



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE

Wednesday, July 29, 2020

9:00 a.m.-10:30 a.m.

<https://us02web.zoom.us/j/84816349852?pwd=ZWdnNUhDbUNkeng0dkFaejg4R3lVdz09>

A G E N D A

- I. Approval of Minutes from May 15, 2020 meeting (*attached*)
- II. CARES Act Non Profit Donations – Ms. Springmeier
- III. COVID-19 Business Survey Results – Mr. Woloson
- IV. Website and Social Media – Ms. May
 - a. Website Analytics
 - b. FLWIB YouTube Channel
- V. “SkillUp Finger Lakes” – Mr. Woloson
- VI. PY’19 Annual Report
- VII. Other Business
- VIII. Committee Chair Transition
- IX. Next Meeting:
- X. 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.