

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Friday, March 1, 2013

ATTENDANCE: Members: Debbie Culeton, Sue Vary, Deb Hellert, Joe Hamm, Mike Kauffman, John Vrabel, Lenore Friend (for Joe Nairn)
Absent: Mike Rusinko, Theodore Jordan, Gary Boyer
Staff: Michael Woloson, Karen Springmeier, Pat Gopen, Dinah Brennan

Ms. Culeton called the meeting to order at 9:02 a.m.

Approval of Minutes of 01/09/13: Ms. Hellert made a motion to approve the minutes as written, seconded by Ms. Vary. Minutes approved.

Monthly Charts: Mr. Woloson distributed and reviewed the unemployment, traffic and service reports. Mr. Woloson discussed traffic being higher in correlation to unemployment being high as well. Mr. Kauffman inquired about services that are offered and they were explained. Ms. Culeton inquired if the Geneva and Wayne One-Stop Career Centers offered more or different services due to the higher number on the chart as compared to the other centers. Ms. Springmeier explained that U.I. recipients must go to one of those two centers first no matter which county they reside in, therefore making the service numbers higher.

Monthly Marketing Report: Mr. Vrabel distributed and reviewed the monthly marketing report. Ms. Culeton requested more metrics regarding success of past events and noting unique events would be helpful. Ms. Friend noted that we can collect general characteristics about the attendees, and how they heard about the event. Events should be put in a timeline. A new format was also presented and needs to be worked on. Staff will continue to work on this report.

Facebook/Twitter Update: Ms. Brennan presented statistics from Facebook and Twitter. She noted that the social media audience is continuing to grow, and there will be a monthly update made ~~each month~~ on the progress.

Website Update: Ms. Springmeier presented the draft website revisions. The website was reviewed ~~on the projector~~ and discussion was had on the colors and format of the draft website. FLWIB Logo revisions were discussed as per the logo created on the website revision. Ms. Hellert has someone creating possible logo choices. **Action Item: Review of logo choices by e-mail and a decision at the April meeting will be made.**

Business of the Month: Mr. Woloson distributed an outline of what this campaign will entail. Ms. Springmeier announced that Generations Bank is the FLWIB's Business of the Month for March 2013. Press Releases will go out today (March 1st). Posts about this business will be made on Facebook, Twitter, Linked In and the FLWIB website.

Spotlight On...: Ms. Gopen distributed and reviewed the "Spotlight On..." campaign. This will be located on our website about a business, event, or story the FLWIB would like to highlight. Ms. Gopen noted that this can be updated daily, weekly or monthly depending on the need.

Inspirational Friday: Ms. Brennan discussed the draft of a campaign for Inspirational Friday. Updates and revisions will be made for the future.

Update on Campaign Events: Mr. Woloson noted that the Healthcare Alliance of the Finger Lakes is still looking for exhibitors for the March 20th job fair. Ms. Springmeier noted that work is being done for the "Why I Love to Live and Work in the Finger Lakes" Job Fair. Also a workshop is being developed for "20 something" year olds that have recently graduated college. Ms. Gopen has put together a Health Care Panel for April and the audience will be guidance counselors and educators.

OJT Plan: Mr. Woloson reported that 8 new OJTs have been written. Workshops were scheduled with the Chambers but both had to be cancelled following lack of sign-ups. Business Services Team members have been completing their WIB member outreach and great feedback has been given. **Action Item: An analysis of the reports will be developed and presented at the next FLWIB meeting.**

Other business: None.

The next meeting will be Wednesday, April ~~10~~ 9th, 2013 at 9:00am, in Conference Room B.

Mr. Kaufman made a motion to adjourn the meeting, seconded by Mr. Hamm. Meeting adjourned at 10:54 a.m.

Respectfully submitted,

Dinah Brennan

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Executive Assistant, FLWIB.