

Maryland's WORKFORCE SYSTEM



Benchmarks of Success for Maryland's Workforce System

Communications Committee Meeting

Monday April 2, 2018 – 1:00 pm – 3:00 pm

Attendees

In-Person: **Jody Boone, Vanessa Boston, Shomare Braxton, Eric Collins, Brittney Crisafulli, Tristan Fernandez, Terry Gilleland, Susan Kaliush, Mac MacLure, Mary Manzoni, Joe Raymond, Rich Reinhardt, LiLi Taylor, and Linda Webb**

Via Conference Call: **Bekki Leonard, Katherine Morris, and Kari Nye**

Handouts

- Agenda
- Draft Communications Plan Template
- Committee Member Roster

Minutes

I. Opening

- a. Introductions for any new members in attendance
- b. Roster review

- Division of Workforce Development and Adult Learning (DWDAL) Communication Manager and Communications Committee Chair Susan Kaliush opened the meeting, welcomed all committee members, and thanked them for participating in this initiative. She asked the group to please sign the roster and verify their contact information. All attendees and those joining via conference call introduced themselves. Susan then introduced our new committee members: Richard Reinhardt, Division of Workforce Development and Adult Learning (DWDAL) Deputy Assistant Secretary, (who replaced Brandon Butler), and Vanessa Boston, DWDAL Communications Coordinator. Susan reviewed the agenda and explained the group's meeting goals. On the Smart Board, she shared the [Benchmarks of Success webpage](#) and noted that agendas, minutes, success

stories, general information, etc., is housed there with Benchmarks-related items added as needed.

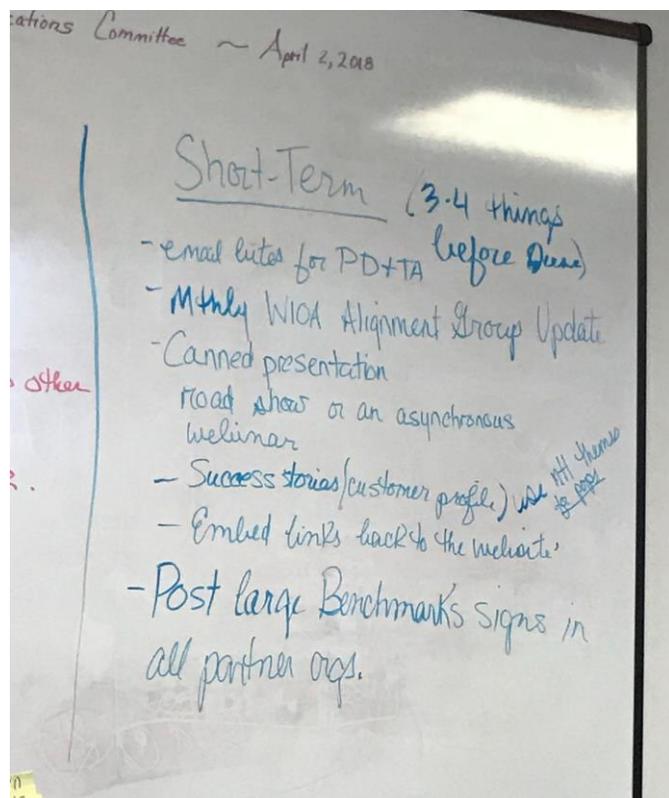
II. Communications Plan

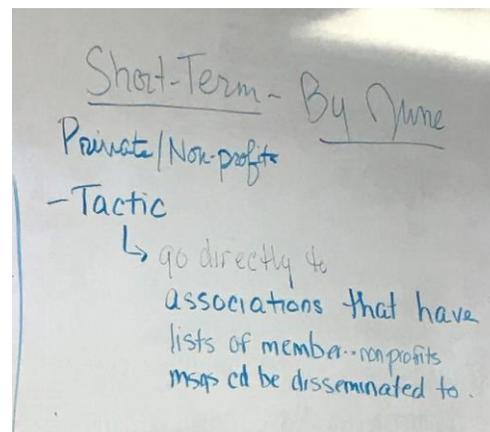
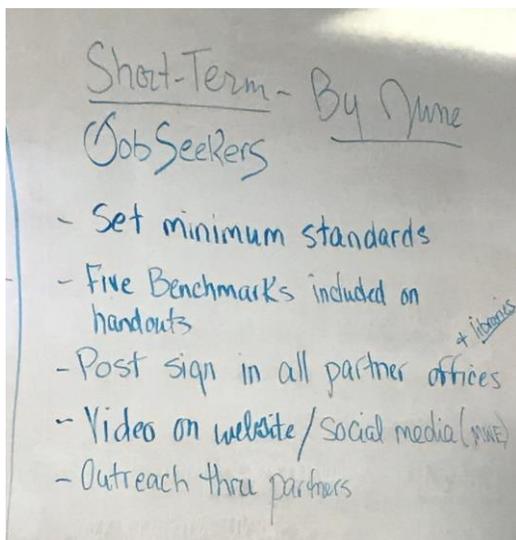
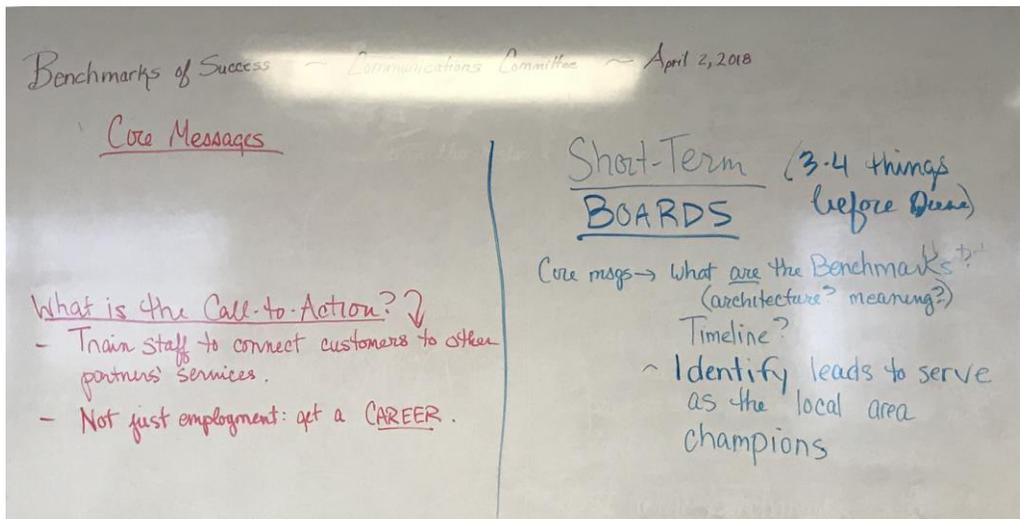
a. Review first three columns – Audiences, Communication Objectives, Core Messages

- The group took the first ten minutes to review the draft Communication’s Template and familiarize themselves on what was accomplished from the previous meeting.

b. Complete last two columns – Tactics, Timeframes & Resources

- A good portion of the rest of the meeting was facilitated by Susan and the ICF, Inc., hired consultant Joe Raymond. The committee agreed to focus on short-term tactics, i.e. from now until June for the five audiences: **Jobseekers/General Public; Employers; Management/Frontline Staff/Partners; Boards/CEO’s; and Private Non-profit Workforce Assets.**
- LiLi served as the scribe by writing the group’s contributions on the dry erase board.





- The group brainstormed many ideas and shared concerns.
 - Katherine Morris brought up an important point: “Are we asking frontline staff to do anything with this initiative? If so, we should add that to the *core messaging* of the frontline staff *audience*.” Joe then asked the group, “What would you be asking the staff to do differently than they already do now?” The group determined that we are asking the staff to understand that this Benchmarks of Success initiative is really a **focus on a broader view of helping a customer, i.e. a holistic approach, by maximizing his/her access to employment, skills and credentialing, life management skills, and supportive services.**
 - Rich suggested we group the *audiences* into priority groups which then determine the order in which we disseminate the outreach.

- First priority level: **Management/Frontline Staff/Partners
Boards/CEOs
Jobseekers/General Public**
- Second priority level: **Employers
Private/Non-profit Workforce Assets**
- Committee members decided that the next step is to turn this communications template into an action plan (Joe has an action plan template he will share with us.) Several folks volunteered to break into smaller groups and concurrently complete action plans for the first priority level audiences:
 - Management/Frontline Staff/Partners Eric & Shomare
 - Boards/CEOs Mac & Terry
 - Jobseekers/General Public Mary & Susan

The groups will share their action plans at our next monthly meeting (May 7). This action plan, or “project work plan,” will be shared with the WIOA Alignment Committee after our May meeting.
- Rich offered his ideas and help regarding the tactics for Second Priority Level’s **Private/Non-profit Workforce Assets**. The group will coordinate with him when we get to this level of outreach.
- The group started to finalize the short-term tactics for **Employers**. We agreed that we must coordinate with Linda Gilmore and the Business Solutions team. We will discuss this audience in more detail at future meetings.

III. Brainstorm video production ideas

- a. Purpose
- b. Available services and projected cost
- c. Participants
- d. Script development
- e. Utilization and distribution

- As time was limited, the group briefly discussed the possibility of developing a video to provide outreach about the initiative. Rich explained the importance of preparation, e.g., setting interview questions, writing scripts, and planning the filming. Once we receive approval from leadership, Rich suggested that he may be able to reach out to *KOFA Public Affairs* Principal Damian O’Doherty, with whom Rich has video experience. Rich and the DWDAL committee members will continue this discussion after today’s meeting and will update the group on their activities. It was suggested that anyone with ideas should forward them to Brittney.

IV. Open discussion

V. Next meeting – Monday, May 7, 2018

- a. Location determination
 - b. Time – 1-3 p.m.
- The meeting adjourned a little after 3:00PM; Susan thanked all attendees for attending and participating in this important initiative.

Action Items

- Joe Raymond will send to Brittney the Project Work Plan (“Action Plan”) Template; Brittney will send the template to the first priority level work group members.
- Brittney and Susan will compile all new ideas discussed for the Communications Plan template and Brittney will send out to the group by **April 9**.
- Priority Work Groups will send their Project Work Plan to Brittney by the end of **April 27**. Brittney will compile all submissions into one document and send out to the group before the next meeting slated for **May 7**.