



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, June 12, 2019
8:30 a.m.-10:30 a.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 February 15, 2019 meeting (attached)
II. Action Item Follow Up:
a. Ms. May to compile analytics that show traffic of individual pages and from where the traffic is pulled
b. Staff to request more detailed outcomes from career centers; actual numbers, instead of percentages, of individuals who were successful in job search or who received help with other issues (i.e. transportation) needed
c. Staff to consider how to implement requirement recommendation
d. Ms. Springmeier and Mr. Woloson to investigate the current statistics based on individual county
III. Website Data – Consortium Report and Ms. May
IV. Monthly reports – What does this data tell us and what can we do with it – Mr. Woloson
V. Survey Results – Committee Follow Up
VI. Uber Passes, Ride Sharing, Van-Pooling
VII. Skill-Up Finger Lakes Update – Ms. Springmeier
VIII. Aspen Fellowship Information (see attached information)
IX. Board member pictures and biographies for Finger Lakes Features and Facebook
X. Committee Chair Transition
XI. 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.