



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Thursday, October 29, 2020
2:00 p.m.- 3:30 p.m.
https://us02web.zoom.us/j/84938633305?pwd=bHhjVDNaNytWa25nNHZlQ283UFJlQ299

A G E N D A

- I. Approval of Minutes from July 29, 2020 meeting (attached)
II. OJT Testimonials and How to Market Them - Discussion
III. Virtual Workshops – Mr. Woloson
IV. Recruiting Efforts by Local Businesses – Mr. Woloson
V. Website and Social Media – Ms. May
a. Website Analytics
b. FLWIB YouTube Channel
VI. “SkillUp Finger Lakes” – Mr. Woloson
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.