

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456

Wednesday, September 13, 2017 at 8:30 a.m.

ATTENDANCE: **Members:** Deb Culeton, Michael Rusinko, Joseph Hamm, Lenore Friend, Carol Kramer, John Vrabel,
John Mackowiak, Sue Vary

Absent: Kim Morgan

Staff: Karen Springmeier, Michael Woloson, Jennifer May

- I. **Approval of Minutes of 06/7/17:** A motion to approve the minutes was made by Mr. Rusinko, seconded by Mr. Hamm. All in favor, motion carried.
- II. **Action Item Follow Up:**
 - a. Mr. Woloson informed the Committee of an algorithm used to identify those who are likely to exhaust Unemployment Insurance and would need extra assistance at the Career Centers. The centers get a list of those names from the state and all effort is made to find them employment or further education or training, including mandatory participation in Jump Start Workshops. Ms. Springmeier asked what is being done to draw those not on UI or public assistance into the Career Centers and Mr. Vrabel and Mr. Davis reported that more can be done to attract those individuals. Programs through FLTV and Facebook and Google ads were offered as options by Mr. Rusinko, Ms. Friend and Mr. Mackowiak. Mr. Rusinko cautioned the Committee that if an online campaign were to be initiated, clear goals and budgets would have to be decided upon from the start.
ACTION ITEM: The Consortium is to provide ideas to the Marketing Committee regarding ways to bring individuals not on UI and public assistance into the Career Centers.
 - b. Mr. Woloson again spoke to the Committee regarding the Soft Skills Training and reiterated that the training is a value added service. Mr. Rusinko added that an employer to champion the Soft Skills Training needs to be found, to encourage other employers to see the value of the course for their current and prospective employees. Ms. Culeton mentioned that the training could be presented to the local temp agencies, which could help strengthen the FLWIB's relationship with the agencies, thus driving more traffic to the Career Centers.
ACTION ITEM: Mr. Woloson and Mr. Vrabel will follow up with employers and temp agencies.
- III. **Strategic Planning Update:** Ms. Springmeier discussed the 5% increase in WIB Partners, the creation of an Individuals with Disabilities committee and Veterans Month, in November. Mr. Woloson told the Committee of an idea presented to the Veterans Committee of having a Veterans Appreciation Day at the Career Centers once a week during the month of November. Ms. Culeton suggested that local businesses could also host the events, providing them with publicity and prospective employees.
ACTION ITEM: Mr. Woloson to follow up with REDCOM.
- IV. **On the Job with FLTV Update:** The Committee viewed the On the Job with FLTV program which was filmed at Optimax. The program will air on September 20th and will run through October. The program will also be sent to area schools, posted to social media and archived on FLTV's website for future viewing. Ms. Friend informed the Committee that a large portion of four other programs have been filmed and are awaiting intros and outros.
ACTION ITEM: Employers and employees for future On the Job with FLTV need to be identified; Ms. Springmeier will follow up.
- V. **Monthly Reports:** Mr. Woloson reviewed the unemployment and front door traffic numbers with the Committee and attributed the slight uptick in the Finger Lakes unemployment average to the addition of people who hadn't previously been looking for employment to the pool. Mr. Woloson told the Committee that the goal is to increase the number of individuals in Classroom Training and OJTs.
- VI. **Skill Up Finger Lakes:** Ms. Springmeier informed the Committee that more research needs to be done on the program and recognition of the value of the program would have to be seen by employers in order to make it a worthwhile investment.
- VII. **Other Business:** Ms. Springmeier asked for the Committee's thoughts on suspending the Business of the Month recognition by the FLWIB and instead focusing effort on Spotlight On. The Committee agreed that Spotlight On would be a valuable tool in increasing the flow of information about local employers and events.
ACTION ITEM: FLWIB staff to resurrect Spotlight On; all staff responsible for contributing and Ms. May will post.
The next meeting will be December 13, 2017 at 8:30 a.m.
A motion to adjourn the meeting was made by Mr. Rusinko, seconded by Joseph Hamm. All in favor, meeting adjourned at 10:30 a.m.

Respectfully submitted,
Jennifer May, Executive Assistant