



FINGER LAKES WORKFORCE INVESTMENT BOARD  
**MARKETING & COMMUNICATIONS COMMITTEE**

Friday, May 13<sup>th</sup>, 2011 at 8:30am  
Finger Lakes Workforce Investment Board, Training Room  
41 Lewis Street, Geneva, NY 14456

**A G E N D A**

- I. Approval of Minutes from March 11<sup>th</sup>, 2011 (Attached)
- II. Marketing Report – John Vrabel
- III. Google Groups/Social Media Update – Jocelyn VanGelder
- IV. May is One Stop Month – Update on what is going on
- V. Ideas for PY'11 Marketing Plan
- VI. Other Business/Suggestions  
- Committee Membership – Refresh/Regroup
- VII. Next Meeting – Thursday, May 12<sup>th</sup>, 2011
- 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.*