

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, June 13, 2018

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

- I. **Approval of Minutes of 3/14/18:** A motion to approve the minutes was made by Mr. Kauffman and seconded by Ms. Vary. All in favor, motion approved.
- II. **Action Item Follow Up:**
  - a. Ms. Springmeier updated the committee on possible options for recognition of partners and customers. She stated that the annual meeting where outstanding partner, customer and employers were recognized could be resurrected, but could be cost prohibitive. An alternative could be reviving Partner/Business of the Month. In order for this to be successful, a staff member would have to be assigned to ensure that it stayed current and more partners would have to be involved so there would be more to recognize. This option would be more cost effective than an annual recognition meeting. Ms. Culeton suggested that “Featured Partners” stories be used for acknowledgment and Ms. Springmeier offered “Success Stories” as a way to also acknowledge partners.  
**ACTION ITEM: Ms. Springmeier and Ms. May to formulate plan for featured partners and success stories; compile list of possibly twelve companies deserving of recognition.**
  - b. Ms. Springmeier is still awaiting a response from Mr. Bischooping regarding feedback from superintendents about the artificial intelligence in the workplace presentation. She will update this committee when she receives the response. Ms. Vary to follow up.
- III. **Strategic Planning Update:** The goal of selecting a One Stop Operator has been met, with the approval of the Finger Lakes Works Career Center Consortium given a one year extension contract. The Service Delivery portion of the MOU has been completed and awaits signature pages from two state agencies and one local partner. The Infrastructure Funding Agreement has been completed and submitted to the New York State Department of Labor, notification of approval pending. Work is still being done on increasing number of partners by five percent. Both the Individuals with Disabilities and Veterans Outreach committees are actively pursuing a twenty percent increase of individuals receiving services within the targeted populations. The month of October is recognized as the National Disabilities Employment Awareness Month and FLWIB will participate in the recognition by showcasing the newly acquired adaptive equipment at the career centers. The recent report completed by the Hobart and William Smith Colleges intern, “The State of the Workforce in the Finger Lakes” shows that the job clusters were well chosen and a possible addition of a food science cluster should be made. Ms. Springmeier has also applied for FLWIB to become an Employment Network, as part of the Social Security Administration’s Ticket to Work program for individuals with barriers.
- IV. **On the Job with FLTV Update:** The Health Services episode, featuring nurses from Thompson Health, is currently airing on Finger Lakes Television. For the program to remain viable, more employers who would like to participate need to be identified.
- V. **Website and Social Media Update:** Ms. May updated the committee on the website redesign that has had a few issues, but is now live. The new format is mobile responsive and features much more information than the previous version. A YouTube channel is also in the works, with Finger Lakes 1.  
**ACTION ITEM: Ms. May to update FLWIB’s Linked In account.**
- VI. **Monthly Reports:** For the month of April, the overall unemployment rate for the Finger Lakes counties went down 0.9% when compared to March; the April rate is the same as April 2017. Front door traffic at the career centers dropped by almost 1,000 visitors from March to April and April 2018 saw 800 fewer visitors to the centers than April 2017. The number of customers receiving services is also down this program year, compared to PY’16.
- VII. **Other Business:** As the new program year approaches, Ms. Springmeier has been reaching out to Board members about joining the various committees. It was also suggested that a presentation on Finger Lakes Community College’s Strategic Plan be on the agenda for this committee or the full Board meeting.

The meeting was adjourned at 9:40 a.m.

**The next meeting will be Wednesday, September 12, 2018 at 8:30 a.m.**

Respectfully submitted,  
Jennifer May, Executive Assistant