



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Tuesday, March 13th, 2012

9 a.m. to 11 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 February 14th, 2012 minutes (Attached)
- II. Monthly Marketing report and chart
- III. Follow up on
ACTION ITEMS:
 - Contact GLOW and Monroe WIBs for their interest in participating making this a regional activity--Karen
 - Real time data –Mike and Joe will work with Tammy and possibly CGR
 - Prepare contact group lists for focus groups
 - Follow up with Matt Graney--Karen
 - Contact Ad Council—Karen
- IV. Annual “Campaign”--Continue Brainstorming and review timeline(from previous minutes)
- V. Other Business
- VI. Next Meeting –tbd
- 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.