

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Finger Lakes Workforce Investment Board, Meeting Room B
41 Lewis Street, Geneva, NY 14456
Thursday, December 1, 2011

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

Ms. Culeton called the meeting to order at 9:10 am

Approval of Minutes—May 13th, 2011

Ms. Leathersich made a motion to approve the minutes from the May 13th meeting, seconded by Ms. Culeton; motion carried and minutes approved.

Marketing Report

Mr. Vrabel reviewed the most recent monthly report. Discussion followed about the content of the report and how it is interpreted. The content is good but is it operational or true marketing? Further discussion followed on using e-mail—are we sending the correct message for different activities if 1000 e-mails were sent out for the Career Navigator and only 6 responded. How do we track the number of e-mails and letters and the results? A suggestion was made as a to provide charts on the number of job seekers and the number of businesses using existing reports from the consortium.

ACTION ITEM: Mr. Vrabel will work with Mr. Woloson to develop graphs/ charts for job seekers and businesses served over a 12 month period.

Website

Ms. Springmeier provided the website dashboard report for www.fingerlakesworks.com and Mr. Vrabel reported on website traffic for the county websites. Discussion followed about the site visits, number of pages, etc. and if people are using the site in an effective way.

ACTION ITEM: Mr. Vrabel will work with the Consortium to review how to maximize the www.fingerlakesworks.com website.

ACTION ITEM: Ms. Springmeier to reach out to Mr. Sinicropi to discuss website optimization. Mr. Rusinko volunteered to attend this meeting.

May is One Stop Month

Mr. Vrabel noted each one stop held an open house and attendees varied at each site. Some staffers for state and federal elected official attended. For 2012, the committee discussed if this should continue. The consensus was the We should look at their calendars early in the year and make recommendations to the Executive Committee early and try to get better attendance from Board members. Also suggested was a letter to the editor the week before to let the community know who was going to be there. Ms. Springmeier noted that it is time for the biennial one stop certification so this is another opportunity to have an event in May.

Strategic Plan

For this committee, the strategic priority is the branding; how the customer perceives us. It was noted that this is a major undertaking and with little money for the work, Ms. Culeton listed the following as the Committee's strategic priorities:

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- Change perception of the WIB
- Improve meeting and
- Educate employers and the community
- WIB event
- Annual campaign focus
- National awards
- Double the number of firms engaged in the WIB
- Brand the WIB
- Advocate for a better business climate

The concept of an Annual Campaign was well received by the committee. Good discussion followed and the suggestion was that 2012 be the Year of the Youth (title needs some work on the title)

- K-12 initiative
- Campaign for youth
- Create a video
- Target X number of schools
- Tie it into Middle skills campaign

Committee membership

Ms. Culeton suggested the possibility of adding new members and also this committee breaking into sub committees to address certain items such as website, campaign, etc. Further discussion to follow.

(NOTE: Joe Hamm will be joining the committee in January)

NEXT MEETING Tuesday, January 10th for 9 to 11 in Conference Room B

With there being no further business, the meeting was adjourned at 10:45 a.m.

Respectfully Submitted,
Karen A. Springmeier
Executive Director