

Finger Lakes Workforce Investment Board  
**MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES**  
Finger Lakes Workforce Investment Board, Meeting Room B  
41 Lewis Street, Geneva, NY 14456  
Friday, March 11, 2011

ATTENDANCE: Members: Deb Culeton, Mike Rusinko and John Vrabel  
Excused: Jack Farrell, Mike Manikowski, Nikki Leathersich and Orlando Riviera  
Staff: Jaimie Martin and Karen Springmeier

Ms. Culeton called the meeting to order at 8:35 am

Minutes from January 26, 2011 meeting were reviewed. Motion was made by Mr. Rusinko to approve as written, seconded by Ms. Culeton. All in favor; motion passed.

### **Consortium Update**

Mr. Vrabel reviewed the report with the committee. See pages 3-5.

Ms. Springmeier noted Mr. Young received a testimonial from a Career Navigator graduate who was very pleased with the program. The following will be posted on our website;

“Thank you for this information. I attended this seminar in February in Penn Yan. This is an awesome opportunity for those that choose to participate. I have been spreading the word about the 3 upcoming events and will continue to do so. I don't know who your speaker will be but Pat Piles is awesome. I do not do well in seminars...struggle to stay awake...but not with Pat Piles. It wasn't just the information and tools we learned, it was Pat's presentation. He is absolutely awesome!

You may also want to stress that everyone should take the Workkeys Assessment as well! So many employers are requesting it. If the job seekers have taken the assessment before they apply for a position that requires it, they will be one step ahead of the other job seekers applying.

Kind regards,  
Cyndy Enos”

The committee also decided that the Consortium Marketing report will now replace the work plan, as the report includes system marketing efforts.

**ACTION ITEMS: Ms. Martin to post quote on [www.fingerlakesworks.com](http://www.fingerlakesworks.com) and replace marketing work plan with the marketing report in the documents for the upcoming board meeting on 3/16/11.**

### **Speaker Update**

Ms. Springmeier – Work in progress.

**ACTION ITEM: Ms. Springmeier to contact new Keuka College President, when appointed, to speak at the September Board meeting.**

### **Chamber Meeting - Update**

Ms. Springmeier reported the WIB continues to improve relationships with the Chambers in the area. Chambers have been promoting OJT workshops. There was a OJT & Business Resource workshop held on Thursday, February 24, 2011 at the Seneca County Chamber, 6 businesses attended. The Chambers are still offering a \$100 discount to Chamber members that sign up with FAME, for a silver membership or higher.

### **Marketing & Budget for PY'11**

Ms. Springmeier reported the WIB has yet to receive information from the State about funding for PY'11, F&A committee budget guidelines request WIB & Counties to prepare two scenarios – one at 10% & one at 20% less than their PY'10 budgets.

The SUNY Chancellor will be speaking at a FAME event on Friday, March 25<sup>th</sup> at FLCC campus in Victor.

**NOTE: This event has been postponed to a tentative date of May, 24<sup>th</sup>, 2011.**

**Other Business**

WIB hired a 10 hour per week intern, a student from Hobart & William Smith Colleges, has been updating/managing the WIBs Facebook account and assisting the Internship Coordinator with projects.

**ACTION ITEM: Ms. Springmeier to contact Ms. VanGelder to inquire about receiving Marketing/Social Media assistance from Mr. Joe Davis, who has been instrumental in setting up the Google groups.**

**NEXT MEETING** – The next Marketing & Communication committee meeting will be held on Friday, May 13, 2011 @ 8:30am in the Training Room at the WIB office.

With there being no further business, the meeting was adjourned at 9:41 a.m.

Respectfully Submitted,  
Jaimie Martin  
Administrative Assistant

## Finger Lakes Works Marketing Report January - February 2011

### Newspaper: Press Releases/Public Service Announcements

- **Finger Lakes Times, Hometown Review**, Services: VITA, (Seneca), 01/11&02/11
- **United Way of Seneca County Newsletter**, Services: VITA, Youth Council, (Seneca), 2/18/11
- **Finger Lakes Times, Daily Messenger**, Public Notice Youth RFP, (WIB), 2/15/11
- **Daily Messenger, Finger Lakes Times**, Services: Career Club, (Ontario), 01/11&02/11
- **Chronicle Express**, Services: Misc.Workshops, OJT Workshops, (Yates), 01/11&02/11
- **Dundee Observer**, Services: Misc.Workshops, OJT Workshops, (Yates), 01/11&02/11

### Newspaper: Paid Advertisement(s)

- **Finger Lakes Times, The Times Shopper, Reveille Between the Lakes, The Scotsman Pennysaver, The Town Crier, Hometown Review** , Services: VITA, (Seneca), 01/11&02/11 (United Way Grant)
- **Finger Lakes Times**, Open Interviews: TRACTOR SUPPLY Co, (Seneca), 02/11 (TSC)

### Radio/Television: Press Releases/Public Service Announcements

#### (Includes Finger Lakes Daily News.com and FingerLakes1.com)

- **TV: FLTV/Channel 12, Public Access/Community Bulletin Board**, Services: Site, (Seneca), 01/11&02/11
- **Radio: WFLR**, Services: Workshops, (Yates), 01/07/11

### Radio/Television: Paid Advertisement(s)

- **Radio: Finger Lakes Radio Group**, Services: General (WIB), 01/11&02/11
- **Radio: Finger Lakes Radio Group**, Services: General & OJT, Interview, (WIB), 01/11&02/11
- **FingerLakes1.com, Banner Ad**, (WIB), 01/11&02/11

### Website (Agency)

- **County:** News and Announcements, Services: Workshops (Seneca)
- **County:** Services, (Seneca, Ontario, Yates & Wayne)
- **WIB:** Services, Updates Finger Lakes Internship Program Facebook Page (WIB)
- **NY DOL:** Services, (DOL), [www.labor.ny.gov/](http://www.labor.ny.gov/)
- **FLCC:** WIB, FAME & Healthcare Alliance links, (FLCC)
- **FAME:** In collaboration with Finger Lakes Works, [www.nyfame.org](http://www.nyfame.org)
- **Healthcare Alliance of the Finger Lakes:** Resources of Finger Lakes Works, [www.healthcareworkforcealliance.net](http://www.healthcareworkforcealliance.net)

### Other Websites

- **Seneca County Chamber of Commerce's website**, Services: Workshops & OJT (Seneca)
- **United Way of Seneca County's website**, Services: VITA (Seneca)

### Mailings

- **Workeys & KeyTrain**, etc, (104) (Seneca)
- **Childcare, VITA, Asset Development & OJT**, (300) (Seneca)
- **Career Navigator Workshop**, (145) (Yates)

## Finger Lakes Works Marketing Report, January - February 2011 (continued)

### Continuous

- **Weekly Exit letters**, Services (Geneva DOL)(75)
- **Weekly Exit letters**, Services (Wayne DOL)(75)
- **Weekly Match letters**, Services (Geneva DOL)(50)
- **Weekly Match letters**, Services (Wayne DOL)(50)
- **Monthly Job Tracks**, NEG OJT letters, Services (Wayne DOL)(104)
- **Monthly Job Tracks**, NEG OJT letters, Services (Geneva DOL)(175)

### E-mails

- **VITA**, (Seneca), 2/1/11 (332)
- **Asset Development**, (Seneca), 2/2/11 (331)
- **Workforce Funding Advocacy Requests** (Businesses)(Seneca, Ontario, Yates & Wayne), 2/16/11

### Continuous

- **Weekly Job Leads/Services**, Numerous partner agencies & customers, Seneca (59), Ontario (250), Yates (76) & Wayne (101)
- **Finger Lakes Internship Program** (WIB)
- **School-To-Work counselors** (WIB)

### Marketing Material Distributed

- **Career Navigator Workshop**, (Yates), 2/24/11

### Continuous

- **Business Services**, Customer Letter to Businesses promoting OJT, (BST)

### Events this Report Period

- **Chamber Champions Event, Seneca County Chamber w/ Seneca County Economic Development**, Statewide Small Business Supports, Business Services, (Seneca), 1/12/11
- **Canandaigua Chamber of Commerce After Hours**, (Wick-edly Sent Soap and Candle Company, Canandaigua), Services: Youth & Adult Programs & Internship Program (WIB), 1/13/11
- **Rapid Response**, (Dundee Foods, Dundee), Services: General, (Yates), 1/14/11 (11)
- **Rapid Response**, (The Connection, Penn Yan), Services: General, (Yates), 1/25&26/11 (145)
- **Business of the Month (Jan)**, Eastside Veterinary Clinic, Penn Yan, (Yates), 1/19 /11
- **Business Services Presentation** – Geneva Chamber, Services: OJT (WIB), 2/2/11 (cancelled, 1 registrant)
- **NAWB - Annual Forum**, (Washington DC), Hal Smith & Karen Springmeier attended and participated in a national marketing video, 2/5-8/11 (WIB)
- **United States Senate Visit**, (Washington DC), Hal Smith & Karen Springmeier visited representatives for Senators Schumer and Gillibrand, 2/11 (WIB)
- **National Skills Coalition**, (Washington DC), Mike Mandina participated in a National Skills Coalition workgroup
- **WIB Directors Workgroup**, Karen Springmeier presented information on FAME and the Healthcare Alliance
- **Seneca County Chamber Business After Hours**, (River Park Grille), Services: OJT (Seneca), 2/16/11
- **Business Services Presentation**, Seneca County Chamber, Services: OJT (WIB), 2/24/11 (5)
- **Business Services Presentation, JSEC Social Media Workshop**, Ramada Geneva Lakefront 2/15/11, Services: OJT (JSEC & BSR)(60)

## Finger Lakes Works Marketing Report, January - February 2011 (continued)

### Miscellaneous

- **Continuous Recruitment**, Kelly Services, every Tuesday & Thursday, (DOL Geneva)
- **Career Navigator Workshop**, (Yates), 2/14-18/11 (16)
- **Remedy Staffing Open Recruitment**, (Wayne DOL) 2/16/11 (24)
- **Remedy Staffing Open Recruitment**, (Seneca) 2/17/11 (5)
- **Summer Jobs Fair**, (FLCC sponsored, Canandaigua Campus), Participated, Table Services: (General & OJT) (WIB & Wayne), 11-1pm, 2/8/11, (30 businesses)
- **Southern Tier Library Open House “Job Link”**, Services: General, (Penn Yan), 2/14/11
- **Geneva High School, Career Fair**, Youth Programs, Internship Program, Skilled Trades (WIB), 2/11/11
- **Success For Geneva’s Children**, Services: Youth Programs (WIB), 2/16/11
- **Kiwanis Club**, Guest Speaker-Internship Program, (WIB), 2/1/11
- Meeting with the FLCC Career Advisement Office to market OJT & ITA funding, offer Job Fair assistance and to work on our partnership, 1/11/11 (Ontario & WIB)
- **Midlakes High School**, Workforce presentation to 8<sup>th</sup> Grade students, Quarterly, (Ontario)
- **Promotional Material**, OJT brochure updated (WIB)
- **Workforce Marketing Display (portable)**, Seneca County Office Building; 1st Floor & Dept of Motor Vehicles, Services: General, (Seneca)
- **Workforce Marketing Material Display (permanent)**, Seneca County Office Building/ South Entrance, Services: General, (Seneca)
- Finger Lakes WIA Youth participant photos to NYATEP for Youth Academy video (WIB)
- **GOOGLE Groups**, Piloting biweekly “online meetings” with DOL REA staff and their customers (Wayne DOL)

### Future Events

- 3/11- The Connection Open Recruitment (Seneca, Ontario, Yates & Wayne)
- 3/2-3/11 - Open Interviews - TRACTOR SUPPLY Co (Seneca) (148)
- 3/16/11 - Seneca County Chamber Business After Hours
- 3/23/11 - SUNY Geneseo Spring Career/Internship Fair
- 3/30/11 - RIT Spring Career/Internship Fair
- 4/8/11 - Seneca Youth Career Fair (four school districts/9<sup>th</sup> graders), Seneca County Partners for Children, Youth & Families with Workforce
- 4/12/11- Customer Satisfaction 101, In partnership Seneca County (BWE), FLCC & Seneca County Chamber Tourism, for businesses, Seneca Falls Library, 6-9pm
- 4/20/11 - 13<sup>th</sup> Annual Finger Lakes Spring Job Fair (Ramada Geneva Lakefront, 1-5pm)
- 4/27/11 - MCC Spring Career/Internship Fair

### Acronyms

- **BSR** – Business Service Representative
- **BWE** – Business Workplace Exchange
- **FAME** – Finger Lakes Advance Manufacturing Enterprise
- **JSEC** – Job Service Employer Committee, Finger Lakes East (DOL)
- **NAWB** – National Association of Workforce Boards
- **NYATEP** – New York Association of Training and Employment Professionals
- **OJT** - On-The-Job Training
- **REA** - Reemployment and Eligibility Assessment
- **VITA** – Volunteer Income Tax Assistance