



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Tuesday, August 28th, 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 July 24th meeting (Attached)
- II. Monthly Marketing report and charts—John Vrabel and Mike Woloson
- III. Website —update
- IV. Campaign Update—list of activities
- V. Plans for a May Job Fair/Career Expo
- VI. Update on Action Items from July 24th meeting
- VII. Presentation for September Board Meeting
- VIII. Other Business
- IX. Next Meeting –October TBD
- X. 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.