

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Tuesday, April 09, 2013

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

Ms. Culeton called the meeting to order at 9:06 a.m.

Approval of Minutes of 03/01/13: Mr. Kauffman made a motion to approve the minutes as written, seconded by Ms. Hellert. Minutes approved.

Monthly Charts: Mr. Woloson reviewed the unemployment, traffic and service reports. Mr. Woloson noted the jump in unemployment from December to January, possibly due to the people receiving the phone survey deciding they want to re-enter the job market. Mr. Hamm reiterated that the phone survey is sometimes not accurate but as more data becomes available the numbers are adjusted and solidified. Mr. Hamm noted that the U-6 rate also measures the discouraged workers, which may be a better measure. Mr. Woloson discussed the unemployment rate slowly going back down from January, and front door traffic has been leveling off. Mr. Woloson explained services offered at the One Stop Career Centers and noted that across the board the people coming into these centers are receiving more services. Ms. Culeton inquired about outcomes. Mr. Woloson noted that follow up with people that exited showed a 66% employment attainment among Adults, which is 9% higher than the state requirement. Among Dislocated workers this number is 63%, 10% higher than the state requirement. **Action Item: Information regarding where job seekers end up once they exit classroom training or OJT.** Mr. Nairn questioned whether or not there would be an influx of returning Veterans from the cut-backs overseas. Mr. Woloson noted the Veteran's Advanced Manufacturing Job Fair held last month did not have a very good job seeker turn out but we are continuing our outreach efforts to the target population. NYS DOL has a priority initiative to serve veterans. Ms. Springmeier noted there is a Veteran Outreach Group working together to address the veterans' workforce needs.

Monthly Marketing Report: Ms. Brennan distributed and reviewed the March 2013 Marketing Report. Suggestions were made by all committee members regarding the new lay-out. Mr. Rusinko noted that there should be more information about "On-going" marketing practices. Ms. Culeton discussed the idea of having an "Outcome" column. Ms. Springmeier noted that the "On-going" practices can appear on the back of the sheet- thus giving the front page to "Key Marketing Highlights" of the month. **Action Item: Update and work on Marketing Report for the following meeting.** Mr. Vrabel discussed the implementation of mandated workshops for the unemployed. The current selected outreach is to 110 people that are between weeks 18 – 26 of collecting unemployment insurance. Mr. Vrabel noted that there is a presentation made and workshops are further mandated to continue their unemployment benefits. Ms. Culeton asked if this was state or federally mandated; Mr. Vrabel noted that this is a local action in the four county region of the Finger Lakes.

Logo Review: Ms. Hellert presented the two logo ideas for Finger Lakes Works. The committee agreed upon one style featuring an arrow that would stand for progression and moving forward. Mr. Kauffman noted that the shade of green used needs to be a little bit less "drab". Mr. Boyer began a discussion regarding the tag line used. A focus group was suggested to allow for ideas of different tag lines, in order to obtain the one with the best meaning. **Action Item: Conduct focus groups using various tag lines and report outcome at next meeting.**

Website Update: Ms. Brennan reviewed the new website. It is now live and being updated daily to include everything from the prior website and future happenings. Ms. Brennan noted that there will be separate section for each One Stop Career Center. Mr. Boyer noted that the picture on the front page of the website looks as if Finger Lakes Works is a

tourism website. **Action Item: Update picture on the front page of the new website to include people working, business of the month, or several other picture ideas.**

Update on Campaign Events: Mr. Woloson discussed the success of the Healthcare Alliance of the Finger Lakes Career Day held on March 20, 2013. Mr. Woloson noted this year's event saw 271 students (32 % increase from last year) from 15 school districts (50% increase from last year) and one home-school. Ms. Brennan discussed the upcoming "Why I Love the Finger Lakes" Career Expo that will be held at FLCC in Canandaigua on Thursday, May 23, 2013. The employee registration packets have been sent out and 13 businesses have signed up as of today. Mr. Woloson noted that this event will have job fair style booths, but also workshops, a social media aspect, prizes and hopefully Lt. Governor Robert Duffy as the keynote speaker. Ms. Springmeier discussed an upcoming workshop targeting young adults in their 20's and 30's titled "Now What?" Ms. Springmeier noted that Ms. Brennan, Ms. Pat Gopen, and Mr. Bill Rotenberg are creating this workshop; any information needed regarding this please contact them.

OJT Plan: Mr. Woloson reported that the goal of 10 new OJT's by the end of the Program Year 2012 (June 30, 2013) has been made. Mr. Woloson noted that preparing job seekers with the information needed to market themselves as a possible OJT hire has been a priority. The new website has ample information for employers.

Other business: Ms. Springmeier discussed that the 2012 Program Year ends June 30, 2013. The campaign "Skills to Compete" will end along with this program year. Ms. Springmeier noted that we should consider a new campaign for the 2013 Program Year (July 1, 2013 – June 30, 2014). Ms. Springmeier brought up information from the NAWB Forum she and two other board members attended in Washington D.C. last month, noting that an idea could be "Just Add One". This campaign focuses on getting employers to "Just Add One" job. Ms. Springmeier also noted that another campaign idea could be "Backpacks to Briefcases", which focuses on young professionals in the area. Ms. Culeton suggested that we denote enough time at the next meeting to discussing the campaign ideas. **Action Item: Campaign ideas for the 2013 Program Year.**

The next meeting will be Monday, May 6, 2013 from 9am-11am at the FLWIB office, in Conference Room B.
Items on the Agenda: Logo selection and Campaign selection.

Mr. Nairn made a motion to adjourn the meeting, seconded by Mr. Kauffman. Meeting adjourned at 10:55 a.m.

Respectfully submitted,
Dinah Brennan
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Executive Assistant, FLWIB.