

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
Via Zoom  
Wednesday, December 16, 2020

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

I. **Approval of Minutes of October 29, 2020:** A motion to approve the minutes was made by Mr. Kauffman and seconded by Mr. Plympton. All in favor, motion approved.

II. **Action Item Follow-Up**

a. OJT Testimonials and how to market them – Mr. Woloson shared versions of the OJT brochure and flyer that were used to market the program to both job seekers and employers. Ms. Springmeier suggested that employers be asked for testimonials after completion of the program and update the marketing materials with the new testimonials.

**ACTION ITEM: Mr. Woloson to research whether an Upgrade OJT can be used to upskill an employee after a higher skilled employee was let go due to company downsizing.**

**ACTION ITEM: WIB staff to compare the three online training platforms: SkillUp Finger Lakes, Coursera and the program offered by WDI, and add the illustrated comparison to training brochures.**

b. Committee Purpose Statement – The group reviewed the suggested edits that were submitted after the October 29<sup>th</sup> meeting.

**ACTION ITEM: Ms. Springmeier to incorporate suggestions into existing Statement and send to the committee for review.**

III. **Virtual Workshops**

The recently recorded “Interviewing 101” webinar, hosted by Mary Gratton, was well attended, with 20-25 participants. Amanda Lesterhuis will host “LinkedIn 101” on January 14<sup>th</sup> and the recording will be uploaded to the WIB YouTube channel. On January 21<sup>st</sup>, the WIB will host an employer panel geared towards Veterans, with Alé Mendoza of Optimax, Mary Granger of Finger Lakes Health and Todd Hansen of Henkel (formerly Zotos) serving as panelists.

The committee discussed whether workshop activities should be included in performance measures.

Ms. Springmeier stated that even if the activities aren’t included in the performance measures, the workshops aid in getting customers into the system.

IV. **Recruiting Efforts by Local Businesses**

Mr. Hamm shared that many businesses are currently hiring, but the region is moving in the wrong direction in relation to COVID-19 infections. Local businesses are concerned about another possible shutdown before Christmas.

Mr. Kauffman stated that it has been an interesting period for retail. Some categories, such as stores tailoring to younger clientele, have been doing well, but stores catering to older customers have not. Black Friday was light this year, by design in order to keep traffic down in the stores. A few stores at Eastview Mall are planning expansions and openings in 2021. He shared that there have been some positives in the sector, mixed in with the uncertainty.

V. **Website and Social Media**

a. Website Analytics – Website traffic increased from October to November, with 831 users, 1,080 sessions and 2,853 individual page views.

i. **Action Item Follow-Up – Social and Referral Users** – Analytics have shown that the majority of social users come to the WIB website through Facebook, with a few also coming from LinkedIn. Referral users come to the site via county and provider websites.

b. Facebook Analytics – After incorporating changes suggested by Mr. Case of Generations Bank, the WIB Facebook page was able to reach an average of 38 a day during November, and engage with an average of 3 people a day.

c. FLWIB YouTube Channel

As of December 15<sup>th</sup>, the channel has 20 subscribers. Recordings of the virtual workshops presented by the WIB and partners are being compiled into a channel series called “Workforce Webcast” and will be marketed to job seekers.

VI. **“SkillUp Finger Lakes”**

Ms. Springmeier stated that it is time to share another press release regarding SkillUp, as we likely head into another Pause due to COVID.

**ACTION ITEM: Mr. Woloson will follow up with SkillUp customers for testimonials to be used for marketing purposes.**

**ACTION ITEM: Mr. Woloson to share updated SkillUp numbers with the committee following the meeting.**

**VII. Other Business**

Mr. Plympton and Ms. Springmeier met virtually with representatives from the National Women's Hall of Fame (NWHF) regarding potentially partnering in different ways. The WIB was able to help the NWHF market their recent Virtual Induction on the website and social media accounts. As both the WIB and the NWHF are set to have new Executive Directors in the coming months, Mr. Plympton will re-connect the two organizations when the positions have been filled.

Ms. Springmeier recommended that a comprehensive plan for career centers during another Pause be put into place before a potential Pause begins. She also stated that this plan should be ready to be shared with job seekers and businesses at the appropriate time. Committee members in attendance agreed with the recommendation from Ms. Springmeier, and she will now speak to center managers about drafting the plans.

**VIII. Committee Chair Transition**

The committee and Ms. Springmeier thanked Ms. Culeton for her diligence and dedication in her service as a member of the Board and Chair of the committee. Ms. Culeton will be retiring at the end of the year and resigning from her position on the Board.

**ACTION ITEM: Committee chair transition to be discussed at the December 29<sup>th</sup> Performance & Evaluation Committee meeting.**

**Next meeting: Committee members will be notified of the next meeting date.**

**A motion to adjourn the meeting was made by Ms. Culeton and seconded by Mr. Hamm. All in favor, meeting adjourned at 10:00 a.m.**

Respectfully submitted, Jennifer May, Executive Assistant