



FINGER LAKES WORKFORCE INVESTMENT BOARD  
MARKETING & COMMUNICATIONS COMMITTEE  
8:30 a.m. – 10:00 a.m.  
Friday, May 7, 2021  
via Zoom

<https://us02web.zoom.us/j/87986011859?pwd=OEhRaFhFKzBqaHhmSG5MZnlZaJIQT09>

**A G E N D A**

- I. Approval of Minutes from Wednesday, March 24, 2021 *(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 working families? - 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.*