

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, January 10, 2018 at 8:30 a.m.

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, John Mackowiak, Sue Vary, Debra Hellert
Absent: Kim Morgan, Michael Rusinko, Joseph Hamm, John Vrabel
On Phone: Carol Kramer
Staff: Karen Springmeier, Michael Woloson, Jennifer May

- I. **Approval of Minutes of 06/7/17:** The minutes were approved by all members in attendance.
- II. **Action Item Follow Up:**
 - a. Mr. Woloson reviewed the Increasing Customer Traffic – Best Practices report, created by the Consortium. The report gives ideas to assist in bringing individuals not on UI and public assistance into the Career Centers.
ACTION ITEM: Consortium is to present to Committee exact action items and outcomes, prioritized for the year.
 - b. Mr. Woloson met with Adecco, where he learned that staffing companies are in need of more employees, for both their offices and for placement purposes. Personal Skill for Success materials are in offices of staffing companies.
 - c. BSR Kathy Bailey and Jeremy Marshall met with Chad Boely, from REDCOM, on October 16th and gave him an orientation regarding the services that can be provided to REDCOM by the Career Centers. REDCOM is planning to attend an upcoming job fair at Ft. Drum.
- III. **Strategic Planning Update:** Ms. Springmeier discussed the 5% increase in WIB Partners and 20% increase in veterans and individuals with disabilities who are provided services through the Career Centers. Ms. Springmeier has collected the Partners, but still needs to go through them. At the moment, 136 individuals with disabilities are receiving services, leaving an additional 28 needed to accomplish the 20% goal. The WIB is working with local ARCs and also with customers to help self-identify barriers, meaning the goal will be well accomplished this year. There are 144 veterans registered with the system, with 29 needed. Ms. Springmeier also discussed the job clusters, looking at trends and forecasts and the intern from William and Hobart Smith.
- IV. **On the Job with FLTV Update:** Ms. Friend informed the Committee that the latest installment of On the Job with FLTV is currently airing and the next installment, with Thompson Health, is being filmed. Ms. Vary suggested that she speak to Construction Robotics about being featured in an upcoming installment.
- V. **GLOW Workforce Development/Recognitions:** After discussing an article about the GLOW Workforce Development Board giving recognition to success stories in their area, the Committee also discussed ways to recognize partners and/or participants in the Finger Lakes.
ACTION ITEM: Ms. Springmeier to contact her colleagues to see what criteria other WIBs are using to identify those deserving of recognition.
ACTION ITEM: Spotlight On to be expanded to use as a way to recognize local partners and participants. A report will be given at the next Board meeting.
- VI. **FLWIB Website Update:** Ms. Springmeier and Ms. May reviewed ideas and cost proposal from Finger Lakes 1 for updates to the website. The Committee suggested that the priority be that the website be mobile responsive, before new content is added.
ACTION ITEM: Ms. May to speak to Finger Lakes 1 regarding mobile friendly website.
- VII. **Monthly Reports:** Mr. Woloson reviewed the unemployment, front door traffic and service numbers with the Committee and attributed the slight uptick in the Finger Lakes unemployment average from October to November to seasonal work being unavailable. The unemployment rate and number of people on UI has decreased the amount of front door traffic to the Career Centers due to less visits made mandatory.
- VIII. **Other Business:** Ms. Culeton discussed looking into apprenticeship programs and possibly highlighting them on an installment of On the Job with FLTV. She also suggested that Lynn Freid write a letter to the editor regarding the Workforce Development Institute's coloring book and other efforts to reach a younger audience. Ms. Springmeier made the Committee aware of the FAME Annual Event, which will be held on March 20th at Monroe Community College.

The next meeting will be March 14, 2018 at 8:30 a.m.

Respectfully submitted,
Jennifer May, Executive Assistant