

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES

Via Zoom
Wednesday, May 15, 2020

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

I. **Approval of Minutes of December 11 2019:** A motion to approve the minutes was made by Mr. Kauffman and seconded by Ms. Friend. All in favor, motion approved.

II. **New York Forward**

a. Ms. Culeton stated that Mr. Plympton provided an overview of the Optimax COVID-19 taskforce at the recent Executive Committee meeting and how the company taskforce is working to keep employees safe and providing them with needed financial support. She then suggested that board members be surveyed regarding how their businesses are preparing to reopen and how they plan to protect their employees' health.

ACTION ITEM: WIB staff to create suggested survey and distribute to board members. Feedback will be shared with the full board.

This committee then discussed the challenges faced by businesses due to unemployment benefits and the additional pandemic insurance benefits giving employees an incentive to stay home versus returning to work for a lesser amount than receiving through the benefits.

b. Ms. Springmeier shared that the Wayne County Career Center will reopen on Monday, the 18th and that Ontario County has remained open to an extent; she has not received information about when Seneca and Yates counties will reopen to the public. WIB staff plan to reopen with Phase II, hopefully on June 1st. She also shared her intention of issuing a press release listing the services that will be provided at the career centers, once dates for reopening of career centers to customers are established.

c. **ACTION ITEM: Ms. Springmeier to draft a Letter to the Editor, thanking all essential workers and businesses who remained open during NYPause.**

d. Ms. Springmeier stated that Mr. Woloson is working with RochesterWorks on virtual job fairs and that Ms. Lesterhuis and Ms. May have been researching possible platforms for virtual youth events. All in-person youth events for the upcoming school year have been cancelled.

ACTION ITEM: Mr. Woloson to explore Facebook Live and how it can be used for question and answer pieces with employers and virtual job fair type events.

ACTION ITEM: Ms. May to make plans for individual videos made in partnership with career center staff about services and workshops offered to be posted on website.

III. **Website and Social Media Data**

Ms. May shared analytics from the website and both the WIB Facebook page and the Youth Facebook page. The website saw less engaged users in April than in March and she shared the need for more items that grab the attention of the viewers to lower the bounce rate. The job listings and Finger Lakes Features posts have seen the most views and Ms. Friend offered to share the social media posts for Features on FLCC's social media as well. By utilizing the Live function on Facebook and posting the introductory videos about the career centers, traffic to the website and social media following will likely go up.

IV. **"SkillUp Finger Lakes"**

Mr. Woloson shared he met with local library systems about providing links on their website's resources pages and icons on their desktops for patrons' use. Mr. Woloson has also appeared on the Ted Baker radio show and Inside the FLX podcast to share information about SkillUp.

From July to April, SkillUp Finger Lakes has seen 230 total registrations, 425 course completions and a total of 2,758 training hours. The Advanced Manufacturing digital badge will go live very soon.

V. **Committee Chair Transition**

This is to remain a standing agenda item.

A motion to adjourn the meeting was made by Mr. Kauffman and seconded by Mr. Hamm. All in favor, meeting adjourned at 9:52 a.m.

The next meeting will be held in the summer 2020.

Respectfully submitted,
Jennifer May, Executive Assistant