

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Tuesday, August 28th, 2012 9:00 a.m.

ATTENDANCE: Members: Deb Culeton, Sue Vary, Deb Hellert, Mike Rusinko, Bob Matson
Absent: Joe Hamm
Staff: Michael Woloson, Karen Springmeier, Pat Gopen, Betsy Russell-Orr

Ms. Culeton called the meeting to order at 9:00 a.m. Introductions followed, welcoming new member Deb Hellert and clarifying committee membership. Sue Vary will be replacing Mike Manikowski and Bob Matson, FLCC partner is a voting member.

Approval of Minutes of 07/24/12 Ms. Vary made a motion to approve the minutes as written, seconded by Mr. Matson. Minutes approved.

Monthly Marketing Report: Ms. Russell-Orr reported for Mr. Vrabel. She reviewed the monthly report and noted Ms. Springmeier's Athena nomination and the reference to the campaign in the article. She highlighted a few things including the Youth Focus groups that Tim and Ms. Gopen conducted in each county. Ms. Springmeier will provide a summary but did note one student's comment "World is asking more of us that we are being taught". A suggestion was made to follow up with that youth and do a video to be used in the campaign.

Mr. Woloson distributed and reviewed the Finger Lakes Works Job Seeker Dashboard Report PY '10-11 comparison, noting the increase in new registrations for May and June. A discussion followed about the need for someone with marketing expertise, possibly another intern, a consultant or a part time person. This will be further discussed at the next meeting.

Website Analytics:

Ms. Springmeier distributed the most recent Google analytics report. She also noted that she and Tim met with Finger Lakes 1 owner Jim Sinicopi and his staff to discuss website revision. The quote is for \$1889.00. The committee recommended moving forward with the revision pending approval by Finance.

Campaign Update: Karen distributed the draft flier that Tim designed. The group felt it was too wordy and needed more bullet points. Ms. Springmeier will work on it. She also noted that the FL Times has agreed to feature an article on the campaign for Labor Day. Several events are also happening that promote the campaign including FLWWTH on October 4th, Allied Health Care Career Planning-2020 on October 8th at MCC in conjunction with Boston Reed, Absolutely Abby's visit to the area <http://abbyacrossamerica.com/> during the week of October 8th, and a FAME Employer Panel presenting to BOCES guidance counselors on November 2nd. A complete list will be developed. Mr. Matson presented the New York State Completion Day, scheduled statewide for October 3rd. The SUNY and CUNY community colleges have set aside October 3 to send a simple message: Students who complete an associate degree have better prospects for jobs, scholarships and transfer to four year schools. Bob and Lisa both believe this aligns well with our campaign efforts and the committee agreed. He further suggested that we could use Stage 14 and have employers available to show students that there are job openings that pay well if they complete. The theme is **COMMIT, COMPLETE, COMPETE**. A lot of good ideas were generated and Karen, Bob and Lisa will follow up.

May Job Fair/Career Expo Mr. Woloson reported on the concept that Tim Maggio developed for a May Job/Career Fair with a Why I love the Finger Lakes theme. This will replace the traditional fall job fair and will also target those college graduates returning to the area. Tim will return during Xmas break to help with the details. Location to be announced.

PRESENTATION for September Board Meeting Ms. Culeton will report out on the campaign with staff and committee support.

Previous action items:

Elevator Speech—Ms. Springmeier to review what Tim has done for key messages

Flier—Ms. Springmeier and Ms. Culeton will work on

List of events: -- Ms. Springmeier

Summary of Focus groups—Ms. Springmeier

Dash Board report to FLWIB—Mr. Woloson

The next meeting will be October 9th from 9 to 11 in Conference Room B.

The meeting adjourned at 10:30 a.m.

Respectfully submitted,

Karen A. Springmeier

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