



Workforce Opportunities • Workplace Solutions

FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, August 6th, 2014
9 a.m. to 11 a.m.

Finger Lakes Works Career Center – Geneva
70 Elizabeth Blackwell Street, Geneva, NY 14456

A G E N D A

- I. Approval of Minutes from June 11, 2014 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Dashboard Report Finalization
- IV. Update on Action Items from last meeting
- V. Brand Platform Roll-Out – Karen Springmeier & Workshop Participants
- VI. Annual Report PY'13 Review
- VII. Other Business
- VIII. Next Meeting
- IX. 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.