



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, June 13, 2018
8:30 a.m.-10:30 a.m.
Finger Lakes Workforce Investment Board Offices
41 Lewis Street, Geneva (Conference Room B)

A G E N D A

- I. Approval of Minutes from March 14, 2018 meeting (attached)
- II. Action Items Follow Up
 - a. Ms. Springmeier to give update on possible options for recognition of partners and customers
 - b. Ms. Springmeier to relay information from Scott Bischooping regarding superintendents' feedback from AI presentation
- III. Strategic Planning Update
- IV. "State of the Workforce in the Finger Lakes" report in relation to possible marketing initiatives
- V. FLTV Update – Ms. Friend and Ms. Springmeier
- VI. Website and Social Media Update – Ms. May
- VII. Monthly reports—Mr. Woloson
- VIII. Other Business
- IX. Next Meeting scheduled for Wednesday, September 12, 2018**
- X. Adjournment



BRAND ESSENCE
Leader in Collaborative Workforce Solutions

BRAND PERSONALITY
Responsive Innovative Strategic
Resourceful Passionate

BRAND PROMISE
Only FLWIB, Inc. convenes a unique table of stakeholders to identify workforce needs, share intelligence and respond with innovative approaches to improve the economic well-being of the community.

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.