

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

Wednesday, February 22, 2023

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

### **Approval of Minutes**

**A motion to approve minutes from the October 26, 2022 and December 15, 2022 was made by Mr. Kauffman and seconded by Mr. Pealer. All in favor, motion carried.**

### **Outreach Activities Update**

Ms. May shared the updated Hires analytics worksheet, available in your Board Member Toolkit <https://fingerlakesworks.com/board-member-toolkit/>. In the last couple of weeks, the Hires platform has been used to share information relating to the Governor's recent press release, Board members in the news and NYS DoL virtual workshops. Ms. May also suggested that the low numbers of pageviews associated with Hires posts is due the current layout of the website, as website analytics show that 900-1,000 visitors are coming to the website a month; Mr. Pealer and Ms. May are discussing solutions to better capture analytics. Mr. Pealer questioned, if we are getting good data from social media analytics, why do we need more involved analytics from the website. Ms. May responded that better website analytics can help tailor information to customers and the more accurate numbers can portray to NYS DoL and other partners the number of customers assisted through media outreach. Ms. Freid used the success of "Finger Lakes Hires: Business of the Week" as reasoning for appropriate website analytics.

### **WIOA 11 Elements Report**

Mr. Woloson shared the attached report, which tracks how each career center provides the 11 elements of the WIOA contract. The current report compares the first 6 months of PY'22 with the entirety of PY'21 and shows an increase in services provided. The increase can be attributed to multiple factors, including Career Center staff better understanding elements of the WIOA contract, and staff correctly entering information into the One-Stop Operating System (OSOS). Ms. Friend questioned the low number reported for Wayne and Ms. Freid stated that Wayne County was one of the contractors who didn't fully understand the 11 elements of the WIOA contract but numbers are likely to improve since extensive training has taken place. Ms. Freid and Mr. Woloson also explained that Wayne County and Lyons are separate offices: Wayne County is a Finger Lakes Works Career Center providing WIOA services and Lyons is a NYS Department of Labor office, providing elements of the WIOA contract.

### **SkillUp Finger Lakes**

In January, there were 10 new accounts registered and 52 course completions. With Ontario and Yates Career Centers now mandating SkillUp for job search customers, course completions are likely to increase in coming months.

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

Due to logistical and operational constraints, the larger FLWWTH will not be held this year. A smaller healthcare career event, as well as a food/ag event are being planned. Updates will be provided to this group as available.

### **Other Business**

Mr. Pealer added that property and home ownership goes hand in hand with people working. Currently, an extremely apparent challenge exists in Geneva and surrounding communities for working class/middle class affordability homes being available. During the pandemic, a lot of homes that were valued between \$80,000 and \$150,000 were purchased by downstate or out of state investors and turned into short term and long term rental properties. A challenge for a person getting a job in the area, perhaps trying to come from another area, is being able to afford to purchase a home locally. Studies have shown that home ownership is one of the primary drivers of financial stability and independence. Ontario County is currently

wrapping up a housing study and Mr. Pealer proposed that individuals involved in the research be invited to present to this committee in April. Ms. Vary added that over 900 responses were received during the study, which is still open until February 28<sup>th</sup>. A lengthy conversation took place about the challenges associated with short term rentals and how municipalities can try to combat the issues that arise, such as pricing local community members being priced out of the housing market.

**ACTION ITEM: Ms. Freid to contact Ontario County Deputy County Administrator regarding presentation of study findings.**

**The next meeting is scheduled for Wednesday, April 26, 2023, via Zoom.**

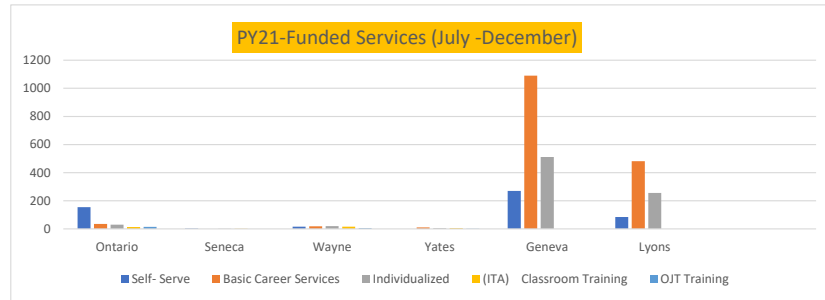
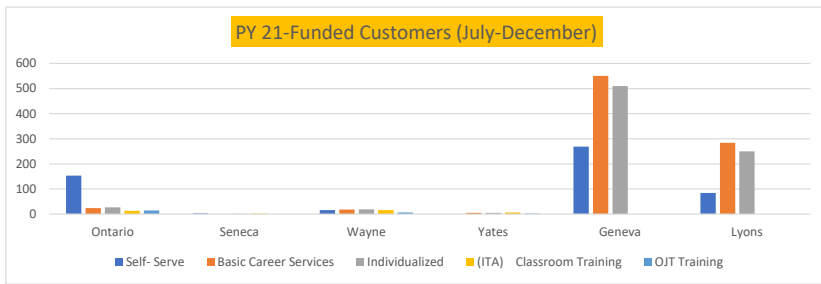
**A motion to adjourn was made by Mr. Hamm and seconded by Mr. Kauffman. All in favor, motion carried.**

**Meeting adjourned at 12:34 p.m.**

Respectfully submitted, Jen May

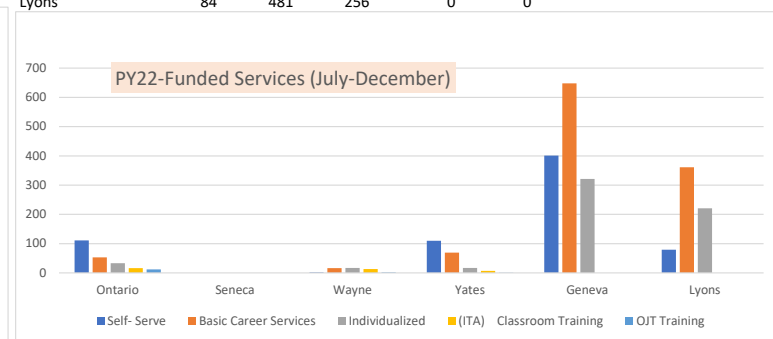
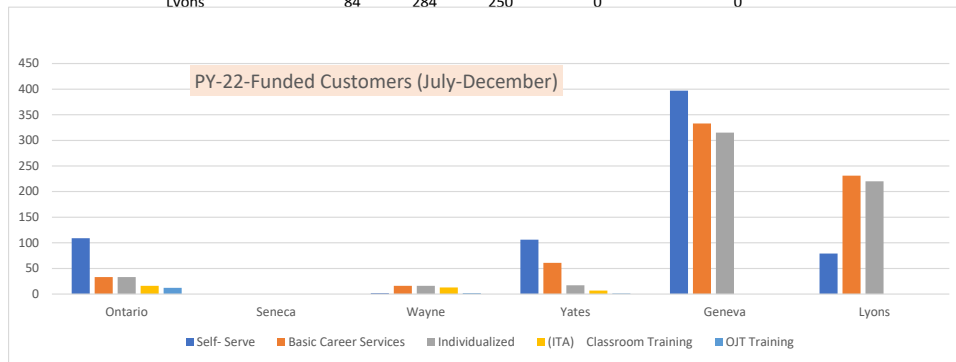
Notes and Attachments

WIOA Elements Report



PY 21-(July-Dec)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	153	24	27	13	14
Seneca	3	0	1	2	0
Wayne	16	18	19	16	6
Yates	0	5	5	6	2
Geneva	269	551	510	0	0
Lyons	84	284	250	0	0

PY 21-(July-Dec)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	154	35	30	13	14
Seneca	3	0	1	2	0
Wayne	16	18	19	16	6
Yates	0	10	5	6	2
Geneva	270	1090	511	0	0
Lyons	84	481	256	0	0



PY 22-(July-Dec)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	109	33	33	16	12
Seneca	0	0	0	0	0
Wayne	2	16	16	13	2
Yates	106	61	17	7	1
Geneva	397	333	315	0	0
Lyons	79	231	220	0	0

PY 22-(July-Dec)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	111	53	33	16	12
Seneca	0	0	0	0	0
Wayne	2	16	17	13	2
Yates	110	69	17	7	1
Geneva	401	648	321	0	0
Lyons	79	361	221	0	0

### Basic Services

- Intake Eligibility
- Services Orientation
- Initial Assessment of Partner Referrals
- Eligible Training Provider

### Individualized Services

- Comprehensive/Specialized Assessments
- Individualized Employment Plans
- Group/Individual counseling/mentoring
- Career Planning
- Short term pre-voc services
- Internships and Work Experience

REFERENCES: Reference TA 06-16.4 (Level 1 Definitions, pg. 14), WIOA Final Rule §680.180