**Communications Committee Meeting**

Thursday, November 12, 2020, 10:00 – 11:30 AM

**MEETING MINUTES**

Attendees

*Attendees*: Alan Crawley, Jamie Harris, Susan Kaliush, John Lane, Ken Lemberg, Kimberlee Schultz, LiLi Taylor and Emma Wilson.

Handouts

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| * November/December Newsletter Topics Guide
* PROPOSED January Newsletter Topics Guide Template
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1. **Opening**

Committee Chair Susan Kaliush opened the meeting and led introductions. Deputy Director of the Governor's Workforce Development Board Ken Lemberg stood in for committee member Molly Mesnard who is on maternity leave. (Welcome Baby Elliott!)

1. **Old Business**

*WIOA Alignment Group Updates:*

The WIOA Alignment Group did not meet in October because several Labor staff have been working exclusively on processing applications from businesses for the new Layoff Aversion Fund grant program. Two of the four committees met during October – our committee and the Professional Development and Technical Assistance (PDTA) Committee. The PDTA Committee provided summary information on “Benchmarks Modules” under development, however no specific information was provided. Committee members felt that since the Communications Committee may be able to provide support in promoting the Modules it would be helpful to understand more about what they are. LiLi will reach out to PDTA Committee Chair and Chief Learning Officer John Feaster to see if he can attend our December meeting.

Susan alerted the committee that the open rate for the October newsletter was only 13%. The typical open rate has been around 40%, so this was a significant drop. The group agreed to stick with the current issue dates for the time being to try to isolate what might have depressed the number so much. All committee members are encouraged to: 1) confirm you are subscribed to the newsletter and 2) serve as ambassadors for the newsletter by promoting it to your professional networks.

1. **New Business**

*November Newsletter Development Status*

Kim led the committee through the November/December Newsletter Topic Guide to review topic content, writing assignments and due dates. **Content from the Department of Human Services (DHS) is still needed**. While the goal for the *Benchmarks of Success* newsletters is to include input from all partner programs, we might not have quite enough substance for the proposed Food Pantry piece in the *Did You Know* section. The committee leadership team will review to make a final decision.

*Topics Identification for January Newsletter*

Kim facilitated a brainstorming session to solicit topic ideas from committee members for the January newsletter. Several ideas were proposed that will be presented at the upcoming meeting of the WIOA Alignment Group. **No content was proposed for either our Unemployment Insurance partners, the Department of Human Services, or Community Action Agencies.**

1. **Next Steps**
* **LiLi** will write up meeting minutes and send to committee members.
* **LiLi** will send committee members a link to the Governor’s video for National Apprenticeship Week.
* **Susan** will check to see if Ken is subscribed to the newsletter.
* **Jamie** will submit content for the November/December newsletter.
* **The committee leadership team** will review Brit's submission, and perhaps follow up with her if we need more info.
* **Emma** will submit content for the January newsletter related to the Immigrant Resource Center in Montgomery County.
* **Alan** will submit content for the January newsletter related to the new SkillUp platform adopted by Southern Maryland and Anne Arundel County.
* **The committee leadership team** will prepare the proposed 2021 calendar for meeting dates and the newsletter schedule.
* **ALL COMMITTEE MEMBERS** will identify important program-related events, celebrations, etc. that can be assigned to specific 2021 newsletter issues.

**Next Meeting:** Thursday, December 10, 2020 10:00 – 11:30 AM

Google Meet Link: [meet.google.com/ajv-dwed-etq](https://meet.google.com/ajv-dwed-etq?hs=122&authuser=2)

Call-in #: +1 440-462-2835‬ | PIN: