



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, December 1, 2011 9:00 a.m.
Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456

A G E N D A

- I. Approval of Minutes from May 13th, 2011 (Attached)
- II. Marketing Report – John Vrabel
Action item from 5/13—Mr. Vrabel to make a statistical chart, using the information from the marketing report.
- III. May is One Stop Month – Results/Plans for 2012
- IV. Website—further discussion on live counter/chat feature
- V. Review of Strategic Plan priorities related to M/C Committee and recommendations
Priorities:
 - Finger Lakes Workforce Investment Board Brand Development/Committee Mission Statement
 - Cluster Initiative Review and Expansion
 - K-Work Pipeline Development and Promotion
 - Sustainability
- VI. Other Business/Suggestions
- Committee Membership and Structure
- VII. Next Meeting –td and discussion of use of GoToMeeting
- VIII. Adjournment

The purpose of the Finger Lakes Workforce Investment Board (FL WIB) is to improve the economic well being of job seekers and employers in the region by aligning human potential with opportunities in the workplace.