



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Tuesday, February 23, 2016
8:30 a.m. to 10:30 a.m.
 Finger Lakes Workforce Investment Board Offices
 41 Lewis Street, Geneva

A G E N D A

- I. Approval of Minutes from January 12, 2016 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Event Updates – feedback, outcomes, and future events
- IV. Update on Action Items from last meeting
- V. Other Business
- VI. Next Meeting
- VII. Adjournment



BRAND ESSENCE
Leader in Collaborative Workforce Solutions

BRAND PERSONALITY
Responsive Innovative Strategic
Resourceful Passionate

BRAND PROMISE
Only FLWIB, Inc. convenes a unique table of stakeholders to identify workforce needs, share intelligence and respond with innovative approaches to improve the economic well-being of the community.

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.