

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456
Thursday, August 29, 2019

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

I. **Approval of Minutes of 06/12/19:** A motion to approve the minutes was made by Mr. Rusinko and seconded by Mr. Kauffman. All in favor, motion approved.

II. **Action Item Follow Up:**

a. Ms. May reviewed current website analytics, which showed a decreased number of site visitors. The committee discussed possible changes to the website to ensure it is more user friendly and informative.
ACTION ITEM: Ms. May to contact FingerLakes1 regarding issues with the mobile site, color scheme and sidebar.

ACTION ITEM: The following question will be added to the next Board meeting evaluation: When is the last time you visited the fingerlakesworks.com site and how often do you visit?

b. Mr. Woloson reviewed the WIOA Primary Indicators of Performance for PY'18. The report detailed the number of participants, those who have exited services, and those who have attained employment, training and credentials. Across all segments, the Finger Lakes region is meeting or exceeding the goals set by the state. Mr. Woloson will also share this report at the September 18th Board meeting.

c. Mr. Woloson shared the final outcome reports for PY'18 with the committee. Addressed were numbers served and exited in all counties across the Adult and Dislocated Worker programs. Also discussed were the outcomes for classroom training and On-the-Job training.

III. **Website Data:**

This agenda item was addressed in Action Item Follow Up section.

IV. **Monthly Reports:**

The unemployment in the Finger Lakes region at the end of June was slightly lower than the national average, at 3.2% and lower than the same time in June 2018. Front door traffic to the career centers has fluctuated but has stayed fairly similar when comparing PY'18 to PY'17. The number of customers who utilized classroom training in PY'18 increased in comparison to PY'17, but the number of On-the-Job Training participants decreased.

V. **Aspen Fellowship Information**

This agenda item has been tabled.

VI. **Committee Chair Transition**

Ms. Culeton noted her desire to transition out as chair and find a replacement. This remains an open item.

VII. **Review of 2019 – 2020 Meeting Schedule**

This committee will meet again on October 9 and December 11, 2019. Subsequent meetings will be scheduled at the December meeting.

Ms. Springmeier also shared information about "SkillUp Finger Lakes", which was sent as a press release the previous week. "SkillUp Finger Lakes" has been rolled out to local residents in the four counties and career center staff are ready to assist all those interested in the trainings. Visitors to the fingerlakesworks.com site are also able to register online. Ms. Friend also mentioned a similar program sponsored by the Workforce Development Institute, called "Core Score".

ACTION ITEM: Ms. Springmeier to contact Lynn Freid for more information.

Also discussed was the Finger Lakes Workforce Development Center, which is being built in Rochester and not to be confused with the Finger Lakes Workforce Investment Board or the Finger Lakes Works Career Centers. Since there has been some concern about the distinction within the community, Ms. Springmeier wrote a Letter to the Editor, assuring residents of the four counties that both the FLWIB and career centers are still there to provide quality workforce development and training services.

A motion to adjourn the meeting was made by Mr. Rusinko and seconded by Mr. Kauffman. All in favor, meeting adjourned at 9:35 a.m.

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

Respectfully submitted,
Jennifer May, Executive Assistant