



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, December 11, 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 August 29, 2019 meeting (attached)
II. Action Item Follow Up:
a. Ms. May to discuss recent revisions to website based on committee input.
III. Website Data – Ms. May
IV. Monthly reports – What does this data tell us and what can we do with it – Mr. Woloson
V. Marketing Accelerator Initiative – Ms. Springmeier
VI. "SkillUp Finger Lakes" – Mr. Woloson
VII. Committee Chair Transition
VIII. Next Meeting: Wednesday, February 12, 2020
IX. 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.