



**Benchmarks of Success for Maryland's Workforce System
Communications Committee (CC)**
February 7, 2019 | 10 a.m. – 11:30 a.m.
1100 N. Eutaw Street, Conf. Room #108 | Baltimore, MD 21201
Google Hangouts | 1-385-323-0305 | PIN: 756-800-618#

MEETING MINUTES

Attendees:

In-person: Alan Crawley, Brittney Crisafulli, Susan Kaliush, Steven King, Kimberly McKay, Kimberlee Schultz, LiLi Taylor, and Emma Wilson

On the phone: Theresa Blaner

Handouts:

- Agenda
 - Board meeting dates
 - Communications Committee charter
 - Newsletter schedule
 - Newsletter – February test
 - Two-sided collateral
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I. Opening

- a. Welcome – The meeting commenced at 10:05 a.m., and Brittney asked that everyone introduce him/herself.

II. Old Business

- a. Collateral
 - i. One-pager (feedback from WIOA Alignment Group) – three persons provided feedback for this two-sided flyer. The changes were minor and have been completed. Susan will confirm with Deputy Assistant Secretary Erin Roth to move forward with the design phase.
 - ii. Poster – the content was discussed. The committee decided to use portions of the two-sided flyer for the poster content, i.e., *Maryland's Vision, Five Main Strategic Goals, and What does all of this mean...* The top of the poster will list the contact information: *Where do I go for more information?*
 - iii. Rack card – poster content will be used for this two-sided card.



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- iv. DHS (design) – Brittney and Susan will follow up with Katherine Morris of DHS to begin the design phase.
 - v. Distribution strategy ([Google doc](#)) – everyone will fill in the estimated collateral distribution amount for their specific agency.
 - vi. Associated costs – Susan noted that the one-page flyer would cost roughly \$.30 each. Committee members will be looking into their specific agencies’ policies regarding ordering, costs, etc. Member discussed whether it was possible to group the order together to get a more reasonable rate. Consensus was to print agency-by-agency, but everyone is open to ideas.
- b. 2019 Newsletter
- i. Content – Susan sent out via Granicus/GovDelivery the February newsletter “test.” The final newsletter will be distributed Feb. 20.
 - ii. Schedule – Committee members completed the 2019 schedule.
- c. Schedule of roadshow – LiLi discussed the “Board Meeting Dates” handout which listed upcoming local board meetings across the State. She asked that members sign up for areas in which they are interested in presenting the roadshow. She will accompany the committee member at each presentation. She asked that the names be filled in by Feb. 15. LiLi will present the roadshow to the committee members at our March meeting.
- III. New Business
- a. Review committee charter – committee members reviewed the charter and provided suggested updates. Susan will make the revisions.
 - b. 2019 committee goals – each committee is setting their goals for the year. Committee members mentioned a few, e.g., flyer distribution in April. Susan will type up a summary.
- IV. Next Meeting – March 14, 2019- 10AM-11:30AM
- V. Adjournment