

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Wednesday, September 25, 2013

ATTENDANCE: Members: Debbie Culeton, Sue Vary, Lenore Friend, Mike Rusinko, Carol Kramer, Joe Hamm, John Vrabel
Absent: Gary Boyer, Deb Hellert, Theodore Jordan, Michael Kauffman
Staff: Michael Woloson, Dinah Brennan

Ms. Culeton called the meeting to order at 9:06 a.m.

Approval of Minutes of 07/31/13: Mr. Rusinko made a motion to approve the minutes as written, seconded by Mr. Hamm. Minutes approved.

Monthly Marketing Report: Ms. Brennan presented the marketing report with highlights from August and September. She noted that over 750 students from all of the Finger Lakes High Schools, as well as a few home schools and 2 BOCES schools have signed up for the Finger Lakes Works... *with their hands* event that is taking place next week on October 3rd. Mr. Vrabel discussed the upcoming Career Navigator Workshop with Pat Piles that will take place the week of October 7th at the WIB offices in Geneva. Mr. Vrabel noted that the newspapers and radio stations have been great about plugging programs and events for Finger Lakes Works.

Monthly Charts: Mr. Woloson noted that the Finger Lakes unemployment rate is lower than the previous year, yet it is still higher than it has been in the past. Traffic reports at the Career Centers decreased in August due to less people in the market. Mr. Hamm explained the U6 unemployment numbers are much higher; these contain accounts of underemployment and discouraged workers. Mr. Woloson discussed the decrease of services used compared to Program Year 2012 (PY'12). He noted this may be related to sequester funding cuts.

Update on Campaign Events:

- Mr. Woloson reviewed the plan put together by Ms. Springmeier, Mr. Woloson and Ms. Gopen to continue the campaign efforts of PY'12, "Skills 2 Compete". This campaign will carry into PY'13, adding to the accomplishments and goals already met by the FLWIB and staff.

Other Business:

- Ms. Kramer noted that October is the National Disability Awareness Month. Next Wednesday, October 2, 2013 is the annual employer breakfast. This recognizes businesses that have been given awards on a national, state, or regional level. For more information please contact Laura Maas at 315-328-2900.

Action Items:

- Ms. Brennan included the Facebook directions in the September Board member folders.
- Links to the FLWIB members' websites were made via the Board Member list on the website.
- The "Hot Jobs" portion of the website was completed and updated when necessary.

The next meeting will be Wednesday, November 13th from 9am-11am (if necessary) at the FLWIB office, in Conference Room B.

Items on the Agenda: Campaign updates.

Mr. Hamm made a motion to adjourn the meeting, seconded by Mr. Rusinko. Meeting adjourned at 10:15a.m.

Respectfully submitted,
Dinah Brennan
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Executive Assistant, FLWIB.