

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, March 14, 2018

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Joseph Hamm, Debra Hellert, Mike Rusinko, Sue Vary, John Vrabel

**On Phone:** John Mackowiak

**Staff:** Karen Springmeier, Michael Woloson, Jennifer May

- I. **Approval of Minutes of 01/10/18:** A motion to approve the minutes was made by Mr. Rusinko, seconded by Ms. Friend. All in favor, motion carried.
- II. **Action Item Follow Up:**
  - a. Please see the attached Increasing Customer Traffic.
  - b. Ms. Springmeier reported on the different ways that the GLOW Workforce Development recognize partners and customers, such as an annual breakfast and Business of the Month. It was suggested that a six to eight month pilot program of monthly recognition press releases and/or website statements might increase front door traffic and participation.  
**ACTION ITEM: Ms. Springmeier to organize possible options for recognition of partners and customers to be reviewed by Committee.**
  - c. The initial design concept for the website redesign has been approved and the required deposit has been made to FingerLakes1.com. Committee will be kept apprised of progress.
- III. **Strategic Planning Update:** The first thirty minutes of the FLX Job Fair on April 19<sup>th</sup> will be dedicated to veterans and Michelle Coomber will be there to offer a federal resume workshop to veterans. Ed Hemminger will also be joining the Veterans Outreach Committee. Ms. Kramer has completed barrier training with the career center staff to better able them to assist customers who self-identify as having a disability. The Hobart and William Smith intern will present "State of the Workforce in the Finger Lakes" at the April 20<sup>th</sup> meeting of the Economic Development Committee, to which the entire Board will be invited.
- IV. **On the Job with FLTV Update:** The Human Services episode will begin airing on April 1<sup>st</sup>. Thompson Health nursing staff interviews have been shot and the host portion is needed to finalize the healthcare episode. XXI, through PBS, have reached out to Ms. Friend regarding a possible partnership which would provide On the Job with FLTV added name recognition and funds. Podcasting was also mentioned as a low cost alternative to videos.
- V. **Monthly Reports:** The unemployment rate from November to December rose slightly and was the same as the November to December period in 2016. Front door traffic this program year is significantly less than program year '16. The decrease could be partially attributed to visitors not signing in when entering career centers. Customers and Services for PY'17 are also down when compared to PY'16, except for OJTs.
- VI. **Other Business:** A presentation concerning the future of artificial intelligence in the workplace was given to local superintendents recently and was well received.  
**ACTION ITEM: Ms. Springmeier to contact Scott Bischooping for feedback from superintendents and ask if presentation should become annual event.**  
It was suggested that a One Stop Center informational booth be set up at the Geneva farmer's market once it reopens.

A motion to adjourn the meeting was made by Mr. Rusinko, seconded by Ms. Culeton. All in favor, meeting adjourned at 10:30.

**The next meeting will be June 13, 2018 at 8:30 a.m.**

Respectfully submitted,  
Jennifer May, Executive Assistant

## INCREASING CUSTOMER TRAFFIC

### **Increasing Customer Traffic; Consortium – Best Practices, etc.** (rev: dated 12/14/17) (attached)

Areas included FL Works (WIB), Employers and Talent – Comments welcome

Consideration:

- A Grassroots approach to Services - Where do we need to improve?
- Our Job Seeking customers [NYSDOL – UI (mandated); Counties – Public Assistance, TANF and SNAP (mandated); other];
- Business Services - direct correlation to Job Seekers; Initiatives that can be measured for Performance should be in the back of our minds
- Recognize the magnitude of BSR activities – prioritize due to staffing constraints
- Core Groups of Employers and Job Seeking Customer – Evaluate/Improve Services
- Focus on the “OSOS Employer and Customer Report” (attached)

### **Consortium focus**

#### **Employers**

- **Active In-Active Businesses** – Business Services Representatives (BSRs) will contact 10 In-Active Businesses each week
- **Follow-Up on Suspended Job Orders** – NYSDOL will follow-up and service suspended job orders (extend, close or activate a new job order); highlight Employer Services after contact
- **Matching** – BSRs will match all NY Job Orders and select DE Job Orders
- **Documentation** – Document all BSR Activities in OSOS
- **BSR Marketing Material** – Update all material

Note: Source document - OSOS Employer and Customer Report

#### **Talent** (job seeking customers - unemployed, underemployed, disengaged)

- Added a mandatory workshop after 2<sup>nd</sup> RESEA appointment (mandated customers)
- Reevaluate and improve workshops
- Promote Centers and Services via *Blast Emails* to talent
- Piloting a FLHired initiative
- Career Services

Note: Source document - OSOS Employer and Customer Report

#### **Successes**

- Career Center Certification – Quality Services
- ACCES-VR presentation – “How to Talk to Clients about Work Barriers and more!” offered to staff at all Career Centers
- Career Center Managers initiated a monthly meeting
- Updated *JumpStart* PowerPoint presentation and handouts
- Updated Finger Lakes Works – Job Seeker Services handout
- WIOA Partner Referrals - Improve partnerships and referral process

#### **Pending**

- Career Center Signage – NYSDOL