



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Friday May 20, 2016
9:00a.m-11:00a.m
Finger Lakes Workforce Investment Board Offices
41 Lewis Street, Geneva

A G E N D A

- I. Approval of Minutes from February 23, 2016 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan/Michael Woloson
- III. Event Updates – feedback, outcomes, and future events
- IV. Social Media Strategy Update
- V. Update on Action Items from last meeting
- VI. Other Business
- VII. Next Meeting
- VIII. 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.