

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, June 12, 2019

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Joe Hamm, Mike Kauffman, Sue Vary
Staff: Karen Springmeier, Jennifer May, Mike Woloson

- I. **Approval of Minutes of 02/15/19:** A motion to approve the minutes was made by Mr. Hamm and seconded by Ms. Vary. All in favor, motion approved.
- II. **Action Item Follow Up:**
 - a. Through analytic reports, Ms. May was able to see that the majority of website visitors either came to the fingerlakesworks.com website by entering the URL directly, or searching by name. Roughly 10.5% of visitors followed links to the site through social media and another 6.5% followed links through emails.
 - b. **Staff to request more detailed outcomes from career centers; actual numbers, instead of percentages, of individuals who were successful in job search or who received help with other issues (i.e. transportation) needed.** This is to remain a standing action item and addressed at next meeting.
 - c. The committee continued to discuss ways to require WorkKeys and Personal Skills for Success (PSS) Certificates. Stressing the importance to school counselors and employers would be key, as the assessment and certificate could benefit those with limited education.
 - d. **Ms. Springmeier and Mr. Woloson to investigate the current statistics based on individual county.** This is to remain a standing action item and addressed at next meeting.
- III. **Website Data:**

Between April and May, the number of visitors to the site increased. Of those who visited the site, most went directly to the job lead postings and quickly exited the site. Emphasis needs to be placed on not only drawing visitors, but keeping them engaged and visiting subpages of the website.
- IV. **Survey Results:** The committee continued to discuss the results of the Employer Survey, which was presented to the full board on November 28, 2018.
- V. **Uber Passes, Ride Sharing, Van-Pooling**

Mr. Woloson informed the committee that Enterprise will be providing a presentation at the next meeting of the Economic Development Committee, on September 13th.
- VI. **Skill-Up Finger Lakes Update**

Ms. Springmeier explained the process and value of the Skill-Up Finger Lakes program and apprised the committee of the upcoming soft launch. A press release touting the program will also be drafted and supplied to the newspapers.
- VII. **Aspen Fellowship Information**

This issue will remain a standing agenda item, to be addressed at next meeting.
- VIII. **Board member pictures and biographies for *Finger Lakes Features* and Facebook:**

ACTION ITEM: Ms. May to request pictures and biographies from board members.
- IX. **Committee Chair Transition:**

This issue will remain a standing agenda item, to be addressed at next meeting.

A motion to adjourn the meeting was made by Mr. Hamm and seconded by Mr. Kauffman. All in favor, meeting adjourned at 10:05 a.m.

The next meeting will be Thursday, August 29, 2019 at 8:30 a.m.

Respectfully submitted,
Jennifer May, Executive Assistant