

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
Via Zoom  
Wednesday, July 29, 2020

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

I. **Approval of Minutes of May 13, 2020:** A motion to approve the minutes was made by Ms. Friend and seconded by Ms. Culeton. All in favor, motion approved.

II. **CARES Act Non Profit Donations**

Mr. Plympton and Ms. Springmeier discussed the legislation that is before Congress regarding tax credits to business for donations to non-profit organizations. If approved, the 80-100% of the donation would be tax-deductible. Mr. Plympton would like the Board to know of this and ask how they are supporting non-profit organizations during this economic crisis.

**ACTION ITEM: This topic to be discussed during Privilege of the Floor segment at the September Board meeting.**

III. **COVID-19 Business Survey Results**

The survey was sent to 800 businesses on May 12<sup>th</sup> and 90 responses were received (12%). The majority of responses were from the Advanced Manufacturing sector – 17%. The other responses were received from: Agriculture – 15%; Construction – 12%; Healthcare/Human Services – 13%; Info Tech – 2%; Retail – 6%; Transportation – 6%.

**ACTION ITEM: Staff to post survey results to website via Finger Lakes Features.**

**ACTION ITEM: Mr. Woloson to find out how many businesses that the survey was sent to have went out of business due to COVID-19.**

**ACTION ITEM: Mr. Woloson to send out survey again in late September, after UI benefits have decreased and school resumes.**

**ACTION ITEM: Survey results and second survey to be discussed at September board meeting.**

IV. **Website and Social Media**

a. **Website Analytics**

The website saw 706 users in the month of June, with 940 sessions and 2,232 page views. Ms. May shared that new pages have been created for the website, COVID-19 and SkillUp Finger Lakes. Both pages have categories for Job-Seekers and Employers.

**ACTION ITEM: Ms. May to compare May/June 2019 analytics to May/June 2020 to see if numbers are following a seasonal trend or have been impacted by COVID-19.**

b. **FLWIB YouTube Channel**

The YouTube channel has been updated with new content, such as a career center introductory video, video of how to create a resume cover letter and an introductory video for the Youth program. New content will continue to be added as it becomes available.

V. **“SkillUp Finger Lakes”**

In June, there were 16 new registrations and a total of 235 customers registered between July 2019 and June 2020, with 290 courses completed. Tutorial videos will be created by WIB and center staff and uploaded to the WIB YouTube channel.

Mr. Plympton recommended that coordinating with private placement employment agencies, such as Remedy Staffing.

**ACTION ITEM: Mr. Woloson to gather information on where SkillUp customers are originating – libraries, career centers, placement agencies, etc.**

VI. **PY’19 Annual Report**

Committee members suggested that the Annual Report show revenue as well as expenditures on the Fiscal Insights page. Other suggestions included showing trends instead of only numbers for PY’19, as last year’s numbers were heavily impacted by COVID-19, and creating a bar graph to show layoffs to COVID-19 by sector.

VII. **Committee Chair Transition**

This is to remain a standing agenda item.

**ACTION ITEM: Committee membership and leadership to be mentioned at September board meeting.**

**A motion to adjourn the meeting was made by Mr. Kauffman and seconded by Mr. Plympton. All in favor, meeting adjourned at 10:12 a.m.**

**The next meeting will be held in late September/October 2020.**