



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, April 18, 2019
8:30 a.m.-10:30 a.m.
Finger Lakes Workforce Investment Board Offices
41 Lewis Street, Geneva (Conference Room A)

A G E N D A

- I. Approval of Minutes from February 15, 2019 meeting (attached)
II. Action Item Follow Up:
a. Ms. May to compile analytics that show traffic of individual pages and from where the traffic is pulled
b. Staff to request more detailed outcomes from career centers; actual numbers, instead of percentages, of individuals who were successful in job search or who received help with other issues (i.e. transportation) needed
c. Staff to consider how to implement requirement recommendation
d. Ms. Springmeier and Mr. Woloson to investigate the current statistics based on individual county
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. Committee Chair Transition
VIII. Next Meeting Wednesday, June 12, 2019
IX. Adjournment



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Leader in Collaborative Workforce Solutions

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Responsive Innovative Strategic
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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.