



FINGER LAKES WORKFORCE INVESTMENT BOARD
MARKETING & COMMUNICATIONS COMMITTEE
Wednesday, March 30, 2022
12:00 p.m.
<https://us02web.zoom.us/j/85391630851?pwd=dGcvdHJCU0ZLdDdjSzhSTVVQRzM2dz09>

A G E N D A

- I. Approval of Minutes from November 23, 2021 meeting (*attached*)
- II. Reports Discussion – *if needed*
- III. Have You Heard Update – Ms. May
- IV. Career Center Brochures – Ms. May
- V. SkillUp Finger Lakes/Coursera – Mr. Woloson
- VI. Other Business
- VII. Committee Schedule and Next Meeting
- VIII. 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 (FLWIB) is to improve the economic well-being of job seekers and employers in the region by aligning human potential with opportunities in the workplace.