

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

ATTENDANCE: **Members:** Deb Culeton, Lenore Friend, Joe Hamm, Rick Plympton, Sue Vary
Guests: Zachary Case, Lori Parish
Staff: Karen Springmeier, Jennifer May, Mike Woloson

I. **Approval of Minutes of July 29, 2020:** A motion to approve the minutes was made by Ms. Friend and seconded by Ms. Culeton. All in favor, motion approved.

II. **Social Media Feedback**

Mr. Case, Marketing Coordinator for Generations Bank, joined the meeting to offer feedback regarding the FLWIB social media accounts. He suggested that unique images be used in posts rather than links to the FLWIB website, as the link image is always the same. Mr. Case also suggested that the About sections on the accounts be expanded and posts explaining the purpose of the FLWIB be shared sporadically. The committee discussed the merits of paying to boost posts so that they appear in feeds, allowing them to be shared by more users. Ms. Friend suggested that people be tagged in Twitter posts, so that the tweets will be more readily noticed and shared.

ACTION ITEM: Ms. May to compile Facebook analytics on a monthly basis in order to see if changes are garnering attention.

III. **OJT Testimonials and How to Market Them**

The committee discussed ways of marketing OJT testimonials, such as sharing videos and photos from workplaces on social media. Mr. Woloson also shared an OJT brochure that has been used in the past.

ACTION ITEM: Staff to brainstorm further ideas and make recommendations to committee at next meeting.

IV. **Virtual Workshops**

The Child Care Resources for Employers presentation was held on October 29th and was well attended, with 24 participants on the Zoom call.

ACTION ITEM: Materials presented during the workshop, as well as the cloud recording will be compiled into a “Finger Lakes Feature”.

FLWIB, Finger Lakes Community College and Wayne-Finger Lakes BOCES will present the “Job Search 101” virtual workshop on November 5th.

Mr. Woloson and LeeAnn Haust, from Ontario County, are working closely to create a video explanation of Veterans’ services that are available at the career centers. The video will be added to the FLWIB YouTube channel and website.

V. **Recruiting Efforts by Local Businesses**

Henkel to host a drive-thru hiring event on October 29th. Ms. Vary mentioned that the last hiring event was successful, with 18 people being hired.

On October 21st, Ontario County hosted a drive-thru healthcare hiring event attended by Thompson Hospital, Clifton Springs Hospital, Ontario ARC, Living Well Companion Care and Lochland School. Despite best efforts, the event was not well attended by job seekers due to inclement weather.

Comfort Keepers also hosted a hiring event, on October 14th.

VI. **Website and Social Media**

a. **Website Analytics**

Action item follow up from July 29th meeting: When comparing May/June 2019 analytics to May/June 2020, there was no drastic change, but 2020 saw a slight decrease. May 2020 had 81 fewer users and 937 fewer page views; June 2020 had 16 fewer users and 46 fewer page views.

The website saw 1,104 users in the month of September, with 1,393 sessions and 2,927 page views.

ACTION ITEM: Ms. May to drill down social and referral users to find out from which websites they are originating.

b. **FLWIB YouTube Channel**

The channel has 16 subscribers and the individual videos recorded by Skill Up and those recorded by LeeAnn Haust are garnering many views.

ACTION ITEM: At the November 18th Board meeting, members will be asked to subscribe to YouTube channel.

VII. **“SkillUp Finger Lakes”**

Mr. Woloson broke down the number of registrants by Career Center and zip code, showing that the Wayne County Career Center had the most users register for Skill Up, but Geneva had the most registrations per zip

code. Further, Mr. Woloson pointed out that the number of women registrants far outweigh the number of men (74% vs. 26%) and the highest number of registrants seem to be in the 46-60 year old range.

ACTION ITEM: Benchmarks to be created in order to determine if purchase of the program for future years is cost effective.

VIII. Other Business

ACTION ITEM: Ms. May to send Committee Responsibilities to all the committee members via email. Members to reply with suggestions to update Responsibilities by November 20th.

The committee then discussed the importance of job quality and Ms. Culeton questioned if the FLWIB should create a regional award for excellence in job quality, with recipients chosen based on guidelines created by Board and committee members. Ms. Springmeier stated that the first step would be defining job quality.

ACTION ITEM: The possible implementation of a regional award will be mentioned and input will be sought from the Executive Committee on November 4th.

ACTION ITEM: Ms. May to send links to The Aspen Institute's posts regarding job quality.

IX. Committee Chair Transition

ACTION ITEM: Ms. Culeton will discuss transition during her report at the November 18th Board meeting.

Next meeting: Wednesday, December 16, 2020, 8:30 a.m., via Zoom

A motion to adjourn the meeting was made by Mr. Plympton and seconded by Ms. Friend. All in favor, meeting adjourned at 3:12 p.m.

Respectfully submitted, Jennifer May, Executive Assistant