

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
via Zoom
Wednesday, November 3, 2021

ATTENDANCE: **Members:** Pete Bekisz, Lenore Friend, Joe Hamm, Rick Plympton, Sue Vary
Staff: Dréa Badger, Jen May

I. Approval of Minutes

Approval of minutes of the September 29th meeting tabled until next meeting.

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. Outcomes from Finger Lakes Hires: Have You Heard

Ms. May reviewed outcomes for the three weeks of “Finger Lakes Hires: Have You Heard?” articles regarding Certified Nursing Assistant, Direct Support Professional and Licensed Practical Nursing job openings. The group reiterated the need for financial support of Finger Lakes Hires initiatives, as the WIB is currently financing all expenditures.

IV. SkillUp Finger Lakes

The SkillUp platform has undergone updates, including gamification of courses. A press release sharing information on the updates will be shared with all partners later in the month. A system wide training session is also being scheduled for later in November. Mr. Woloson to provide updates on training numbers for SkillUp and Coursera at the December meeting.

V. Email Bursts

On November 8th, WIB staff and managers from the career centers will meet to discuss using Constant Contact, or other mass email platforms, to engage possible future customers. The audience of the messages will be WIOA eligible working families in the 4 counties and the types of messaging is still being determined. Mr. Bekisz recommended MailChimp as an alternative to Constant Contact.

VI. Other Business

WIB staff is in the beginning process of curating a Youth Instagram account to share messaging directly to WIOA Youth, by Youth counselors.

The next meeting is scheduled for Wednesday, December 1, 2021, 12:00 p.m., via Zoom.

Respectfully submitted, Jen May