



FINGER LAKES WORKFORCE INVESTMENT BOARD  
**MARKETING & COMMUNICATIONS COMMITTEE**  
**Friday, December 5, 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 October 16, 2014 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Brand Platform Roll-Out Progress
- IV. Event Updates – feedback and outcomes
- V. “Optimize Your Future” – feedback and future initiatives
- VI. Update on Action Items from last meeting
- VII. Other Business
- VIII. Next Meeting
- IX. 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.*