

Finger Lakes Workforce Investment Board  
**OUTREACH & COMMUNICATIONS COMMITTEE MEETING MINUTES**

via Zoom

Thursday, December 15, 2022

ATTENDANCE: **Members:** Lenore Friend, Joe Hamm, Bill Pealer  
**Staff:** Lynn Freid, Jen May, Michael Woloson

### **Approval of Minutes**

A quorum is not present; approval of minutes from October 26<sup>th</sup> meeting tabled until February 22<sup>nd</sup> meeting.

### **Outreach Activities Update**

Ms. May reported that outreach activities have slowed a bit due to the holiday season and Finger Lakes Hires: Have You Heard has been used to promote NYS DoL virtual workshops and holiday videos and messages. Ms. May also mentioned a concern with capturing correct analytics from website posts because of the layout of the home feed on [www.fingerlakesworks.com](http://www.fingerlakesworks.com). Mr. Pealer and Ms. May are discussing and planning various ways of updating the website in order to see which posts are better engaging with customers.

### **Coursera**

Ms. May shared a draft brochure for Coursera, which when ready will be shared with Career Center staff and on the newly created Coursera page of the website. A social media campaign around Coursera is being planned. Also shared was the draft Career Center brochure which will be disseminated once final needed information is received.

### **SkillUp Finger Lakes**

In November, there were 9 new accounts registered and 57 course completions. The drastic rise in course completions (from 2 in September and 11 in October) can likely be attributed to Career Centers mandating SkillUp courses for DSS customers. Mr. Woloson added that it was decided to continue offering SkillUp through Finger Lakes Works, as more counties will be utilizing the program for social services customers.

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

The event steering committee will meet on February 2<sup>nd</sup> and discuss, among other things, the recent meeting with FLCC facility staff. In that meeting, event logistics and FLCC's ability to host future events of that size were considered. Future events may be split by industry, similar to years past.

### **Other Business**

Mr. Woloson shared the Basic 11 Elements report, which shows the types of services offered and provided at Career Centers by staff that are laid out in the WIOA Contract.

**The next meeting is scheduled for Wednesday, February 22, 2023, via Zoom.**

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

**Meeting adjourned at 12:28 p.m.**

Respectfully submitted, Jen May