



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Friday, February 15, 2019

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 September 12, 2018 meeting (attached)
- II. Grants as Newspaper Article or Letter to Editor
- III. FLTV Update – Ms. Friend and Ms. Springmeier
- IV. Website Data – Consortium Report and Ms. May
- V. Monthly reports – What does this data tell us and what can we do with it – Mr. Woloson
- VI. Survey Results – Committee Follow Up
- VII. Business Data Analysis – Committee Discussion
- VIII. Committee Chair Transition
- IX. Next Meeting originally scheduled for Wednesday, March 13, 2019 – need to reschedule?**
- 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.