



FINGER LAKES WORKFORCE INVESTMENT BOARD  
MARKETING & COMMUNICATIONS COMMITTEE  
Thursday, February 19, 2015  
9 a.m. to 11 a.m.  
Finger Lakes Workforce Investment Board Offices  
41 Lewis Street, Geneva

**A G E N D A**

- I. Approval of Minutes from December 5, 2014 meeting (Attached)
- II. Monthly Marketing report and charts—Dinah Brennan
- III. Brand Platform Roll-Out Progress, Review of Materials
- IV. Event Updates – feedback and outcomes
- 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**  
*Engages 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.*

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*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.*