

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
Finger Lakes Workforce Investment Board, Meeting Room B  
41 Lewis Street, Geneva, NY 14456  
Friday, May 13<sup>th</sup>, 2011

ATTENDANCE: Members: Deb Culeton and John Vrabel  
Absent: Bill Castiglione, Jack Farrell, Nikki Leathersich, Mike Rusinko and Mike Manikowski  
Staff: Jaimie Martin and Michael Woloson  
Guest: Jocelyn VanGelder

Ms. Culeton called the meeting to order at 8:35 am

Minutes from March 11<sup>th</sup>, 2011 meeting was tabled. Will be approved at the next meeting in August.

### **Google Groups**

Ms. VanGelder – Google Groups is a private, ID protected, online meeting group where participants can share job leads, experiences, etc... Wayne County Career Center in Lyons was chosen for the pilot, the only One Stop Center in New York State to try Google Groups. With all the positive feedback from the pilot, other One Stop Centers in our region and the Department of Labor are trying Google Groups.

### **Consortium Update**

Mr. Vrabel reviewed the report with the committee. See pages 3-6.

### **May is One Stop Month**

Ontario, Seneca, Wayne and Yates Finger Lakes Works - One Stop Centers will have an Open House on Thursday, May 26<sup>th</sup>, 2011, from 1pm to 3pm. All are welcome to attend.

**ACTION ITEM: Mr. Vrabel to email Ms. Martin the Open House flyer, which will be added into Board members folders for the Board meeting on May 18<sup>th</sup>.**

**ACTION ITEM: Mr. Vrabel to email Ms. Culeton the website link to a picture of Senator Nozzolio at our Finger Lakes Works...with their hands! Day.**

### **Marketing Plan**

**ACTION ITEM: Mr. Vrabel to make a statistical chart, using the information from the marketing report. Will present at the next meeting.**

### **Other Business**

There was discussion about adding a counter to the [www.fingerlakesworks.com](http://www.fingerlakesworks.com) website to keep track on how many people visit the website and maybe even adding a Live Chat feature.

**ACTION ITEM: Further discussion about adding a counter and a live chat feature to the website, will take place at the next Marketing meeting.**

### **NEXT MEETING – TBA**

With there being no further business, the meeting was adjourned at 9:56 a.m.

Respectfully Submitted,  
Jaimie Martin  
Administrative Assistant

## Finger Lakes Works Marketing Report March – April 2011

### Newspaper: Press Releases/Public Service Announcements

- **Daily Messenger**, Local Economy article, <http://www.mpnnow.com/business/x481351482/Ontario-County-unemployment-figures-shrink-jobs-slowly-coming-back> (Ontario) 04/05/11

### Newspaper: Paid Advertisement(s)

- **Finger Lakes Times**, FL Spring Job Fair Seeks Participants (businesses), (JSEC), 3/10/11
- **Finger Lakes Times**, *Customer Satisfaction 101*, business training (Seneca County/BWE, FLCC & Seneca County Chamber Tourism), Seneca Falls Library (FLCC), 3/24/11
- **Finger Lakes Times**, Seneca County Chamber of Commerce TAB PAGE, On-the-Job Training (OJT) Information article (Seneca) 04/25/11

### Radio/Television: Press Releases/Public Service Announcements

#### **(Includes Finger Lakes Daily News.com and FingerLakes1.com)**

- **TV: FLTV/Channel 12, Public Access/Community Bulletin Board**, Services: Site, (Seneca), 03/11&04/11
- **Radio: Finger Lakes Radio Group (WFLR), Services: The Connection Job Fair**, with Yates County Chamber of Commerce and Economic Development (Yates) 4/13-15/11
- **Finger Lakes1.com**- The Connection Job Fair, (Yates), 4/13-15/11

### Radio/Television: Paid Advertisement(s)

- **Radio: Finger Lakes Radio Group**, Services: jobseekers (1) & businesses (1); featured on three stations (WIB) 03/11&04/11

### Website (Agency)

- **County:** News and Announcements, Services, Workshops, Career Navigator, The Connection Open Recruitment (Seneca)
- **County:** Services, (Seneca, Ontario, Yates & Wayne)
- **WIB:** Services, Updates Finger Lakes Internship Program Facebook Page (WIB)
- **NY DOL:** Services, (DOL), [www.labor.ny.gov/](http://www.labor.ny.gov/)
- **FLCC:** WIB, FAME & Healthcare Alliance links, (FLCC)
- **FAME:** In collaboration with Finger Lakes Works, [www.nyfame.org](http://www.nyfame.org)
- **Healthcare Alliance of the Finger Lakes:** Resources of Finger Lakes Works, [www.healthcareworkforcealliance.net](http://www.healthcareworkforcealliance.net)

### Other Websites

- **Press; NY State Senator – Michael F. Nozzolio;** 4<sup>th</sup> Annual Finger Lakes Works ...With Their Hands! Photo w/caption on [www.nysenate.gov](http://www.nysenate.gov);  
<http://www.nysenate.gov/photos/2010/oct/15/4th-annual-finger-lakes-works-their-hands>
- **Seneca County Chamber of Commerce's website**, Services: Workshops & OJT (Seneca); JSEC Labor Law Seminar and Finger Lakes Spring Job Fair
- **United Way of Seneca County's website**, Services: VITA (Seneca)

### Mailings

- **Trade Act Benefits and Informational Workshop Invitation**, (former Connection Employees)(Yates) 3/18&3/31/11 and 4/18&4/28/11.

## Finger Lakes Works Marketing Report, March - April 2011 (continued)

### Continuous

- **Weekly Exit letters, Services (Geneva DOL)(150)**
- **Weekly Exit letters, Services (Wayne DOL)(75)**
- **Weekly Match letters, Services (Geneva DOL)(95)**
- **Weekly Match letters, Services (Wayne DOL)(50)**
- **Monthly Job Tracks, NEG OJT letters, Services (Wayne DOL)(100)**
- **Monthly Job Tracks, NEG OJT letters, Services (Geneva DOL)(175)**

### E-mails (Agency)

- **Business Services Survey (Survey Monkey) Yates WFD and Chamber of Commerce mailing lists (Yates)**
- **Career Navigator, Seneca and Geneva Customers (Geneva) 4/4/11 (106)**
- **Career Navigator (Seneca) 3/22/11 (426)**
- **The Connection Open Recruitment (Seneca) 3/8/11 (348)**
- **Customer Satisfaction 101 - Train the Trainer (Seneca) (650)**

### Other E-mails

- **United Way of Seneca County E-Newsletter, VITA (Seneca) 3/22/11, 4/21/11**
- **Seneca County Chamber of Commerce E-Connection, OJT, Finger Lakes Spring Job Fair 4/18/11**

### Continuous

- **Weekly Job Leads/Services, Numerous partner agencies & customers, Seneca (59), Ontario (250), Yates (76) & Wayne (101)**

### Marketing Material Distributed

- **Career Navigator Workshop, (Seneca)**
- **Customer Satisfaction 101 business training, (Seneca)**
- **Business Services Survey (Survey Monkey) Yates WFD and Chamber of Commerce mailing lists (Yates)**

### Continuous

- **Business Services, Customer Letter to Businesses promoting OJT, (BST)**
- **ITT Industries brochure highlights Seneca County Workforce Development/NY DOL contact information for applying for Union Jobs**

### Events this Report Period

- **3/11- The Connection Open Recruitment (Seneca, Ontario, Yates & Wayne)**
- **3/2-3/11 - Open Interviews – Tractor Supply Co (Seneca) (148)**
- **3/16/11 - Seneca County Chamber Business After Hours; Jeff Shipley mentioned the April 12<sup>th</sup> Customer Satisfaction 101 business training (Seneca County/BWE, FLCC & Seneca County Chamber Tourism), Seneca Falls Library, 6-9pm (100)**
- **3/22/11 - Rapid Response, AES Greenedge, Dresden (DOL/Yates)**
- **3/23/11 - SUNY Geneseo Spring Career/Internship Fair**
- **3/24/11 - Computer Basics Workshop conducted by Geneva Public Library at the FL Works One Stop in Geneva (Geneva DOL)**
- **3/25/11-Canandaigua Chamber event, breakfast meeting with Senator Patrick Gallivan and Minority Leader Brian Kolb (WIB)**
- **3/30/11 - RIT Spring Career/Internship Fair**

## Finger Lakes Works Marketing Report, March – April 2011 (continued)

- 3/28/11 - **Business of the Month (Mar)**, Baldwin Richardson Food's, Williamson (Wayne)
- 4/8/11 - **Seneca Youth Career Fair** (four school districts/9<sup>th</sup> graders), Seneca County Partners for Children, Youth & Families with Workforce (Seneca)
- 4/8/11 - **Joint Meeting** with Yates County Chamber and Economic Development to discuss future collaborative efforts (Yates)
- 4/12/11- **Customer Satisfaction 101**, In partnership Seneca County (BWE), FLCC & Seneca County Chamber Tourism, for businesses, Seneca Falls Library, 6-9pm (Seneca), 9 businesses, 39 participants
- 4/20/11 - **13<sup>th</sup> Annual Finger Lakes Spring Job Fair** (Ramada Geneva Lakefront, 1-5pm), 47 businesses, 337 jobseekers
- 4/20/11 - **Victor Chamber of Commerce Business Meeting** (Ontario)
- 4/27/11 - **MCC Spring Career/Internship Fair** (WIB)
- 4/29/11 - **Business of the Month (Apr)**, Hipshot Products, Interlaken (Seneca)
- 4/29/11 - **Met with Congressman Richard Hanna** in Utica, presented information on the Finger Lakes WIB and Finger Lakes Works Centers (WIB)
- 4/29/11 – **Computer Basics Workshop** conducted by Geneva Public Library at the FL Works One Stop in Geneva (Geneva DOL)
- **Wayne County Business Council** presentation on Business Service and Fame (WIB)

### Miscellaneous

- **Career Navigator Workshop**, (DOL Geneva) 3/14-3/18/11
- **Career Navigator Workshop**, (Seneca) 4/11-15/11 (10)
- **Continuous Recruitment**, Kelly Services, (DOL Geneva) Tues&Thur
- **Continuous Recruitment**, Scepter, (DOL Geneva) daily
- **Continuous Recruitment**, Guardian Industries, (DOL Geneva) daily
- **Continuous Recruitment**, Adecco (Siligan Plastics)(Yates) Mon
- **Recruitment**, The Connection (Ontario) 3/11
- **GOOGLE Groups**, Piloting biweekly “online meeting” with DOL REA staff and their customers (DOL Wayne)
- **GOOGLE Groups**, Piloting monthly “online meeting” Training Options (Seneca)
- **Advisor on the Skills to Compete report** “*New York's Forgotten Middle-Skill Jobs*”; FLCC ICT/FAME partnership highlighted as a best practice (WIB)
- **Finger Lakes Works brochure** – Updated
- **Promotional Material** – Purchased magnets and mini flashlights (both w/logo) for customer distribution (Seneca)

### FAME

- Six new members joined in March and April
- Academic roundtable held at MCC in March and GCC in April; total of over 50 people attended; Outcomes: In GLOW, an increased business outreach program in cooperation with the WIB, Ec Dev, and GCC and at MCC, a pipeline initiative to have students and parents tour companies; 22 students have signed up.
- Open house and panel at FLCC Victor campus to highlight the ICT program. Several FAME members participated in the panel; M Manikowski and K Springmeier attended; both FAME and FL Works had a table with information available.
- 05/12/11 - BOCES Roundtable at Wayne Tech Center

### Health Care Alliance of the Finger Lakes

- 4/11/11- Presented on “Hospitality Industry in the Finger Lakes” to the Finger Lakes Family & Consumer Science Educators
- 4/20/11 - Executive meeting was held on April 20<sup>th</sup>; Next meeting June 2<sup>nd</sup>
- 5/17/11 - Will be participating at Wayne Finger Lakes BOCES Career Day
- 3/12/12 - Career Day - Image and Pipeline Committee

### Future Events

- 5/9-13/11- **Career Navigator Workshop**, (Wayne)
- 5/11/11 - **Recruitment**, Finger Lakes Premier Properties (Yates)
- 5/13/11 - **Legislative Breakfast “Today’s Challenging Employment Picture”** (WIB)
- 5/18/11 - **OJT Workshop**, Victor Chamber of Commerce (WIB)
- 5/19/11 - **Finger Lakes East JSEC Annual Employment and Labor Law Update Seminar** Ramada Geneva Lakefront (JEC)
- 5/24/11 - **Career Navigator Workshop**, (Ontario & Yates) 6/11 TBD  
**College-Industry Forum “Developing the Talent Pipeline to Compete Globally, Grow Locally”**; featuring SUNY Chancellor Nancy Zimpher; Co-sponsored by FLCC, GCC, MCC, OCED, SUNY and FLWIB; to be held at Smart System Technology & Commercialization Center (STC/formerly ); WIB members invited (WIB)
- **5/26/11 - MAY IS CELEBRATE “FINGER LAKES WORKS” MONTH**
- 5/17/11 - **Wayne Finger Lakes BOCES Career Day** (BOCES/WIB)
- TBD - **Business of the Month** (May), (Ontario)
- TBD - **Evolution of the Tasting Room Experience Training** (3 part series), In partnership with FLCC & Yates County Chamber of Commerce (Yates)

### Acronyms

- **BSR** – Business Service Representative
- **BWE** – Business Workplace Exchange
- **FAME** – Finger Lakes Advance Manufacturing Enterprise
- **JSEC** – Job Service Employer Committee, Finger Lakes East (DOL)
- **NAWB** – National Association of Workforce Boards
- **NYATEP** – New York Association of Training and Employment Professionals
- **OJT** - On-The-Job Training
- **REA** - Reemployment and Eligibility Assessment
- **VITA** – Volunteer Income Tax Assistance