



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

**Tuesday, July 24, 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 May 22, 2012 meeting (Attached)
- II. Monthly Marketing report and chart
- III. Website analytics—update
- IV. Campaign Update—Tim Maggio, Intern
- V. Update on Action Items from May 22 meeting
- VI. Other Business
- VII. Next Meeting –tbd
- 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.*