

Finger Lakes Workforce Investment Board
OUTREACH & COMMUNICATIONS COMMITTEE MEETING MINUTES

via Zoom

Wednesday, June 28, 2023

ATTENDANCE: **Members:** Lenore Friend, Joe Hamm, Jim Sinicropi, Sue Vary
Staff: Steve Blaszkza, Lynn Freid, Jen May, Michael Woloson

Approval of Minutes

A motion to approve minutes from April 26, 2023 was made by Ms. Vary and seconded by Mr. Hamm. All in favor, motion carried.

Outreach Activities Update

Ms. May reviewed the quarterly analytics for the website and social media platforms, including specific Finger Lakes Hires: Have You Heard articles. Notably, May saw much higher traffic and engagement than April or June due to paid promotions (Coursera, new Seneca County provider) and the Casella training scholarship. Ms. Freid suggested more closely monitoring outcomes of paid promotions (does a higher ad budget equate to more foot traffic at in-person job fair). Mr. Sinicropi also suggested testing paid social media promotions and once a promotion is shown to be performing well, additional funds can be added to the budget, timing allowed. Additional information will be provided to this committee going forward about costs vs outcomes of paid promotions.

[https://drive.google.com/drive/folders/1VDV9kp0NBHFlicl3ed0Vx-E3kb7h3IVY?usp=drive link](https://drive.google.com/drive/folders/1VDV9kp0NBHFlicl3ed0Vx-E3kb7h3IVY?usp=drive_link)

WIOA 11 Elements Report

Mr. Woloson shared the Basic 11 Elements (of the WIOA contract) report, attached, which 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). Notably, the new contractor in Seneca County has well surpassed Basic Career Services, Individualized Services and ITAs in PY'21; Yates County has also exceeded their PY'21 numbers by a great margin.

SkillUp Finger Lakes

Mr. Woloson reviewed the attached report which shows 11 accounts registered in March and 70 course completions, for a total training time of 62.4 hours. Mr. Woloson explained that the decrease in usage can be attributed to other online training platforms, such as Coursera and Northstar Digital Literacy. Ms. Friend questioned if the training market is oversaturated and if there has been any discussion of the future of the program. Mr. Woloson responded that the contract with SkillUp goes through the end of the calendar year and career centers are using the platform as a mandated job readiness activity for customers receiving social services. Ms. Freid added that this specific conversation took place between FLWIB and career center managers and the managers were unanimous in their desire to keep the platform in their toolkit for customers.

Other Business

Ms. Freid shared that FLWIB staff have been busy this summer, with NYSDOL certifications and new business to go before the board. At the end of July or early August, an email will go out to board members requesting approval of multiple resolutions

The next meeting is scheduled for Wednesday, August 30, 2023, via Zoom.

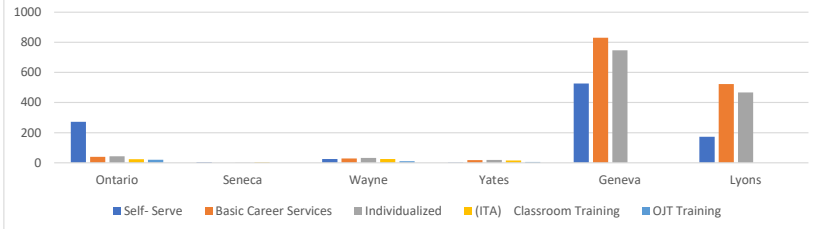
Meeting adjourned at 12:31 p.m.

Respectfully submitted, Jen May

Notes and Attachments

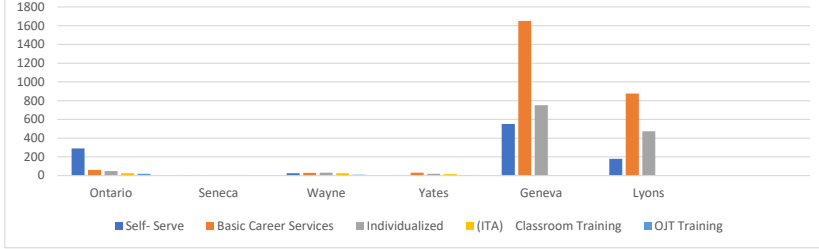
WIOA Elements Report
SkillUp Finger Lakes Report

PY 21-Funded Customers (July-May)



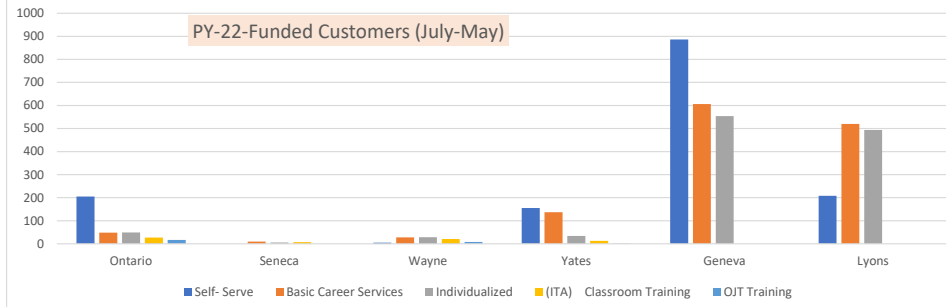
PY 21-(July-May)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	272	40	43	24	20
Seneca	5	0	1	3	0
Wayne	25	29	32	25	10
Yates	2	18	19	15	6
Geneva	527	831	747	0	0
Lyons	173	523	467	0	0

PY21-Funded Services (July -May)



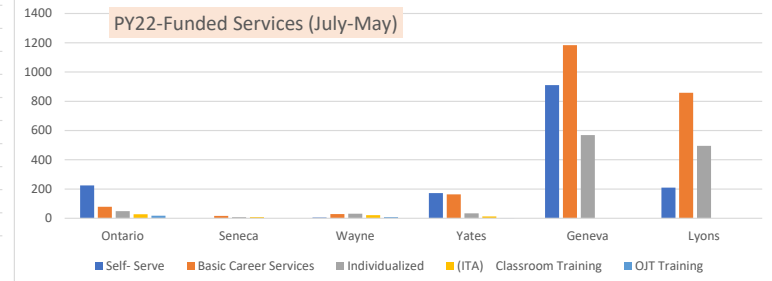
PY 21-(July-May)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	290	60	48	25	20
Seneca	5	0	1	3	0
Wayne	25	30	32	25	10
Yates	3	31	20	15	6
Geneva	551	1650	752	0	0
Lyons	179	877	473	0	0

PY-22-Funded Customers (July-May)



PY 22-(July-May)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	205	48	49	27	17
Seneca	0	10	6	7	0
Wayne	5	28	29	21	8
Yates	155	137	34	13	1
Geneva	886	606	554	0	0
Lyons	208	520	494	0	0

PY22-Funded Services (July-May)



PY 22-(July-May)	Self-Serve	Basic Career Services	Individualized	(ITA) Classroom Training	OJT Training
Ontario	224	79	49	27	17
Seneca	0	16	7	7	0
Wayne	5	29	31	21	8
Yates	172	163	34	13	1
Geneva	910	1183	569	0	0
Lyons	210	858	495	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

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