

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
via Zoom
Wednesday, August 25, 2021

ATTENDANCE: **Members:** Pete Bekisz, Rick Plympton, Sue Vary
Staff: Lynn Freid, Jen May, Mike Woloson

I. Approval of Minutes

A motion to approve minutes from the June 30, 2021 and July 28, 2021 meetings was made by Mr. Plympton and seconded by Ms. Vary. All in favor, motion carried.

II. Reports Conversation

The committee agreed that having the reports sent to members prior to the meeting is the best course of action. Time will be allowed at meetings for questions pertaining to information given in the reports.

- a. Dashboard – In the month of June, the unemployment rate in the Finger Lakes region rose from 4.2% to 4.6%; NYS – 6.9% to 7.3%; US – 5.5% to 6.1%. Career Centers saw 716 in-person visitors and met with an additional 2,416 remotely. There were 4,733 visitors to the 4 county websites and the WIB website.
- b. Website and social media analytics – In July, the WIB website saw 1,576 unique visitors who had 1,844 sessions, viewing 3,361 pages. As of August 1st, there were 32 YouTube subscribers and 127 LinkedIn followers.

III. “SkillUp Finger Lakes” & Coursera

In July, there were 13 new SkillUp registrations and 178 total completions. Metrix is rolling out new changes to the SkillUp platform, which include gamification of courses that will allow users to test their new knowledge by playing games. Open forums for staff are being offered on Coursera every Friday at 10:00 a.m.

IV. Discussion: Finger Lakes Hires and WIB Digital Endeavors

The most recent “Finger Lakes Hires: Business of the Week” did not perform as well as previous businesses and did not see any applications with the aid of the program. Additionally, businesses who have expressed interest in the program have failed to submit the required information in order for staff to schedule their dedicated week, thus limiting the income derived from the program. The question posed to the committee is then how does the WIB fund “Finger Lakes Hires: Have You Heard”, which has seen success according to social media analytics.

Next steps are for the marketing committee to review rough draft of outreach/marketing schedule for Have you Heard items.

The next meeting is scheduled for Wednesday, September 29, 2021, 12:00 p.m., via Zoom.

The meeting was adjourned at 12:42 p.m.

Respectfully submitted, Jen May