



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
12:00 p.m. – 1:00 p.m.
Wednesday, September 29, 2021
via Zoom

<https://us02web.zoom.us/j/85992180507?pwd=VllybGkwWHJWcmgzdk0vZUJCM0lTZz09>

A G E N D A

- I. Approval of Minutes from Wednesday, August 25, 2021 *(attached)*
- II. Virtual Workshops – Mr. Woloson
- III. Rough draft of schedule of outreach items for Have You Heard
- IV. SkillUp Finger Lakes/Coursera – Mr. Woloson
- V. Other Business
- VI. Next Meeting
- VII. 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.