

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Friday, May 20, 2016 at 9am

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Michael Rusinko, Sue Vary, Carol Kramer (via phone), Kim Morgan (via phone), John Vrabel

Absent: Deb Hellert, Michael Kauffman, Joe Hamm

Staff: Dinah Brennan, Karen Springmeier, Michael Woloson

- I. **Approval of Minutes of 2/23/16:** A motion to approve the minutes was made by Mr. Rusinko, seconded by Ms. Friend. All in favor, motion carried.
- II. **Monthly Marketing Report and Charts:** Mr. Woloson reviewed the unemployment, traffic, and services charts on the dashboard for PY'15. Discussion ensued on job seekers, traffic at centers, and hiring. Mr. Woloson reviewed the rest of the dashboard.
- III. **Event Updates:**
 - Ms. Brennan reviewed the "Finger Lakes Works...with their hands!" planning process which has just begun. Staff are reaching out to previous sponsors and creating new sponsorship opportunities. Ms. Friend noted that an idea for FLWWTH would be to set up a table with props and have students take pictures with them to promote the event and the industry.
 - Mr. Woloson noted that some of the Veterans Outreach Committee went to Fort Drum for a Job Fair. They brought lifestyle kits for the Finger Lakes from the Visitor's Connection.
 - Mr. Woloson noted that the Healthcare Career Day was attended by 398 students. Of those 398 students, 244 evaluations noted that this Career Day impacted their decision to go into the healthcare and human services field.
- IV. **Social Media Strategy:** Staff continues to work on this project.
- V. **Other:**
 - Discussion on JobsEQ software. The committee noted that it would be valuable to look at the information on the software for the region and use it for marketing purposes.
 - Mr. Rusinko noted that the minimum wage increase is a big factor for employers right now. Ms. Springmeier agreed that the minimum wage discussion needs to be looked at more closely to see what we can do to help businesses.
 - The committee discussed ways to increase traffic at the career centers. Ms. Springmeier suggested the workshop calendars be sent to all local libraries. The consortium continues to work on this. Ms. Brennan noted that there were advertisements placed in the Democrat & Chronicle to promote the centers. Mr. Rusinko noted that success stories from ITA's could be used to promote services. Ms. Springmeier noted that with the state level rebranding of the career centers, it leaves an opportunity in the future to have more marketing efforts.
 - The discussion continued on the idea to have an "Employer of the Year" sponsored by the board. This would be a big event and further discussion will follow.
- VI. **Action Items:**
 - Mr. Woloson created the business and customer satisfaction surveys and the centers are using them.

The next meeting will be determined via e-mail poll.

A motion to adjourn the meeting was made by Ms. Friend, seconded by Mr. Rusinko. All in favor, meeting adjourned.

Respectfully submitted,
Dinah Brennan
Dinah Brennan
Executive Assistant, FLWIB.