

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, February 15, 2019

ATTENDANCE: **Members:** Deb Culeton, Mike Kauffman, Mike Rusinko, Sue Vary

Staff: Karen Springmeier, Jennifer May

Absent: Lenore Friend, Debra Hellert, Joseph Hamm, John Vrabel

- I. **Approval of Minutes of 09/12/18:** A motion to approve the minutes was made by Ms. Vary and seconded by Mr. Kauffman. All in favor, motion approved.
- II. **Grants as Newspaper Article or Letter to Editor:**
Ms. Springmeier elaborated on the suggestion offered by Ms. Culeton, which regarded newspaper articles touting the grants awarded to the FLWIB. The board has received a grant involving Dislocated Worker funds which can be used to fund training programs in advanced manufacturing, skilled trades, healthcare and food and agriculture technology for thirty participants. The FLWIB has also been chosen as a recipient of an additional grant, but the official announcement has not yet been made by Governor Cuomo. Once it has, letters to editors will be written to share the information publically.
- III. **Website Data:** Ms. May shared the December and January website analytics with the committee. The analytics show that the number of visitors in total and in new users is up, as is the number of sessions of those users. Visitors to the site also viewed more pages during their sessions in January than they did in previous months.
ACTION ITEM: Ms. May to compile analytics that show traffic of individual pages and from where the traffic is pulled.
- IV. **Monthly Reports:** The committee reviewed the most recent Dashboard report, which indicates a lower unemployment rate across the region and a similar number of front door center traffic when comparing program years 2017 and 2018. The number of customers involved in all center services is down slightly from PY'17, though.
ACTION ITEM: Staff to request more detailed outcomes from career centers; actual numbers, instead of percentages, of individuals who were successful in job search or who received help with other issues (i.e. transportation) needed.
- V. **Survey Results:** The review of the business survey results fueled a conversation on the need for more soft skills on the part of the employee. This committee recommended that WorkKeys Assessments and Personal Skills for Success trainings be required for ITA and OJT participants.
ACTION ITEM: Staff to consider how to implement requirement recommendation.
- VI. **Business Data Analysis:** Ms. Springmeier led the discussion on the JobsEQ supplied Industry Snapshot. The snapshot displays the current statistics on various industries, such as number of those employed and wages earned. Also shown are the five year history of those industries and the one year forecasts.
ACTION ITEM: Ms. Springmeier and Mr. Woloson to investigate the current statistics based on individual county.
- VII. **Committee Chair Transition:** This issue will remain a standing agenda item, to be addressed at next meeting.

The meeting was adjourned at 10:10 a.m.

The next meeting will be Wednesday, April 18, 2019 at 8:30 a.m.

Respectfully submitted,
Jennifer May, Executive Assistant