

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**

Finger Lakes Workforce Investment Board, Training Room  
41 Lewis Street, Geneva, NY 14456  
Wednesday, June 05, 2013

ATTENDANCE: Members: Debbie Culeton, Deb Hellert, John Vrabel, Theodore Jordan, Sue Vary, Lenore Friend, Mike Rusinko, Carol Kramer  
Absent: Joe Hamm, Mike Kauffman, 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 04/09/13:** Ms. Hellert made a motion to approve the minutes as written, seconded by Ms. Culeton. Minutes approved.

**Monthly Marketing Report:** Ms. Brennan presented a new marketing report with highlights from April and May. The committee discussed the social media aspect of marketing. **Action Item: Ms. Brennan to send new instructions on how to Like/Follow Finger Lakes Works on Facebook/Twitter for Board members.**

**Monthly Charts:** Mr. Woloson noted that the unemployment rate has been steadily declining since the high rate in January. The unemployment rate is down .6% from last year at this time. Traffic reports at the Career Centers seem to be increasing, as well as services provided. Business Service Reps have been promoting OJT, and the numbers show success in that area.

**Logo Review:** Ms. Brennan distributed and discussed the proposed logos and notes from Board Members, staff, and customers of the Geneva Career Center. The tag line, "Workforce Opportunities, Workplace Solutions" had the most votes among those surveyed. The suggestion for a new font will be reviewed by Ms. Hellert and her marketing team. **Action Item: Logo update at the next meeting in order to reveal new logo at September Board 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. The website now has a slideshow of pictures on the front page, and pictures are able to be changed frequently. Mr. Jordan suggested a section for "Hot Jobs" in the area, to be updated weekly. Mr. Jordan also suggested having the board members' company website links next to their names on the Board Member List section. **Action Item: Implement a "Hot Jobs" Section and add links to FLWIB members' websites.**

**Update on Campaign Events:**

- Ms. Brennan and Mr. Woloson discussed the "Why I Love the Finger Lakes" Career Expo that was held at FLCC in Canandaigua on Thursday, May 23, 2013. There were 206 job seekers in attendance, as well as 37 employers and 3 training providers. Mr. Woloson noted that this event has job fair style booths, but also workshops, a social media aspect, prizes and Lt. Governor Robert Duffy as the keynote speaker. The committee reviewed pictures from this event. There will be a follow-up survey with employers and job seekers based on connections and demographics by the end of this month.
- Ms. Springmeier noted that there will be an events spreadsheet put together for everything held via the campaign of PY'12, "Skills 2 Compete".
- Ms. Gopen discussed the Healthcare Panel held at WFL-BOCES for high school guidance counselors in April. There were 3 healthcare employers, and 3 healthcare educators on the panel. The counselors gave positive feedback. There are plans to hold more panels in different industries for the Fall.

**Action Items:**

- Mr. Woloson discussed the information regarding where job seekers end up once they exit classroom training or OJT. A report is released twice a year, and the following statistics are from July 2012 to December 2012; 40 were scheduled to graduate, 31 graduated and 24 are working in a related field to their training. This is a 60% success rate.
- Ms. Springmeier suggested the new campaign for PY'13 be the program, "Just Add One". Information can be found on [www.justaddone.net](http://www.justaddone.net). **Action Item: Ms. Springmeier to contact the chambers and the Genesee, Livingston, Orleans and Wyoming (GLOW) Workforce Investment Board, to partner with the FLWIB for this campaign.**

**Other business:** Please contact Ms. Springmeier if you are on the Marketing & Communications Committee and would like to be Chair of the committee.

**The next meeting will be Wednesday, July 31<sup>st</sup> from 9am-11am at the FLWIB office, in Conference Room B.**

**Items on the Agenda:** Logo selection and Campaign updates.

Ms. Culeton made a motion to adjourn the meeting, seconded by Mr. Jordan. Meeting adjourned at 10:08 a.m.

**Respectfully submitted,**

*Dinah Brennan*

**Dinah Brennan**

**Executive Assistant, FLWIB.**