

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

Finger Lakes Workforce Investment Board, Conference Room A  
41 Lewis Street, Geneva, NY 14456  
Wednesday, June 7, 2017 at 10:00 a.m.

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Carol Kramer, Michael Kauffman, Kim Morgan, John Vrabel  
**Absent:** Deb Hellert, Sue Vary, Michael Rusinko, Joseph Hamm  
**Staff:** Karen Springmeier, Michael Woloson

- I. **Approval of Minutes of 11/9/16:** A motion to approve the minutes was made by Ms. Kramer, seconded by Ms. Morgan. All in favor, motion carried.
- II. **Strategic Planning Update:** Ms. Culeton noted that her recommendation is for this committee to focus on goals 3 and 4. The committee brainstormed ideas as follows:
  - List all partners by categories and prioritize
  - Recognition for sponsorships
  - For new members, what value will they bring
  - Convene committee for IWD (start with Carol and Anne)
  - How do we incorporate the 12 Habits and tie them into goals
  - Create a marketing piece that goes out after each event
  - There is a Veterans Committee; do we need to get the VA more involve
- III. **Monthly Reports:** Mr. Woloson reviewed the unemployment, traffic, and services charts. Discussion followed about the decreasing traffic and how do we track those who have exhausted UI. **Action Item: Mr. Woloson to follow up.**  
Information on the new Primary Indicators of Performance was presented.
- IV. **Event Updates:**
  - Ms. Springmeier reported on the second annual Ag Career date noting there were 250 students from 17 school districts participated and several exhibitors. Feedback was very positive.
  - Mr. Woloson reported on the Healthcare Career Day held on March 21<sup>st</sup>. 350 students attended from 21 districts with over 60 volunteers and 16 presenters. Feedback was very favorable with one constructive comment noting there needs to be more diversity of careers.
  - Mr. Woloson noted that the Job Fair was held on March 28<sup>th</sup> with 40 businesses and 150 job seekers. At the event, Mr. Woloson and Business Services reps interviewed each employer to discuss use of services and OJT. Mr. Woloson reviewed the results. He also noted the JSEC held a job fair recently with 40 businesses and 110 job seekers. Discussion followed on overlap and possibly combining events.
  - Mr. Vrabel noted that del lago conducted three job fairs in May for the hotel positions.
- V. **Finger Lakes TV/FLCC Project Update and Review:** Ms. Friend reported that two shows have been taped and a third is almost completed. Ms. Springmeier provided the good news that Dinah Brennan has agreed to host the shows and Ms. Springmeier will follow up. We may be able to show a clip at the board meeting on the 21<sup>st</sup>. Ms. Friend will follow up.
- VI. **Soft Skills Training Update:** The committee discussed how they could be of assistance in the promotion and recruitment efforts to ensure success. It was suggested that calling it a workshop or seminar might be more appealing for participants. The curriculum has been revised to one day so hopefully more will participate. 15 people have attended. Staff need to follow up with those completing to see if they got jobs and reach out to employers to validate the seminar is worth the investment of time. It was recommended that a chart of successes be prepared. **Action Item: Mr. Woloson will follow up with Center staff**
- VII. **Success Chart to be used for all events:** Ms. Springmeier informed the committee that staff complete an event summary report after each event and they are on file. All events have to be self-funded through sponsorships or grants.

**VIII. 5 Steps to Board Prominence:** Ms. Springmeier reviewed the 5 steps that Mr. Mueller had received from a session at the NAWB Conference and related them to the strategic plan as well. A suggestion for board member orientation was to assign a mentor.

The next meeting will be September 13, 2017 at 9 am.

A motion to adjourn the meeting was made by Ms. Morgan, seconded by Ms. Friend. All in favor, meeting adjourned at 11:45 a.m.

**Respectfully submitted,**  
*Karen A. Springmeier*  
Karen A. Springmeier  
Executive Director