

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Friday, November 13, 2015 at 8:30am

ATTENDANCE: Members: Deb Culeton, Lenore Friend, Michael Rusinko, Sue Vary, Michael Kauffman
Absent: Joe Hamm, Deb Hellert, Carol Kramer, Kim Morgan
Staff: Dinah Brennan, Karen Springmeier

Approval of Minutes of 09/25/15: A motion to approve the September minutes was made by Ms. Friend, seconded by Ms. Culeton. All in favor, motion carried.

Monthly Marketing Report and Charts:

Ms. Brennan reviewed the Dashboard Report that was combined with the Business Services Trending Report, per the committee's request. The FLWIB has been receiving a lot of press for events, business of the month, and monthly letters to the editor. The committee reviewed the Veterans Outreach Month details. The staff and committee will begin collecting "members in the news" regarding articles about any of our board members. **Action: Mr. Woloson to add certain jobs that have been trending to the report.** Mr. Vrabel noted that Guardian Glass has seen a trend of numerous openings, as have other businesses in the area due to low unemployment rates. Ms. Culeton requested we possibly focus on ways to better serve the employers by providing information. Mr. Kauffman noted that seasonal hiring for the Mall has even been a challenge. The NYSDOL staff continues to work with WIOA staff in order to post and match jobs in the NYS Job Bank.

Event Updates

- The Finger Lakes Works...*with their hands!* Career Exploration Event was held on October 1st and hosted about 660 students. This event was a huge success. A "thank you" to all of the members of this committee and the board that assisted and participated in the event. Mr. Rusinko noted that the students were very well behaved and knew exactly what they wanted to do and who they wanted to talk to when it came to networking with exhibitors. **Action: Ms. Brennan to create a spreadsheet using permission slips of the students who attended to see if students attend multiple times throughout high school.** The committee also requested that Ms. Gopen visit a few schools a year to promote the event and talk with students.
- The Agricultural Career Day for local high school students will take place on April 25th. The event will bus students to and from several locations in order to present different aspects of the Agriculture industry.
- October was Manufacturing Month, which was kicked off with FLWWTH. There were company tours, an open house at MCC, and other events to interest people in careers and education in the Advanced Manufacturing industry.
- The FAME Event will be held on January 27th at MCC from 4pm-6pm. The key speaker is Paul Ballentine from the University of Rochester.
- The New York Association of Training and Employment Professionals (NYATEP) Conference was held in Syracuse. G.W. Lisk was honored with the Business Leadership Award. Ms. Springmeier is working on an article about this award.

Action Items:

Staff added trending report to the Dashboard Report.

Other Business:

- Discussion on the December letter-to-the-editor arose. Possible ideas were to discuss starting the New Year right, gearing it toward the good jobs available in the Finger Lakes.
- Mr. Bill Kaminski writes an article for the Finger Lakes Times and would like to work closer with us in order to highlight the services the Career Centers offer. This is a great opportunity for marketing and staff will continue the discussion with Mr. Kaminski.

- Ms. Springmeier noted that the PTECH program has 38 students enrolled. The program started in September and is still in search of mentors for these students. The Grand Opening was held at the end of September.
- The committee discussed possibly highlighting different themed months. For example; November is “Veterans Outreach”, October is “Disability Employment”, March is “Employ an Older Worker”, etc. This would be a way to market the services we offer while also highlighting different demographics of workers.

The next meeting will be held on Tuesday, January 12th at 8:30a.m at the FLWIB, Inc. Offices.

The meeting adjourned at 9:38a.m.

Respectfully submitted,
Dinah Brennan
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Executive Assistant, FLWIB.