



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Tuesday, May 22, 2012

9 a.m. to 11 a.m.

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 March 13th, 2012 (Attached)
- II. Monthly Marketing report and chart
- III. Website analytics
- IV. Follow up on
ACTION ITEMS:
 - **Media—Bob and Jack**
 - **Grants/Funding—Lisa (Farash)**
 - **Legislative—Debbie, Lisa and Amy P.**
 - **Focus Groups: Karen and Lynn**
 - **Data: Mike and Joe**
- V. Annual “Campaign”--Continue Planning
 - Exploring Program and June 6th press event
 - Ontario County WYFY
 - Geneva 2020
 - Junior Achievement
- VI. Other Business
- VII. Next Meeting –td
- 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.