



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, August 29, 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 June 12, 2019 meeting *(attached)*
- II. Action Item Follow Up:
 - a. Further discussion regarding website traffic and how to retain visitors
 - 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. Ms. Springmeier and Mr. Woloson to investigate the current statistics based on individual county
- III. Website Data – Ms. May
- IV. Monthly reports – What does this data tell us and what can we do with it – Mr. Woloson
- V. Aspen Fellowship Information
- VI. Committee Chair Transition
- VII. Next Meeting: Wednesday, October 9, 2019
- 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.