

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, February 12, 2014

ATTENDANCE: Members: Debbie Culeton, Sue Vary, Lenore Friend, Michael Kauffman, Joe Hamm, Michael Rusinko
Absent: Gary Boyer, Carol Kramer, Deb Hellert
Staff: Karen Springmeier, Mike Woloson, Pat Gopen, Dinah Brennan

Ms. Culeton called the meeting to order at 9:04 a.m.

Approval of Minutes of 12/13/13: Mr. Rusinko made a motion to approve the minutes as written, seconded by Mr. Kauffman. Minutes approved.

Monthly Marketing Report and Charts: Ms. Brennan presented the marketing report with highlights from December and January. She noted the upcoming events, as well as the Business of the Month for December and January. Mr. Woloson presented the charts for unemployment, traffic at the Career Centers and number of services provided. Unemployment seems to be decreasing which directly correlates to the decrease in traffic and services at the Career Centers. There are 36 OJT accounts, compared to 16 OJT accounts at this time last year. This increase is from the FLWIB's focus on OJT numbers in the past year. There have been an increase in Youth OJT accounts. Discussion on unemployment and insurance reporting requirements in relation to the Career Centers followed.

Activities/ Metrics/ Dashboard:

- Ms. Brennan discussed the draft of the dashboard report previously presented to the committee. **Action: Add graphs to the report in place of just numbers, add cost per person for events and OJT outcomes.**
- Ms. Brennan introduced the FLWIB's target audience tracking tool Ms. Springmeier received from the NYATEP conference. This graph noted target audiences and types of engagement for each party. Discussion ensued regarding ways to reach the younger generation that will be entering the workforce in upcoming years.

Update on FAME:

- Ms. Springmeier reviewed the annual FAME event held on January 22, 2014 at Monroe Community College. Expected speaker, Andy VanKleunen of the National Skills Coalition, was unable to attend due to weather. Charlie Crum spoke in place of Mr. VanKleunen. There were about 170 attendees; 42% were educators, 37% were employers, and 21% were staff/other attendees. Dr. Sam Samanta received this year's STAR award. A discussion was had on ways to improve the event for 2015.
- Mr. Mike Mandina, Chair of FAME, introduced Vice President Joe Biden at Monroe Community College. Mr. Mandina noted the FLWIB and FAME in connection with their workforce development and efforts within the Advanced Manufacturing industry. A few days later, Mr. Mandina flew to Washington, D.C. to meet with President Barack Obama. While at M.C.C., Vice President Biden met with a class of manufacturing students, one of which was an H1B recipient whom was interviewed for a television news station.

Action Items:

- Mr. Woloson addressed the previous meeting's note to become better involved in the planning stages of the Wayne County Job Fair. He noted that Ms. Jodie Daniels, Business Service Representative in Wayne County and main planner for this event, has retired. Mr. Woloson is looking into this further.

Other Business:

- Ms. Springmeier noted the new donation key on the www.fingerlakesworks.com site. These donations will go toward non-federally funded events/programs.
- Ms. Springmeier noted she will be attending a meeting on a non-credit tourism training program being put together by FLCC.
- Ms. Springmeier has been contacted by NYATEP in conjunction with Cornell to help create a Food and Agricultural Tech. Cluster in Western, NY. She will attend a meeting regarding this topic in April.

- Willmorite representatives met with Ms. Springmeier, Mr. Vrabel and Ms. Costello last week concerning the proposed casino in Seneca County. This will create 1,800 jobs and increase the economy in this area.

The next meeting will be determined by a poll sent out by Ms. Brennan on the best date for the next Marketing Committee meeting. Possible dates: April 2nd, April 3rd or April 4th.

Mr. Kauffman made a motion to adjourn the meeting, seconded by Mr. Rusinko. Meeting adjourned at 10:16a.m.

Respectfully submitted,
Dinah Brennan
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Executive Assistant, FLWIB.