luncheon on June 6th to promote the partnership and solicit employers to be posts
- Mr. Rusinko noted his discussion with Rev. Jim Gerling to help fund youth development programs. **Ms. Springmeier to follow up.**
- **Junior Achievement**—met with Kati Pulver and will have follow up meeting in the early summer. Possibly partner with the Chambers to help promote.
- **Ontario County WYFY**—this is development of a countywide youth plan and Ms. Springmeier has become a facilitator for the group.
- **Geneva 2020**—a think tank initiative headed by HWS President Mark Gearan. Ms. Springmeier and Mr. Rusinko had an initial meeting and will be included in the future. Discussion of a forum in the summer.

In addition to guest essays and traditional media, it was recommended that we begin blogging to promote our activities. **Staff will work together on this effort.**

Also, we need to get more information on skilled trades openings in our region. **Action Item: Pat Gopen will contact Mike Davis to get information. He is with IBEW but also President of the Finger Lakes Trades Council.**

Ms. Springmeier reported on a recent meeting with USDOL Deputy Secretary Seth Harris and opportunity both she and Mike Mandina were provided to promote what is going on with

The **next meeting** will be scheduled for mid July and dates will be sent out to the committee to assess availability.

Mr. Rusinko made a motion to adjourn, seconded by Mr. Hamm. Meeting adjourned at 10:26.

Respectfully submitted,

Karen A. Springmeier

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