

Finger Lakes Workforce Investment Board
OUTREACH & COMMUNICATIONS COMMITTEE MEETING MINUTES
via Zoom

Wednesday, October 26, 2022

ATTENDANCE: **Members:** Lenore Friend, Mike Kauffman, Bill Pealer, Jim Sinicropi, Sue Vary
Staff: LaToya Collins, Lynn Freid, Jen May, Michael Woloson

Ms. Freid introduced Bill Pealer, new committee chair and Vice-Chair, Public Sector of FLWIB, and LaToya Collins, FLWIB Youth Coordinator.

Approval of Minutes

A motion to approve minutes from the August 31st meeting was made by Ms. Vary and seconded by Mr. Sinicropi. All in favor, motion carried.

Outreach Activities Update

Ms. May reported that the financial resources used in the beginning of Finger Lakes Hires activities earned the platform a large audience on social media and that audience has stayed with the platform to receive organic messages (non-paid targeted social media ads). She also shared analytics from recent Have You Heard articles and plans for Veterans Day articles during November. In less than one week, the social media post for the Wood Library and Ontario County Job Fair to be held on November 8th garnered a reach of 3,126 and 89 engagements on Facebook. Ms. Freid added that the number of followers across all social media platforms continues to grow daily. Additionally, the website had 934 users, 1,151 sessions and 2,256 pageviews in September. Those users are primarily coming to the website directly and 20% of them are coming via a social media post.

SkillUp Finger Lakes

In September, there were 8 new accounts registered and 2 course completions. Ms. Freid stated that the numbers have been in a steady decline and it is thought that the NYS DoL relationship with and promotion of Coursera has been competing for job seekers and working families with SkillUp. At the next Business Service Representative/Training Team meeting, Mr. Woloson will ask frontline staff if they are still seeing an interest in SkillUp or if people are moving towards traditional training or Coursera. As there is a fee for FLWIB to offer SkillUp, the board must decide if SkillUp is the most appropriate use of funds.

"Finger Lakes Works...with their hands!" Promotional Planning

Debriefing the 2022 event is still ongoing and a report about event numbers was given at the September Board meeting. Once the event steering committee focuses efforts on future events, this committee can begin promotional planning.

ACTION ITEM: This item to be added to December meeting agenda.

The next meeting is scheduled for Wednesday, December 28, 2022, via Zoom.

A motion to adjourn was made by Mr. Sinicropi and seconded by Mr. Kauffman. All in favor, motion carried.

Meeting adjourned at 12:35 p.m.

Respectfully submitted, Jen May

Notes and attachments

Who is Going to Do the Work? <https://fingerlakesworks.com/wp-content/uploads/2022/10/Who-is-Going-to-do-the-Work-Final-1-2022.pdf>