

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Via Zoom
Friday, May 7, 2021

ATTENDANCE: **Members:** Pete Bekisz, Joe Hamm, Mike Kauffman, Rick Plympton, Sue Vary
Staff: Lynn Freid, Amanda Lesterhuis, Jen May, Mike Woloson

I. **Approval of Minutes of April 2, 2021:** Minutes cannot be approved as quorum is not present. This agenda item is tabled until the next meeting.

II. **Virtual Workshops**

On April 15th, Todd Sloane of FLCC hosted a further look at LinkedIn. A participant of the workshop is a School to Career Counselor at Gananda School District and will use the recording for her students.

Each month, the NYSDOL offers virtual workshops for working families; monthly event calendars can be found on NYSDOL social media accounts and website and at fingerlakesworks.com.

On May 18th, Ms. Lesterhuis will present a workshop to high school students, parents and teachers about next step after graduation.

III. **Recruiting Efforts by Local Businesses**

The April 15th virtual career fair hosted by NYSDOL was attended by 150 regional businesses. Over 800 job seekers registered for the event, with less than half attending.

Henkel will be hosting an in person – parking lot hiring event soon.

ManPower uses a van to drive around the area and provide pop up recruitments.

Yates County will be hosting a drive through job fair on May 22nd, from 10 a.m. to 1 p.m., in the Workforce Center parking lot, 417 Liberty St, Penn Yan.

IV. **Website and Social Media**

a. Website Analytics – April: 3,019 unique users, 3,666 sessions and 6,843 individual page views.

b. Facebook Analytics

i. WIB – reaching average 1,804/people/day; engaging average 100/people/day;

ii. Youth – reaching average 111/people/day; engaging average 9/people/day.

c. YouTube Channel – as of May 1st – 32 subscribers

d. LinkedIn – as of May 1st – 83 followers

Ms. May attributed the drastic increase in website and social media traffic directly to the recently launched “Finger Lakes Hires Business of the Week”. Mr. Woloson and Ms. Freid explained the initiative and businesses assisted thus far: RealEats, G.W. Lisk and ITT/Goulds Pumps. Ms. May presented analytics specific to the program.

ACTION ITEM: Mr. Kauffman will reach out to WIB to discuss “Hires” for potential Fall session for retail at Eastview Mall.

During this discussion, the April Jobs Report was released by the US DOL, showing 266,000 jobs created and filled during the month.

V. **“SkillUp Finger Lakes”**

In April, there were 6 new registrations. Mr. Woloson has received testimonials from 2 users and will incorporate them into an upcoming press release.

VI. **Other Business**

Mr. Bekisz reported that Keuka College will be hosting multiple in person graduation ceremonies, in small groups to allow for social distancing.

Ms. Freid announced that Mr. Bekisz has agreed to chairing this committee and Mr. Bekisz was welcomed by all in attendance.

A poll will be sent to all committee members regarding next meeting dates.

Meeting was unanimously adjourned at 9:21 a.m.

Respectfully submitted, Jen May, Executive Assistant