

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
Finger Lakes Workforce Investment Board, Meeting Room B  
41 Lewis Street, Geneva, NY 14456  
Tuesday, February 14, 2012

ATTENDANCE: Members: Deb Culeton, Joe Hamm  
Absent: Jack Farrell, Mike Manikowski, Nicki Leathersich, Mike Rusinko,  
Staff: Michael Woloson, John Vrael, Karen Springmeier, Pat Gopen  
Guest: Lisa Thompson, Bob Matson form FLCC

Ms. Culeton called the meeting to order at 9:05 a.m. Introductions followed and Ms. Culeton gave an overview of the campaign concept for the Lisa and Bob.

**Monthly Marketing Report:**

John Vrael presented a verbal report highlighting some new efforts this month. Ms. Culeton asked him to highlight some events that were different than the previous month's report. Mr. Woloson reviewed the graphs of traffic at the one stops noting the changes. Ms. Culeton asked that for the Board meeting, they both highlight changes from their previous report and provide rationale for the increases or decreases. Discussion about performance standards as related to traffic and these reports followed. It was suggested that the Board development piece for the March meeting be on Performance.

**Website Optimization**

Weekly analytics were e-mailed the previous day. Ms. Springmeier briefly reviewed them.

**Exploring Program Follow up**

Ms. Springmeier reported she had a lengthy conversation with Dr. Marinelli (who serves on the Membership committee and Exploring Steering Committee about the FLWIB partnering with the program in its' campaign Finger Lakes Skills to Compete. He mentioned he would bring it up at the next meeting and possibly get Ms. Springmeier on the committee. Matt Graney is at training until the 21<sup>st</sup> and then they will reconnect to discuss.

**Annual Campaign Follow up**

The concept paper for the Annual campaign ***Finger Lakes Skills to Compete*** was reviewed and discussed. A very lively discussion (with some great ideas) followed:

- How do we reach out to businesses and colleges
- Get legislators on board
- Partner with the MCC Video group that Todd Oldham is working on
- Run focus groups with
- Use FLTV
- Create partnerships (ex). ROC the day
- Make it real
- Target Career Counselors and parents
- Go regional (GLOW and Monroe WIBs)
- Create a roster of partners
- Look at Middle Skill Resources
- Kickoff at CMAC with a big name (Jim Boeheim; Tom Coughlin)
- How do we reach students who drop out of college

Plan:

- Feb-May
  - ✓ Gather real time data
  - ✓ Focus groups
  - ✓ Guidance counselors
  
- June-August
  - ✓ Develop plan
  
- September
  - ✓ Launch (Karen's note: Use Labor Day theme..just a thought!)

**ACTION ITEMS:**

- Contact GLOW and Monroe WIBs for their interest in participating making this a regional activity--Karen
- Real time data –Mike and Joe will work with Tammy and possibly CGR
- Prepare contact group lists for focus groups
- Follow up with Matt Graney--Karen
- Contact Ad Council—Karen

**Approval of Minutes of 1/10/12:** Ms. Culeton made a motion to approve, seconded by Mr. Hamm. Minutes approved.

**Next Meeting: Tuesday, March 13<sup>th</sup>, 2012 at FLWIB Office, Conference Room B.**

Meeting adjourned at 11:00.

Respectfully submitted,

*Karen A. Springmeier*

Karen A. Springmeier