

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Tuesday, July 24th, 2012 9:00 a.m.

ATTENDANCE: Members: Deb Culeton, Sue Vary, Joe Hamm
Absent: Mike Manikowski, Mike Rusinko
Staff: Michael Woloson, Karen Springmeier, Pat Gopen, John Vrabel
Intern: Tim Maggio

Ms. Culeton called the meeting to order at 9:00 a.m.

Approval of Minutes of 05/22/12 Mr. Hamm made a motion to approve the minutes as written, seconded by Ms. Vary. Minutes approved.

Monthly Marketing Report:

John Vrabel reviewed the highlights of the two monthly marketing reports. He noted that the major event for May was One Stop Month on May 31st with a total of 185 people attending one of the five locations. Each center held different events and highlights were shared. It was suggested that a template be used for next year so that all centers reported the same information and can be used to get a measure of success and then ask what we can do differently and trend over the years. Pat's Youth Success stories were a great hit and representatives from several state and federal elected officials attended the various sites. Karen noted the June 6th Impact luncheon with the Exploring program was a success and we had news paper articles and radio interviews as a result.

The committee discussed the use and maintenance of social media tools. Tim reported he has updated the FB page. We also discussed the website. Tim and Karen are meeting with FL1 staff later today to discuss revision. The group agreed that having several websites and several FB pages is confusing when we are promoting a system. It was strongly recommended that we have only one website and one FB page. This is time consuming and will require a dedicated person or persons; a point person to manage all of the information. With the USDOL branding initiative, ***America's Job Centers***, we will wait to move forward with merging everything until we are informed of the NYSDOL rollout. The timing of the branding relates well to the P and E Committee Credentialing project.

Ms. Culeton asked about Career Navigator. Mr. Woloson noted that they are scheduled out over the next six months. The training team is following up with participants to see if they are employed and Brian is connected with the Linked In group.

Website Analytics:

Ms. Springmeier reported that google analytics had changed its report and we do not have a full report to review. It will be sent out when received.

Monthly Charts:

Mr. Woloson present the ***FLWIB DASHBOARD FOR BUSINESS SERVICES*** showing business services trends monthly and annually. He explained reasons for peaks such as job fairs. He also noted less activity was due to less staff devoted to business services, primarily with DOL funded staff. Discussion followed on equality of services across counties. If staff are providing less business services, what are they spending their time doing? Request for monthly reports for each BS rep was suggested indicating customer interface, categorizing activity, and possibly creating a database.

Also, it was recommended that a comparison of the Job Seeker traffic and Business Services report be analyzed and if both have decreased, what are we doing to look at trends and improvement.

ACTION ITEM: Mr. Woloson to work on this with Consortium and BS Team.

PRESENTATION BY TIM MAGGIO, FLWIB SUMMER INTERN

Tim presented his research and ideas for the Finger Lakes Skills2Compete Campaign. Tim has been working 10-15 hours per week.

(PowerPoint attached).

Highlights:

- Add JA as a resource
- FB Industry of the month
- Cause marketing
- Use Hoot suite to set up FB status
- Blogs
- Improve Life in the FL section
- May Job Fair idea
- Improve website
- Attend PTA meetings and Open Houses(have a table in the hall)
- Focus groups scheduled
- **Tim will research information on Community Colleges as requested.**

Other Business;

- FLWIB/Junior Achievement information meeting inviting Superintendents and Chamber representatives is scheduled for August 15th from 9 to 11 at the WIB office. **A survey requesting additional information for follow up on FLWIB activities will be prepared.**
- **Karen will contact Gary Decker to clarify BSA policy**
- Prepare a list of activities/programs ongoing for September Board Meeting
- Mike noted that an application to Bank of America has been submitted to fund the Healthcare Career Pathways project and a Career Navigator for Healthcare simile to the AM project.
- Pat noted the FLWTH Steering Committee is actively recruiting more Advanced Manufacturing companies to participate and hopefully there will be a separate building for AM.
- Tim noted there is a Finger Lakes Young Professionals groups on Linked IN and FB and he will look into it to help with our promotion
- Pat noted that she is working with Dave Phillips and BOCES staff to put together an AM panel to present to MS and HS Guidance counselors
- Debbie asked about having literature at the NYSDOL booth at the NYS Fair. **Action Item: Joe Hamm will inquire about this.**
- **Time mentioned we should have an elevator speech. Follow up at next meeting.**

The next meeting will be in late August and the committee will be notified.

The meeting adjourned at 11:04 a.m.

Respectfully submitted,

Karen A. Springmeier

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