



FINGER LAKES WORKFORCE INVESTMENT BOARD
OUTREACH & COMMUNICATIONS COMMITTEE
Wednesday, April 26, 2023
12:00 p.m. – 1:00 p.m.

Zoom Meeting

<https://us02web.zoom.us/j/87393194105?pwd=iPJBJOLvH9nMUEMzsFFhFnpcz6FE8.1>

A G E N D A

- I. Approval of Minutes from February 22, 2023 meeting *(attached)*
 - a. Action Item follow up – Ontario County housing study
- II. Outreach Activities update – Ms. Freid and Ms. May
<https://drive.google.com/drive/folders/1VDV9kp0NBHFlicl3ed0Vx-E3kb7h3lVY?usp=sharing>
 - “Vintage Workers”
 - Coursera
 - Seneca County Provider
 - Future campaigns for other providers
 - QR code(s) for BSR distribution
 - Spotify
 - Promote Your Page Facebook promotion
- III. Updating the Hires Program template – BSR hand out
- IV. WIOA 11 elements report
- V. SkillUp Finger Lakes – Mr. Woloson
- VI. Other Business
- VII. Next Meeting: Wednesday, June 28, 2023, *via Zoom*
- 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 (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.