



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, June 30th, 2021
11:00 am

<https://us02web.zoom.us/j/81251821972?pwd=VIZNbUp oM1dTMitYRmZJMnFqZEVWdz09>

A G E N D A

- I. Approval of Minutes from May 2, 2021 meeting (*attached*)
- II. Dashboard Report-Mr. Woloson
- III. Virtual Workshops – 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. Other Business
- VII. Committee Chair Transition and Committee Schedule
- VIII. Next Meeting:
- IX. 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.