

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Via Zoom
Friday, April 2, 2021

ATTENDANCE: **Members:** Lenore Friend, Joe Hamm, Rick Plympton
Staff: Lynn Freid, Amanda Lesterhuis, Jen May, Mike Woloson

I. **Approval of Minutes of December 16, 2020:** A motion to approve the minutes was made by Mr. Plympton and seconded by Ms. Friend. All in favor, motion approved.

II. **Virtual Workshops**

In March, LeeAnn Haust hosted a webinar discussing Job Loss, which had 2 participants and good feedback. A recording of the webinar is featured in the “Workforce Webcast” YouTube series.

Todd Sloane will host “LinkedIn 201” later in April, Ms. Lesterhuis will discuss job opportunities for youth in April and Mr. Woloson will explain to job seekers how to sign up for ITA funding in June.

III. **Recruiting Efforts by Local Businesses**

ABX hosted a virtual job fair and saw 15 participants, 2 of which followed up with the company and 1 person was hired. ABX plans to host more job fairs, virtual and in-person, in the future. The company is looking to hire thirty to forty people.

NYS DOL will be holding a virtual job fair on April 15th, from 10:00 a.m. to 2:00 p.m. Currently, there are 138 businesses registered for the event.

IV. **Website and Social Media**

a. Website Analytics – March: 878 users, 1,166 sessions and 2,634 individual page views.

b. Facebook Analytics

i. WIB – reaching average 58/people/day; engaging average 5/people/day;

ii. Youth – reaching average 29/people/day; engaging average 4/people/day.

c. YouTube Channel – as of April 1st – 30 subscribers

d. LinkedIn – as of April 1st – 40 followers

V. **“SkillUp Finger Lakes”**

March was a slow month for SkillUp, with 4 new registrations, 11 SkillSoft completions and 3 ProvelT completions.

NYS DOL will hold a workshop on April 13th, from 12:00 p.m. to 1:00 p.m. to discuss the differences between Coursera and SkillUp.

WDI is still working on the launch of Future Skills Exchange.

VI. **Other Business**

Mr. Plympton shared that there have been a lot of job postings in the manufacturing sector and that everyone is hiring. There are opportunities for employment that weren’t there two months ago.

Ms. Freid informed the committee of a new initiative by the WIB to aid local businesses in recruitment, Finger Lakes Hires. The program will showcase on hiring business a week and share their message, open positions, employee spotlights and other information across the WIB website and social media accounts. Mr. Hamm suggested incorporating a “We’re a safe place to work” message in the program, to draw potential employees who may have a fear of working due to COVID.

Next meeting: Friday, May 7, 2021 8:30 a.m. – 10:00 a.m., via Zoom.

Respectfully submitted, Jennifer May, Executive Assistant