

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Thursday, October 16, 2014

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

Approval of Minutes of 08/06/14: Ms. Kramer made a motion to approve the minutes as written, seconded by Ms. Vary. Minutes approved.

Monthly Marketing Report and Charts: Ms. D. Brennan discussed the marketing report for August and September. Ms. D. Brennan noted that social media is doing well and the FLWIB has upcoming events. Ms. Springmeier noted the October 22nd event, "Optimize Your Future" featuring Ms. Joyce Gioia. Ms. Gopen discussed her upcoming Employer/Educator Panel for our four county high school guidance counselors.

Brand Platform Roll-Out:

Ms. Springmeier and Ms. D. Brennan noted that the next step for the roll-out will be to present it to the Career Center staff. They are also in the process of ordering materials to print the brand platform on. The plan is to purchase posters for the FLWIB offices and possibly wallet cards, along with printing it on the back of the board meeting agenda's. A suggestion to print the brand on the back of the board member name placards for meetings was given. **Action: Ms. D. Brennan will look into printing the brand platform on the back of the board member name placards.**

Event Updates:

Ms. Gopen discussed the feedback and outcomes of the ninth annual "Finger Lakes Works...with their hands!" event that took place on October 2nd. The event hosted 635 students (the highest ever) from 30 school groups. The highest female participation was also recorded at 25%. There were 27 pieces of heavy equipment, 46 exhibitors, and great visitors.

Action Items:

Ms. D. Brennan discussed the feedback from the board meeting evaluations regarding the newly presented Dashboard Report. The feedback was positive.

Other Business:

- Ms. Springmeier reviewed the FLWIB's focus on the Middle Skills Challenge from the previous years. The committee reviewed the PY'12 Skills2Compete chart of events, programs, and outreach the FLWIB did under this initiative. Mr. Woloson noted this participation in a Rochester based "Middle Skills" work group and their efforts to continue to bridge the gap in the nine county region.
- Mr. Woloson noted that the Healthcare Alliance is in the process of planning the fourth annual Career Day for high school students. In March, this event hosted 264 students from 16 school districts with the help of 12 exhibitors and numerous presenters. The committee continues to improve via feedback on evaluations.
- Ms. Springmeier noted that FAME will hold a Hiring and Training Meeting on December 4th with a presentation titled "Hiring for Emotional Intelligence".
- Ms. Springmeier discussed changes and drafted regulations brought about by the new WIOA legislation. For detailed information, contact Ms. Springmeier. She will update the committee when the regulations are complete. Ms. Springmeier noted that the FLWIB seems to be well-prepared for the transition.
- Ms. Vary noted the next Foreign Trade Zone meeting is scheduled for October 30th.
- Ms. Kramer provided the committee with an update on ACCESS-VR staffing and programs.
- Ms. Friend stated that FLCC is extending their nursing program into Brockport.
- Mr. Vrabel noted that the partnership with Seneca Nursing and Rehab, Seneca County, FLWIB and WFL BOCES to provide CNA training is continuing to be successful. The Seneca County staff is keeping track of the outcomes and has a fourth class starting in January.

- Ms. Gopen noted that the high school counselors would like more information on Middle Skills opportunities. Staff will possibly put together a marketing piece for educators.
- Mr. Kauffman stated Eastview Mall is currently doing holiday hiring, adding new stores, and working to re-vamp the food court.
- Ms. Springmeier stated the FLWIB along with Monroe County and the GLOW (Genesee, Livingston, Orleans, Wyoming) counties have received a \$5.2 million three year grant titled "Ready to Work". Rochester Works will lead this program but we will have a staff person dedicated to this project at our career centers. This grant will focus on the long term unemployed (20-27 weeks or more). More information to follow.

The next meeting will be decided via e-mail poll.

Mr. Kauffman made a motion to adjourn the meeting, seconded by Ms. Kramer. Meeting adjourned.

Respectfully submitted,
Dinah Brennan
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Executive Assistant, FLWIB.