

Finger Lakes Workforce Investment Board
MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES
via Zoom
Wednesday, March 30, 2022

ATTENDANCE: **Members:** Joe Hamm, Sue Vary
Staff: Lynn Freid, Jen May, Michael Woloson

I. Approval of Minutes

Due to lack of quorum, approval of minutes of the September 29 and November 3, 2021 meetings were tabled until next meeting.

II. Reports Discussion

Mr. Woloson reviewed the unemployment numbers through January with the group. In January, Ontario County saw an unemployment rate of 3.6%; Seneca County, 3.9%; Wayne County, 3.7; Yates County, 3.4%; 4 county average, 3.7%; NYS, 5.3%; and US, 4.4.

In addition to the website analytics provided to the committee prior to the meeting, Ms. May shared from March 1 – March 28, the website had 3,301 pageviews.

III. Have You Heard Update

Ms. Freid and Ms. May spoke of using “Finger Lakes Hires: Have You Heard” to promote NYS DOL’s virtual workshops. Through this platform, 439 job seekers were connected to virtual workshop website posts.

IV. Career Center Brochures

Updated OJT promotional materials were shared with the group. These materials were also provided in emails and are on www.fingerlakesworks.com.

V. Other Business

The group discussed the need for this committee to be standalone, vs. being absorbed by Performance & Evaluation. While the data is important and is an aspect of Performance & Evaluation, Ms. Vary stated that the ideas are generated through this committee and is concerned that without the committee, the creativity of the WIB would not be nurtured. It was decided that the committee will meet in April to discuss its direction and meeting dates and times that work better for all involved.

VI. Committee Schedule and Next Meeting

A Doodle Poll will be sent to schedule an April meeting.

VII. Adjournment

The meeting was unanimously adjourned at 12:27 p.m.

Respectfully submitted, Jen May