



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Tuesday, February 14th, 2012

Finger Lakes Workforce Investment Board, Conference Room B
41 Lewis Street, Geneva, NY 14456

A G E N D A

- I. Approval of Minutes from January 10, 2012 (Attached)
- II. Monthly Marketing report and chart
- III. Website Optimization
 - a. Recent website analytics
- IV. Exploring Program follow up
- V. Annual "Campaign" --draft concept attached
- VI. Next Meeting –tbd and discussion of use of GoToMeeting
- VII. 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.