



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, May 13, 2020
9:00 a.m.-10:30 a.m.
https://us02web.zoom.us/j/83098320184?pwd=TIVMMWpnM1ArN2E2SzBSeFhuMWJkQT09

A G E N D A

- I. Approval of Minutes from December 11, 2019 meeting (attached)
II. New York Forward – Press release and marketing ideas
a. Which businesses are opening and how are they preparing
b. Reopening of Career Centers – when, where, how to use them
c. Certificates to companies who stayed open as essential services
d. Virtual events that are on the calendar
III. Website and Social Media Data – Ms. May
a. FLWIB Social Media
b. Youth Program Social Media
IV. “SkillUp Finger Lakes” – Mr. Woloson
V. Committee Chair Transition
VI. Next Meeting: Discussion
VII. 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.