**Communications Committee Meeting**

Thursday, November 18, 2021, 10:00 – 11:00 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley,Susan Kaliush, John Lane, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on February Newsletter Articles, Proposed March Newsletter Article Topics

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting. | |
| 1. **Old Business** |  |
| WIOA Alignment Group (WAG) Updates | |
| The last WAG meeting was held on October 25, 2021. The group did not meet in November or December. The WAG meeting held in January was focused on a review of the draft state workforce plan and did not include committee representatives. The next WAG meeting at which our committee will participate will be held on February 28, 2022. | |
| Analytics  [Issue #32](https://content.govdelivery.com/accounts/MDDLLR/bulletins/3055495) of the newsletter was released on the targeted publication date, January 25, 2022. On the day of this meeting the open rate was 33%, with 5,546 subscribers.  Chief Learning Officer John Feaster has an up-to-the-minute email he developed to reach the frontline staff who are the target audience for Benchmarks of Success training initiative. He is currently seeking approval from Labor leadership to share this list with us for newsletter distribution. | |
| 1. **New Business** |  |
| Survey Responses  Only eight responses have been collected thus far. The results are attached with these notes. The group agreed to include the survey in the February issue and continue to collect responses for another month. All committee members will reach out to their networks to encourage participation. The survey is brief – only 4 questions – an all responses are anonymous. | |
| Membership  The committee is still seeking a representative for the WIOA Title I – Adults, Dislocated Workers and Youth program. Deputy Assistant Secretary Roth will attend a meeting of the Maryland Workforce Association on February 17 and will ask the Title I Local Area Directors who attend that meeting for a volunteer.  Status Updates on February Newsletter  The Committee reviewed the status of content development for the February newsletter, which is scheduled for publication on February 22, 2022. The majority of content is already complete and even entered in the GovDelivery template.  Brainstorming Topics for March Newsletter  The group agreed to focus the newsletter content on women in the workforce, since March is Women’s History Month. | |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the February newsletter and prepare the March topic outline based on the group discussion for WAG to review at its February end-of-month meeting. * Susan and Kim will present on committee activities at the WAG’s February meeting. * Katherine/John will deliver content to LiLi for the March newsletter based on information the Family Investment Administration is soliciting from local Departments of Social Services regarding their workforce programs. | |