

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, September 12, 2018

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

- I. **Approval of Minutes of 6/13/18:** A motion to approve the minutes was made by Ms. Vary and seconded by Ms. Hellert. All in favor, motion approved.
- II. **Action Item Follow Up:**
 - a. "Finger Lakes Features" is now being used on fingerlakesworks.com as a recognition tool for businesses/organizations who are making a difference for the workforce. In July, Locate Finger Lakes was highlighted, in August, the Finger Lakes Community College Nursing Program and in September, Finger Lakes Equipment Rental's involvement in the On-the-Job program through the career centers. In October, the National Disability Employment Awareness Month (NDEAM) will be showcased.
- III. **Strategic Planning Update:** Strategic Goal #3 states that the number of WIB partners is to be increased by 5% by 6/30/18, but there has been difficulty in identifying the exact definition of "partner". Highlighting NDEAM in October and the many veterans events in November will contribute to the completion of goal #5, increasing the number of veterans and individuals with disabilities receiving services by 20%. Although there will no longer be a large scale job fair at Finger Lakes Community College, there will be smaller reverse and industry specific job fairs throughout the region. Additional funding for FAME was found through the acceptance of New York State Education Funds for the math and Science Partnership Grants. A total of \$42,000 was awarded from 6 school districts and will be used to assist the school districts with industry specific activities to assist in educator development.
- IV. **On the Job with FLTV Update:** Ms. Friend hopes to meet with representatives from WXXI regarding a partnership that will help this project expand. She also hopes to have more healthcare videos, as well as construction robotics.
- V. **Website and Social Media Update:** The website is seeing more users who are staying longer, which can be attributed not only to event registration, but also to "Finger Lakes Features" articles and the weekly job leads.
- VI. **Monthly Reports:** The overall unemployment rate is down causing front door traffic at the career centers to be lower than in the previous program year. Also lower are numbers for services, including classroom training and on-the-job training.

The meeting was adjourned at 9:50 a.m.

The next meeting will be Wednesday, January 9, 2019 at 8:30 a.m.

Respectfully submitted,
Jennifer May, Executive Assistant