

Finger Lakes Workforce Investment Board  
**OUTREACH & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
via Zoom  
Wednesday, April 26, 2023

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

### **Approval of Minutes**

**A motion to approve minutes from February 22, 2023 was made by Ms. Friend and seconded by Mr. Hamm. All in favor, motion carried.**

Ms. Freid added that she requested a presentation of the Ontario County Housing Study for the May Board meeting, but the final report is still being compiled. The presentation is currently scheduled for the September Board meeting.

### **Outreach Activities Update**

Ms. Freid stated that, internally, the WIB has been working on strategies to drive website measurables of: increase followers; increase engagements and increase traffic. These measurables are reported in the FLWIB website and Finger Lakes Hires: Have You Heard (HYH) analytics. Ms. May shared website analytics, which show a continual increase in visitors, the number of times they visit the website and the number of pages they view. Website visitors, overall, know the WIB as a reliable/known workforce development resource and come to the website directly, but depending on the current social media campaign, many are clicking links on Facebook and LinkedIn. Facebook analytics show a small month to month increase in the number of followers and LinkedIn information tends to resonate more with those likely to follow links back to fingerlakesworks.com. Ms. Freid pointed out that the Have You Heard campaign for Experienced Workers did not do as well as a campaign for Coursera did, but what really drove up traffic was the campaign to showcase the new Seneca County WIOA provider. Other Career Center staff liked the materials in the campaign and asked for their own to share with employers and customers in their counties. In an effort to support (Career Center staff) and build on increasing followers, engagements and traffic, QR codes for each Career Center were created, each with contact information for Business Service Representatives (BSRs) and social media links to the various platforms. The codes also link back to newly created individual website pages for each center, where campaigns similar to Seneca County have been posted. The graphics in the campaigns can be used by BSRs, the unique URLs added to email signatures and the codes added to all future outreach materials.

### **Updating the Hires Program Template**

The new Hires Employer Campaign Program information can be found at <https://fingerlakesworks.com/employer-campaign-program/>. The Hires program was successful initially, then tapered off once employers were able to support their own in-house efforts and demand decreased. The program has been revamped with the goal of supporting businesses who are involved with Career Center services, such as the OJT program. Without any promotion, businesses started finding the updated template the day after it was live on the website and completed Business Profiles and inquiries have been sent in. This committee was encouraged to share any ideas for campaigns and or other related material to add to the social media contents. Conversations are taking place with NYSDOL regarding using WIOA funds for promotions directed at, and for the benefit of, WIOA customers.

### **WIOA 11 Elements Report**

The attached Basic 11 Elements (of the WIOA contract) report compares PY'22 and PY'21 and shows an increase in services provided at centers, or rather a more accurate reflection of services provided as they are now captured in the One Stop Operator System (OSOS). Ms. Freid added that this report was born from questions raised by the Finance & Audit Committee regarding contractors' status of contract delivery; ie: services delivered and number of customers served. During these conversations, it was understood that not all providers were aware of all 11 required elements (deliverable services) of the WIOA contract, and further, services that were being provided weren't accurately captured or captured at all in OSOS. Since

then, processes and training have been in place to ensure all elements are being delivered and activity captured.

**SkillUp Finger Lakes**

Report attached.

**Other Business**

Mr. Pealer questioned if youth preparedness training courses are available and if they would be useful in the region. Ms. Freid responded that "Finger Lakes Works...with *their hands!*" is essentially preparedness training, but a strategic look needs to be taken at the outcomes and benefit to both the student and employer. There are several events already taking place, such as Fun on the Farm, which have proven positive outcomes.

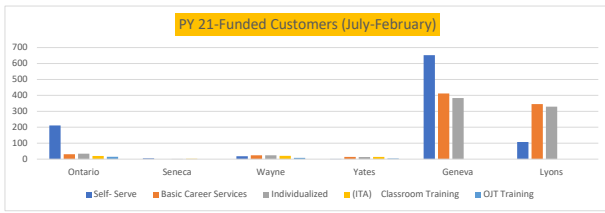
**The next meeting is scheduled for Wednesday, June 28, 2023, via Zoom.**

**Meeting adjourned at 12:36 p.m.**

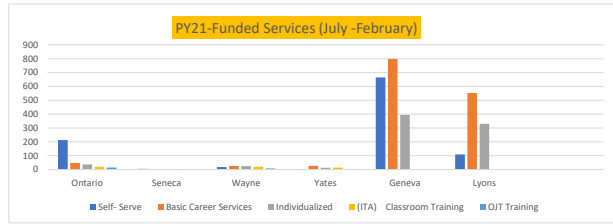
Respectfully submitted, Jen May

Notes and Attachments

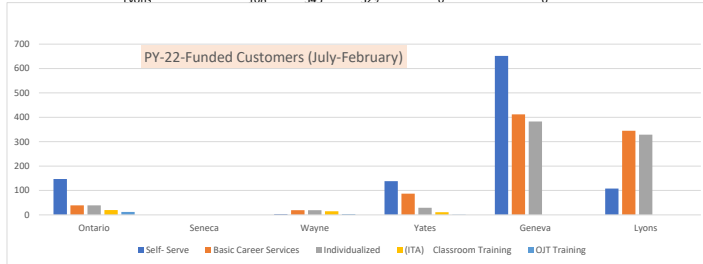
WIOA Elements Report  
SkillUp Finger Lakes Report



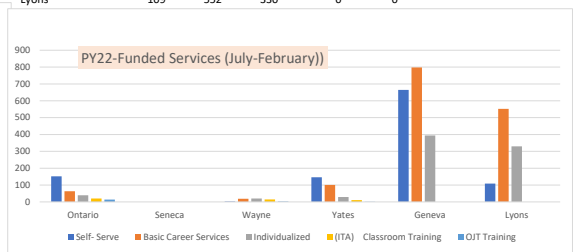
	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
<b>PY 21-(July-February)</b>					
Ontario	211	31	34	20	15
Seneca	5	0	1	2	0
Wayne	18	24	24	21	8
Yates	1	14	13	14	4
Geneva	652	412	383	0	0
Lyons	108	345	329	0	0



	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
<b>PY 21-(July-February)</b>					
Ontario	213	48	37	20	15
Seneca	5	0	1	2	0
Wayne	18	25	24	21	8
Yates	2	26	13	14	4
Geneva	665	798	394	0	0
Lyons	109	552	330	0	0



	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
<b>PY 22-(July-February)</b>					
Ontario	147	39	39	20	12
Seneca	0	0	0	0	0
Wayne	3	19	19	15	3
Yates	138	87	29	11	1
Geneva	652	412	383	0	0
Lyons	108	345	329	0	0



	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
<b>PY 22-(July-February)</b>					
Ontario	152	63	39	20	14
Seneca	0	0	0	0	0
Wayne	3	19	20	15	3
Yates	146	101	29	11	1
Geneva	665	798	394	0	0
Lyons	109	552	330	0	0

### Basic Services

- Intake Eligibility
- Services Orientation
- Initial Assessment
- 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

**User Summary**

Accounts Registered
Unique Clients
Clients with 1+ Accesses
Clients with 1+ Completions

Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	23-Mar	Apr-23	May-23	Jun-23	Total
8	8	4	10	9	3	10	9	11				72
8	8	4	0	9	3	10	9	10				61
6	3	7	8	8	9	10	10	10				71
5	1	2	5	4	7	8	8	6				46

**Training Summary**

Avg Completions per active client
Avg hours per active client
Total training time
Total Completions

Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	23-Mar	Apr-23	May-23	Jun-23	Total
5	1	1	2.2	14.3	4	6.5	12	11.7				57.7
5	5.3	3.7	3.4	16.2	5.1	5.3	8.5	10.4				62.9
28.9	5.3	7.4	16.9	24.8	35.8	42.1	68.1	62.4				291.7
25	1	2	11	57	28	52	96	70				342

**Content Summary**

Medcom/Trainex Completions
SkillSoft Completions

Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	23-Mar	Apr-23	May-23	Jun-23	Total
25	1	2	11	57	28	41	93	69				327