

Finger Lakes Workforce Investment Board  
**OUTREACH & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
via Zoom  
Wednesday, August 31, 2022

ATTENDANCE: **Members:** Joe Hamm, Mike Kauffman, Bill Pealer, Rick Plympton, Jim Sinicropi,  
Sue Vary  
**Staff:** Lynn Freid, Jen May, Michael Woloson

**I. Approval of Minutes**

**A motion to approve minutes from the September 29, 2021 meeting was made by Mr. Kauffman and seconded by Mr. Plympton. All in favor, motion carried.**

**A motion to approve minutes from the November 3, 2021 meeting was made by Mr. Plympton and seconded by Mr. Hamm. All in favor, motion carried.**

**A motion to approve minutes from the March 30, 2022 meeting was made by Ms. Vary and seconded by Mr. Hamm. All in favor, motion carried.**

**II. Outreach Activities Update**

Ms. May reviewed updated numbers for the website, social media and Finger Lakes Hires: Have You Heard? Even though there have been fewer visitors to the website, more pages are being viewed by those visitors, which can be attributed to Have You Heard articles. The Social traffic channel to the website has had a significant increase due to large number of Have You Heard and other articles shared on social media. A recent article welcoming Jennifer DeVault as incoming chair of the board caused a huge spike in Social traffic in July. Analytics can always be found on the WIB Google Drive at <https://drive.google.com/drive/folders/1VDV9kp0NBHFlicl3ed0Vx-E3kb7h3IVY?usp=sharing>.

**III. SkillUp Finger Lakes**

Mr. Woloson shared that in PY'21, there were a total of 117 accounts registered in SkillUp Finger Lakes, with 253 training completions and 266 SkillSoft completions. The number of completions is significantly less than the previous year due to customers returning to work post-pandemic.

Ms. Freid introduced Bill Pealer, incoming committee chair, as well as incoming Vice-Chair, Public Sector. Mr. Pealer's position on the board will be solidified once the appointment is through the legislative process.

When Mr. Pealer asked how he can easily share SkillUp information with the citizens of Geneva, Ms. May directed everyone's attention to the SkillUp icon (widget) on the home page of [www.fingerlakesworks.com](http://www.fingerlakesworks.com). Mr. Pealer also asked about the employer's understanding and motivation to hire someone who has completed SkillUp trainings. Mr. Woloson responded that a prospective employee shows their willingness to learn and self-motivation and Ms. May added that users can also prepare for industry recognized certifications through the program.

**IV. Committee Chair Transition and Committee Schedule**

As Ms. Freid previously stated, Mr. Pealer will now chair this committee. Future committee meetings are currently scheduled, and a recurring meeting invite has been sent to all members. If needs change, the schedule can be updated. The committee discussed keeping most meetings on Zoom, and having one or two meetings in-person, especially coming into the next "Finger Lakes Works...with their hands!".

Wednesday, October 26

Wednesday, December 28

Wednesday, February 22

Wednesday, April 26

Wednesday, June 28

**V. Adjournment**

**A motion to adjourn was made by Mr. Pealer and seconded by Mr. Kauffman. All in favor, motion carried. Meeting adjourned at 12:28 p.m.**

Respectfully submitted, Jen May