



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Thursday, October 16, 2014

9 a.m. to 11 a.m.

Finger Lakes Workforce Investment Board Offices
41 Lewis Street, Geneva

A G E N D A

- I. Approval of Minutes from August 6, 2014 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Brand Platform Roll-Out
- IV. Event Updates – feedback and outcomes
- V. Update on Action Items from last meeting
- VI. Other Business
- VII. Next Meeting
- 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.