

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Thursday, April 3, 2014

ATTENDANCE: Members: Debbie Culeton, Sue Vary, Lenore Friend, Michael Rusinko
Absent: Gary Boyer, Carol Kramer, Deb Hellert, Deb Hellert, Joe Hamm, Michael Kauffman
Staff: Karen Springmeier, Pat Gopen, Dinah Brennan

Ms. Culeton called the meeting to order at 9:05 a.m.

Approval of Minutes of 2/12/13: Ms. Friend made a motion to approve the minutes as written, seconded by Ms. Vary. Minutes approved.

Monthly Marketing Report and Charts: Ms. Brennan presented the marketing report with highlights from February and March. She noted the Business of the Month for these months. The committee requested feedback from the businesses, and ways they use this honor to promote their organization. The marketing report was analyzed. **Action: Be more detailed on the outcomes from an event/marketing effort.** Ms. Gopen noted the website should have a picture and brief descriptions of the FLWIB employees. **Action: Ms. Brennan will create picture/biographies for the FLWIB staff.** Ms. Brennan presented the February "Trending Report", which is made up of information from the Business Service Representatives. Ms. Springmeier discussed February's unemployment rates, career center traffic numbers, and use of services at the centers.

Activities/ Metrics/ Dashboard:

- Ms. Brennan discussed the draft of the dashboard report previously presented to the committee. **Action: Add graphs to the report in place of just numbers, add cost per person for events and OJT outcomes (still in process).**
- The committee requested the evaluations from events, specifically the upcoming Career Expo, include a question for employers on why they return to the annual job fairs. **Action: Ms. Brennan to add question for the Career Expo employer evaluation.**
- Ms. Friend noted that the FLWIB should reach out to local colleges to see if there is any interest in a student doing a research project/report on the effectiveness of job fairs. **Action: Ms. Springmeier and Ms. Brennan will reach out to area colleges on this topic.**

Action Items:

- Ms. Springmeier discussed the upcoming Food and Agriculture Technology Cluster meeting. This will be held at FLCC-Victor Campus on April 29th. New York Association of Training and Employment Professionals (NYATEP), Cornell, and the FLWIB are sponsoring the event. Attendees will include economic developers, employers, educators and other organizations, in order to discuss implementing this as a new cluster initiative in Western NY.

Ad Council of Rochester/ Branding of the FLWIB, Inc.

- Ms. Springmeier discussed the process of partnering with the Ad Council of Rochester in order to reinvent our branding. Mr. Rusinko and FLWIB staff met with an Ad Council representative to review a survey that will be distributed to our partners, and those who deal with the FLWIB directly. The results and future plans will be discussed at an all day workshop in June. Ms. Culeton requested we send "thank you" letters to those who fill out the survey. **Action: Ms. Brennan and Ms. Springmeier will create a "thank you" letter to send to those who help the FLWIB by filling out the branding survey.**

Other Business:

- Ms. Springmeier and Ms. Lina Brennan recently attended the National Association of Workforce Boards (NAWB) Conference in Washington, D.C. There were 1,400 other people from all over the country involved in this

conference. The title was “Lead, Succeed & Collaborate”. A presentation will be presented at the May board meeting.

- The “Futurist” Speaker, Joyce Gioia, will be coming to speak on October 22nd. The FLWIB will be holding this event at a location TBD. The FLWIB is looking for sponsors. The event will be open to the public but will allow for the board members to participate in a lunch and Q & A session with Joyce after the event. The audience expected is about 150-200 people.
- Ms. Culeton noted that we should discuss with our executive committee and/or board on their opinions of the minimum wage increase and how it effects our area and workforce.
- Ms. Friend noted that the FLWIB should set up a “Google Alert” system to receive an update every time there is something posted about our board on the internet. **Action: Ms. Brennan to set up a “Google Alert” for the FLWIB.**

The next meeting will be Wednesday, June 11, 2014 from 9am-11am at the FLWIB offices.

Ms. Vary made a motion to adjourn the meeting, seconded by Mr. Rusinko. Meeting adjourned at 10:32a.m.

Respectfully submitted,

Dinah Brennan

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Executive Assistant, FLWIB.