

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, December 11, 2019

ATTENDANCE: **Members:** Deb Culeton, Mike Rusinko, Sue Vary
On Phone: Joe Hamm
Staff: Karen Springmeier, Jennifer May, Mike Woloson

- I. **Approval of Minutes of August 29, 2019:** A motion to approve the minutes was made by Mr. Rusinko and seconded by Ms. Vary. All in favor, motion approved.
- II. **Action Item Follow Up:**
Ms. May shared that the website has been updated by FingerLakes1, with concentration on the mobile version. The color scheme for links has been changed and sidebars have been redesigned, as per committee suggestions.
- III. **Website Data:**
Ms. May reported the number of Users, Sessions and Page Views for the months of September, October and November. Also shared were the top five pages viewed of each of those months, the ways that visitors are finding the site and how they are accessing the sites.
ACTION ITEM: Mr. Rusinko suggested that a link to Mike Rowe's "Dirty Jobs" videos be placed on the website.
ACTION ITEM: Ms. Springmeier to try to contact Mike Rowe, re: "Finger Lakes Works...with their hands!"
ACTION ITEM: Suggestions for "Finger Lakes Features": Real Eats, Assured Edge Solutions and Perfect Granola.
- IV. **Monthly Reports:**
The unemployment rate in the Finger Lakes region rose by a tenth of a point to 3.5 from September to October, but remained steady at 3.3 across the U.S. Front door traffic to career centers increased in the same time period by 578. Currently, there are 83 customers in classroom training and 14 in on-the-job trainings. The number of visitors utilizing the county websites remains high, with 3,887 sessions in September and 3,236 sessions in October.
ACTION ITEM: Mr. Woloson to contact Dick's Sporting Goods, re: staffing needs at new Eastview Mall location.
- V. **Marketing Accelerator Initiative**
Ms. Springmeier discussed the opportunities possibly available through the Marketing Accelerator Initiative, one of which would be helping us better advertise our services and the affect the way in which the public views those services. Ms. Springmeier will submit an application once the applications become available.
- VI. **"SkillUp Finger Lakes"**
There are currently over 100 participants registered and in meetings with manufactures, manufacturing badges being created and ensuring interviews for all those who successfully complete were discussed. Healthcare specific badges were also discussed during a recent Healthcare Alliance meeting. A public relaunch of the program is scheduled for January and Ms. Springmeier hopes to get the licenses extended to September 2020.
ACTION ITEM: Mr. Woloson to contact larger libraries about featuring "SkillUp Finger Lakes" in their locations.
ACTION ITEM: Mr. Woloson to report SkillUp numbers at future meetings of this committee.
- VII. **Committee Chair Transition**
This is to remain a standing agenda item.
ACTION ITEM: Chair transition to be added to the March 18th Board meeting agenda.

A motion to adjourn the meeting was made by Mr. Rusinko and seconded by Ms. Vary. All in favor, meeting adjourned at 9:20 a.m.

The next meeting will be held in March 2020.

Respectfully submitted,
Jennifer May, Executive Assistant