



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Tuesday, January 10, 2012 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 December 1, 2011 (Attached)
- II. Marketing Report –Graph presentation—Michael Woloson and John Vrabel
ACTION ITEM: Mr. Vrabel will work with Mr. Woloson to develop graphs/ charts for job seekers and businesses served over a 12 month period.
- III. Website Optimization
 - a. Consortium follow up
 - b. Meeting with Jim Sinicropi
 - c. Recent website analytics
- IV. Marketing Committee responsibilities—review and discuss(attached)
- V. Annual “Campaign” Update and Discussion
- VI. Next Meeting –tbd and discussion of use of GoToMeeting
- VII. 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.