

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

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

ATTENDANCE: Members: Deb Culeton, Sue Vary, Deb Hellert, Lisa Thompson
Absent: Joe Hamm, Mike Rusinko
Staff: Michael Woloson, Karen Springmeier, John Vrabel

Ms. Culeton called the meeting to order at 9:00 a.m. Introductions followed, welcoming new member Deb Hellert and clarifying committee membership. Sue Vary will be replacing Mike Manikowski and Bob Matson, FLCC partner is a voting member.

Approval of Minutes of 08/28/12: Ms. Thompson made a motion to approve the minutes as written, seconded by Ms. Hellert. Minutes approved.

Monthly Marketing Report: Mr. Woloson reviewed the Job Seeker report for July and August. Mr. Vrabel reviewed the narrative report noting the highlights. The article in the FLT on Labor Day, Abby Across America, more activity on Linked In Groups, Career Navigator, PSAs promoting services. Ms. Culeton asked if we have the number of closed cases and successful placements throughout the system. We do have performance measures that we must meet that we can share. **ACTION ITEM: Mr. Woloson and Mr. Vrabel will discuss with Ms. Costello and also the Performance information will be shared at next M/C meeting.**

Website Update: Ms. Springmeier reported that she met with Finger Lakes1 staff to discuss the website revisions. They will be working on concepts and our launch will hopefully be in January 2013. **It was strongly encouraged that we showcase what we do on the website and KEEP IT CURRENT!!**

She also noted that they are going to work on a logo for us as well that can be used for the campaign and incorporated into our website. It was recommended that a branding guide be included with the website revision so that all staff understands what to post. Also suggested not allowing clip art!

Ms. Springmeier also briefly reviewed the past week's Google Analytics noting increase visits, most likely due to hits on the FLWWTW event and Career Navigator page.

Flier Review: Ms. Culeton asked that those with more marketing expertise offer suggestions on how to improve the flier. Ms. Thompson noted using drop box for partners to share information. It is easy to use.

Update on Campaign Events: Mr. Woloson began with a review of the Allied Health Planning for 2020 event the previous day at MCC. Approximately 30 people attended this event to begin discussions on what jobs are needed in the healthcare industry. Great discussion on regional needs and good participation from all three WIB regions. The information will go into a White paper prepared by Boston Reed. Local outcomes include more information to front line staff through panel discussions or webinars, creation of more Exploring Posts in the healthcare field, continue outreach to schools through pipeline activities.

Ms. Thompson reported on the success of Completion Day. Over 500 students signed their Pledge to complete and overall the event was a success locally and statewide. More info is available on the website at <http://flccconnects.com/index.php/completion-day/>.

FLWWTW Career Day was a great success with 547 students from 27 school districts (including Job Corps and a home school group). Evaluations were very positive from everyone involved! Suggestions were made on how to share the success of this event. One suggestion was load the video on an I pad and send it to Mike Rowe. We will explore marketing opportunities within our budget.

Ms. Thompson mentioned she had recently heard Richard Dietz from the Federal Reserve speak. We will look at getting Mr. Dietz to the area.

Update on Action Items from 8/28/12 Meeting: Discussions on the Elevator Speech. Tim had put together some key messages by audience and these were distributed. It was agreed that we need to create the brand first. The summary of the focus groups was also distributed.

PRESENTATION for November Board Meeting Ms. Culeton requested that 10 minutes be dedicated to the Campaign Update and asked other committee members to participate.

The next meeting will be November 27th from 9 to 11 in Conference Room B.

The meeting adjourned at 10:30 a.m.

Respectfully submitted,
Karen A. Springmeier
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