

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Training Room
41 Lewis Street, Geneva, NY 14456
Wednesday, January 9th, 2013

ATTENDANCE: Members: Debbie Culeton, Sue Vary, Lisa Thompson, Mike Rusinko, Theodore Jordan
Absent: Joe Hamm
Staff: Michael Woloson, Karen Springmeier, Betsy Russell-Orr, Pat Gopen

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

Approval of Minutes of 11/27/12 Mr. Rusinko made a motion to approve the minutes as written, seconded by Ms. Vary. Minutes approved.

Monthly Marketing Report: Ms. Russell-Orr (sitting in for Mr. Vrabel) distributed and reviewed the narrative marketing report. Discussion followed on the Career Navigator program. The committee asked about tracking demographics if participants, including where they came from, why they are there, age, previous salary and whatever else we can track. It was noted that it is very important to track outcomes and this is currently not done. **Action Item: FLWB staff to follow up.** Job fairs were discussed at length and it was recommended that a report be prepared analyzing what employers are participating, why they are participating, follow up on job placements, etc. It was suggested that survey be done at the end of the job fairs both for employers and attendees. A great suggestion was made to have a bank of computers on site so the evaluations could be done on line and tabulated using Survey Monkey. It was also recommended that staff follow up with the employers post event. **Action Item: Mr. Woloson and Staff planning job fair will follow up and report back after the event.** Mr. Woloson reviewed the dashboard report highlighting job seeker registration and front door traffic.

OJT Plan: Mr. Woloson reported that 8 new OJTs have been written and workshops with the Chambers are scheduled for later this month and early February. **Action Item: An update will be provided at the next meeting.** The Business Services Team members have not completed their WIB member outreach yet. **Action Item: A report will be presented at the next meeting.**

Website Update: Ms. Springmeier presented the draft website revisions. The committee suggested an events calendar for both job seekers and business events, reinstating business of the month, instituting a "Spotlight on" feature, a staff only section, etc. The website must be kept up to date and events and pictures current. Hopefully, more will be presented at the next meeting.

Flier Review: Ms. Hellert volunteered to have her staff review the flier and make some recommendations however she is ill today. Follow up at next meeting.

Update on Campaign Events: Current WIB/Chamber Workshops, Health Care Career Fair on March 20th

Other business: Ms Springmeier noted that January 3, 2013 marks the 10th anniversary of the FLWIB, Inc. and she will prepare an op-ed piece for the local newspapers.

The next meeting will be Friday, March 1, 2013 in Conference Room B.

The meeting adjourned at 10:55 a.m.

Respectfully submitted,
Karen A. Springmeier
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