

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Tuesday, November 27th, 2012 9:00 a.m.

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

Ms. Culeton was unable to attend today's meeting. Ms. Springmeier called the meeting to order at 9:00 a.m. Introductions followed, welcoming Theodore Jordan.

Approval of Minutes of 10/09/12: Ms. Vary made a motion to approve the minutes as written, seconded by Ms. Hellert. Minutes approved.

Monthly Marketing Report: Mr. Vrabel distributed and reviewed the narrative marketing report, noting the coverage of the Oct. 4 FLWWTH event. Mr. Woloson reviewed the dashboard report and explained the common measures. Ms. Gopen reported on the youth common measures. Discussion followed on the new GED testing requirements.

OJT Plan: As a follow up to the recent Board presentation, a request was made to develop an OJT plan. Mr. Woloson distributed the plan and noted that there have been comments that "OJT is one of our best kept secrets". The plan includes for the Business Services Reps to meet with their respective county board members and report back to the WIB staff. Also, Mr. Woloson will be coordinating seminars for businesses in conjunction with the respective chambers. Staff development will continue for all staff. Mr. Vrabel developed a desk guide to assist with this effort. On the supply side, a panel presentation for job seekers will be held at the Geneva Center on December 12th. Hopefully with these concerted efforts, the utilization of OJTs will increase. **Action Item for WIB and Business Service staff: Staff development, customer outreach, business outreach. An update on progress will be presented at the next meeting.**

Website Update: Ms. Springmeier distributed copies of the branding logos prepared by FingerLakes1.com staff. The committee did not choose any of the logos presented and requested that I ask for additional logos. Ms. Thompson volunteered to have FLCC staff make some suggestions as well.

Flier Review: Ms. Hellert volunteered to have her staff review the flier and make some recommendations.

Update on Campaign Events: Ms. Springmeier distributed and reviewed a report on the various campaign activities to date. All were very successful and future efforts will be on the March Healthcare event and the May job fair. **Action Item: Mr. Woloson to report on progress at next meeting.**

Other business: Ms. Thompson noted that the Farash Foundation has an education component and funding may be available for the youth events. Mr. Rusinko noted that Chambers are very interested in services and programs for their members and he encouraged staff to continue with this effort.

The next meeting will be Wed January 9th, 2013 in Conference Room B. Happy Holidays!

The meeting adjourned at 10:20 a.m.

Respectfully submitted,
Karen A. Springmeier
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