



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, December 16, 2020
8:30 a.m. – 10:00 a.m.
<https://us02web.zoom.us/j/88658442308>

A G E N D A

- I. Approval of Minutes from October 29, 2020 meeting (*attached*)
- II. Action Item Follow – Up
 - a. OJT Testimonials and how to market them
 - b. Committee Purpose Statement
- III. Virtual Workshops – Mr. Woloson
- IV. Recruiting Efforts by Local Businesses – Mr. Woloson
- V. Website and Social Media – Ms. May
 - a. Website Analytics
 - i. Action Item Follow Up – Social and Referral Users
 - b. Facebook Analytics
 - c. 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.