

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
via Zoom
Wednesday, September 29, 2021

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

I. Approval of Minutes

A motion to approve minutes from the September 25, 2021 meeting was made by Mr. Plympton and seconded by Mr. Kauffman. All in favor, motion carried.

II. Virtual Workshops

All recording of previously held virtual workshops, hosted by WIB and Career Center staff have been added to the “Workforce Webcast” YouTube series on the WIB channel. A monthly calendar of virtual workshops hosted by NYS DOL is available on NYS DOL social media and the WIB website.

III. Rough Draft of Schedule of Outreach Items for Have You Heard

The group began by discussing “Finger Lakes Hires: Business of the Week”, with the process of the program and results seen by the businesses that participated. Mr. Plympton again expressed his intent for Optimax to participate in the program.

Mr. Bekisz questioned if potential employees are actually in the Finger Lakes region or if there is a need to look outside of the four-county area. The group then discussed the current staffing concerns in the healthcare sector, which was exacerbated by the recent vaccine mandate, and ways Finger Lakes Hires could assist.

ACTION ITEM: “Finger Lakes Hires: Have You Heard” to be used to promote healthcare positions during the month of October. Certified Nursing Assistant, Direct Support Professionals and Home Health Aides promoted during individual weeks across the WIB website and social media platforms.

IV. SkillUp Finger Lakes

Current participation numbers will not be available until the transition to the new gamification platform is complete. Mr. Woloson to provide an update at the November meeting.

The next meeting is scheduled for Wednesday, November 3, 2021, 12:00 p.m., via Zoom.

The meeting was adjourned at 12:57 p.m.

Respectfully submitted, Jen May