

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, March 13, 2012 9:00 a.m.

ATTENDANCE: Members: Deb Culeton, Jack Farrell, Mike Rusinko, Bill Castiglione
Absent: Mike Manikowski, Joe Hamm
Staff: Michael Woloson, John Vrael, Karen Springmeier, Pat Gopen
Campaign Partners: Lisa Thompson, Bob Matson

Ms. Culeton called the meeting to order at 9:05 a.m. Introductions followed.

Approval of Minutes of 2/14/2012 Minutes approved as written.

Monthly Marketing Report:

John Vrael reviewed the highlights of the written report and also noted there were three job fairs in late March and early April. There was no comparison chart for this meeting.

Annual Campaign Follow up

ACTION ITEMS from last meeting

- Contact GLOW and Monroe WIBs for their interest in participating making this a regional activity—Karen—**Mary Lou Hamm and Peter Pecor have been contacted and both have expressed an interest in partnering.**
- Real time data —**Mike and Joe will work with Tammy and possibly CGR—Follow up still needs to be done. Lisa suggested contacting Todd Oldham as well.**
- Prepare contact group lists for focus groups—**Karen, Lisa and Lynn to work on**
- Follow up with Matt Graney—**Karen met with Matt and Gary Decker and they were joined via phone by Debbie Culeton. There is a lot of interest in partnering and there is a follow up meeting scheduled for March 19 at 3 p.m.**
- Contact Ad Council—Karen—information on Branding workshop

Annual Campaign Discussion Continued

Focus Groups: Karen and Lisa, along with Lynn Fried will work on the questions and facilitate the following groups:

- Adults(can we use GW Lisk graduates)
- Parents
- Youth
- Guidance Counselors
- Youth Council (Menzo Case supports using the Youth Council as a major partner in this campaign.)

Discussion continued on the term *Middle Skills*—what does it mean? The definition is more than a high school diploma and less than a 4 year degree. Members discussed the implication of the term “middle”.

The group agreed it was important to note the quality of life in these jobs.

One phrase presented was “Road to Middle Class and it was suggested we collect success stories.

Karen referenced the media release from the May event noting that it stated there are 47,700 projected “middle skill” job openings in the nine county region between now and 2018.

Action Item: Debbie C. to contact Sandy Parker at RBA to explain what we are doing and see if we can get their support.

Action Item: Mike and Joe to work with Tammy Marino on getting this information and see if it can be sorted by industry.

It was strongly encouraged that we revisit the you-tube, podcasts and video clips so help promote the WIB.

Bob Matson noted we should revive the FLTV show that was previously taped and that his could be used for you-tube and podcasts as well. He noted that FLCC students are always looking for projects.

Action Item: Karen and Bob will continue to explore

The Labor Day kickoff was brought up and it was agreed if we chose this, we could do a story in advance and possibly we could layer on a national effort. The idea of using CMAC for a kick off was also discussed.

Lisa mentioned the possibility of applying to the Farash Foundation for funding to support some of the efforts of this campaign.

It was also suggested that we look at getting our elected officials involved; Senator Schumer supports the Sectors Act and this may be a connection for support.

Action Steps:

Media—Bob and Jack

Grants/Funding—Lisa (Farash)

Legislative—Debbie, Lisa and Amy P.

Focus Groups: Karen and Lynn

Data: Mike and Joe

Other areas to explore:

Todd Oldham—50 vignettes done at MCC

Junior Achievement—Debbie

Girl Scouts—100th Anniversary—Karen

Engage School Counselors

The next meeting is scheduled for Tuesday, May 22nd, 2012 @ 9 a.m. at the WIB Office in the Training Room. This allows time for action items to be followed up.

Meeting adjourned at 10:35 a.m.

Respectfully submitted,

Karen A. Springmeier

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Executive Director