



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, June 7th, 2017
 10:00 a.m.-12:00 p.m.
 Finger Lakes Workforce Investment Board Offices
 41 Lewis Street, Geneva (Conference Room B)

A G E N D A

- I. Approval of Minutes from November 9, 2016 meeting
- II. Strategic Planning Update—Review Goals 3 and 4
- III. Monthly reports--Mike Woloson
- IV. Event Updates – feedback, outcomes, and future events
- V. Finger Lakes TV/FLCC Project Update and Review
- VI. Soft Skills Training Update
 - a. How can the committee assist in the promotion of and recruitment efforts
 - b. Worst Customer Video
- VII. Success Chart to be used for all events
- VIII. 5 Steps to Board Prominence from Washington trip review
 - Give the Board Meaningful work—80% on community issues (6.5 M Youth Unemployed)
 - Give the Board Data so they can use workforce intelligence
 - Have strong onboarding process-orientation
 - Help with funding—at least 10% should be non WIOA
 - Get the right people on board
- IX. Schedule Next Meeting
- X. 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.