

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, February 19, 2015 at 9am

ATTENDANCE: Members: Deb Culeton, Joe Hamm, Deb Hellert, Carol Kramer, Kim Morgan, John Vrabel  
Absent: Lenore Friend, Michael Kauffman, Michael Rusinko, Sue Vary,  
Staff: Dinah Brennan, Pat Gopen, Karen Springmeier, Michael Woloson

**Approval of Minutes of 12/05/14:** No members present at this meeting were present at the previous meeting in order to motion this approval.

**Monthly Marketing Report and Charts:**

- Ms. D. Brennan discussed the marketing report for December and January. Ms. D. Brennan noted that social media is doing well and the FLWIB has upcoming events. Ms. D. Brennan noted that the inaugural Community Partner of the Month was ACCESS-VR for January. The Business of the Month will alternate between Business and Partner. Mr. Hamm suggested sending a success story to the media and newspapers once a year to showcase the training and education we offer funding for and where it can lead a person. Ms. Culeton suggested having a board member write a letter to the editor each month on a topic relating to workforce development and our programs. **Action: Staff will brainstorm possible ideas for board members to write letters to the editor in the future.**
- Ms. Gopen discussed the upcoming Educator and Employment Panel Series at WFL-BOCES on March 13<sup>th</sup> in Flint. This will educate school counselors on careers in the Health Sciences field.
- Mr. Woloson discussed the upcoming March 17<sup>th</sup> Healthcare Career Day at FLCC-Canandaigua. This event is held every year for high school 9<sup>th</sup> and 10<sup>th</sup> graders.
- Ms. D. Brennan announced the April 23<sup>rd</sup> "Why I Love the Finger Lakes" Career Expo at FLCC-Canandaigua. Registration will be sent out this week.
- Ms. Springmeier noted that Ms. Gopen has been working on a grant for a career fair in the agricultural industry from the National Agricultural Society Foundation. Ms. Gopen has submitted her proposal as a possible expansion of career fairs in the agricultural industry.
- Mr. Woloson discussed the unemployment, traffic, and service numbers for the career centers. Unemployment has been steadily decreasing and is almost a full point lower than the same time last year in our region. Services are lower than last year at this time, however, intensive services have seen a bump in PY'14 in comparison to PY'13.
- Mr. Woloson noted that the Career Navigator Program with Pat Piles has been successful but has decided to be held every other month instead of every month. **Action: Mr. Woloson to collect successes from this program.**

**Brand Platform Roll-Out:**

- The committee reviewed possible brand materials. The committee chose to create a mouse pad with the brand platform on it in the blue/green color scheme to correlate with the FLWIB colors. Extra posters will also be purchased to be present at board and committee meetings.
- Ms. Springmeier noted that the strategic planning process will begin in PY'15 when the new board and the WIOA transition plan is in place. Each committee will come up with goals for the plan.

**Event Updates:**

- Ms. Springmeier announced that the Annual FAME event held at MCC on January 28<sup>th</sup> was successful. There were 81 educators, 42 industry members, and 35 other (workforce development, economic development, etc.) attendees. FAME has introduced a program to provide scholarships to community college students pursuing degrees in the Advanced Manufacturing industry. Optimax Systems presented FAME with a \$10,000 check at the event to start the program. Mr. Mandina, FAME Chair, has started another program named the "5% pledge". This program will allow for businesses to give students internship opportunities.

- Mr. Woloson discussed the outcome of the February 12<sup>th</sup> Healthcare Job Fair at the Ontario County Safety and Training Facility in Hopewell. There were 11 employers and about 20 job seekers. The weather was bad on this day. However, the businesses enjoyed networking and noted that the quality of the candidates was great. The committee is looking into a better location for next year.
- Ms. Gopen presented a Finger Lakes Works...*with their hands!* brochure. This was a summary of the 2014 event with a note about the 2015 event and the 10<sup>th</sup> anniversary. **Action: Staff to look into a possible FLWOTH success poster.**

**Action Items:**

- Ms. Gopen will be presenting on the Educator and Employer Panel Series at the March 18<sup>th</sup> board meeting.
- The Community Partner of the Month was implemented in January.
- Updates have been made on the website although there are current technical issues that the staff is working on.
- Brand platform roll out was discussed and is moving forward.
- Generational diversity workshops and reaching out to the Finger Lakes Young Professionals is in progress.

**Other Business:**

- Discussion about board member evaluations at the full board meetings ensued. If more information about certain topics is needed then board members can sign their evaluations and staff will send them what they need.
- Ms. D. Brennan will show the Business of the Month slideshow of the 2014 winners at the beginning of the meeting on March 18<sup>th</sup>.

**The next meeting will be held Wednesday, April 8, 2015 at 9am in conference room "B" of the FLWIB offices.**

Ms. Hellert made a motion to adjourn the meeting, seconded by Mr. Hamm. Meeting adjourned at 10:25a.m.

**Respectfully submitted,**

*Dinah Brennan*

**Dinah Brennan**

**Executive Assistant, FLWIB.**