



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Friday, April 2, 2021
8:30 a.m. – 10:00 a.m.
https://us02web.zoom.us/j/88345102967?pwd=Wkc5aEJQdy8wbFI0VFZ5M3c4ZWlOZz09

A G E N D A

- I. Approval of Minutes from December 16, 2020 meeting (attached)
II. Virtual Workshops – Mr. Woloson
III. Recruiting Efforts by Local Businesses – Mr. Woloson
IV. Website and Social Media – Ms. May and Ms. Lesterhuis
a. Website Analytics
b. FLWIB and Youth Facebook Analytics
c. FLWIB YouTube Channel
V. SkillUp Finger Lakes/Coursera – Ms. Freid and Mr. Woloson
VI. What is the message we want to share with businesses and job-seekers? - Discussion
VII. Other Business
VIII. Committee Chair Transition and Committee Schedule
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.