

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
Via Zoom
Wednesday, June 30, 2021

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

I. Approval of Minutes

A motion to approve minutes from the April 2, 2021 meeting was made by Ms. Friend and seconded by Mr. Plympton. All in favor, motion carried.

A motion to approve minutes from the May 7, 2021 meeting was made by Ms. Vary and seconded by Mr. Plympton. All in favor, motion carried.

II. Dashboard

Mr. Woloson reviewed the unemployment rates for May and compared them to those from April. In May, the unemployment rate in the Finger Lakes region fell from 5% to 4.2% and decreased by 0.9% to 6.9% in the state. The U.S. saw a 5.5% unemployment rate in May. Traffic to the career centers rose from 2,541 to 2,786. Of those 2,786, 594 were true in person visitors to career centers and 2,192 were remote contacts. Currently, there have been 71 customers who have utilized classroom trainings and 33 who have started an OJT in PY'20. Website traffic for all the career centers and www.fingerlakesworks.com increased from 5,774 to 7,309.

III. Virtual Workshops

“Training Options” has been postponed from May to July 15th at 3:00 p.m.

IV. Website and Social Media

- a. Website Analytics – May: 2,326 unique users, 2,823 sessions and 5,520 individual page views
- b. Facebook Analytics – reaching average 1,886/people/day; engaging average 93/people/day
- c. YouTube Channel – as of 6/1 – 31 subscribers
- d. LinkedIn – as of 6/1 – 123 followers

V. “SkillUp Finger Lakes”

In May, there were 7 new registrations and a total of 12 completions, all in SkillsSoft.

VI. Other Business

Mr. Bekisz recommended the use of Instagram highlight reels and shared examples from the Keuka College Instagram account.

The next meeting is scheduled for Wednesday, July 27, 2021, 11:00 a.m., via Zoom.

A motion to adjourn the meeting was made by Mr. Plympton and seconded by Mr. Kauffman. All in favor, motion carried. The meeting was adjourned at 11:42 a.m.

Respectfully submitted, Jen May, Executive Assistant