



Benchmarks of Success for Maryland's Workforce System

Communications Committee Meeting | Tuesday, September 11, 2018 | 1-3 p.m.

Attendees

In-Person: Susan Kaliush, Rich Reinhardt, Brittney Crisafulli, Jody Boone, LiLi Taylor, Mac MacLure, Mary Manzoni, and Terry Gilleland

Via Conference Call: Katherine Morris

Handouts

- **Agenda**
- **Video Timeline** (*Attachment A*)
- **Newsletter Schedule** (*Attachment B*)
- **Local Area Newsletter Timeline** (*Attachment C, Mary Manzoni*)
- **Collateral** (*Attachment D*)

Minutes

- I. **Opening Welcome** – Division of Workforce Development and Adult Learning (DWDAL) Deputy Assistant Secretary and Communications Committee Co-Chair Rich Reinhardt opened the meeting, welcomed all committee members, and thanked everyone for participating in this initiative. He asked all in attendance to sign the roster and verify their contact information. All attendees and the member joining via conference call introduced themselves. Rich reviewed the agenda and outlined today's meeting goals.
- II. **Old Business**
 - a. *Benchmarks of Success* videos
 - i. Updates
 - ii. Timeline (*see Attachment A*)
 - As the second video turned out to be a bit longer than expected, it was divided into three segments, in order to shorten the video duration. All three segments of Secretary Padilla's videos,



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focusing on our targeted audience of frontline staff have been posted [online](#). Katherine Morris was happy to announce that Secretary Padilla was very pleased with her videos. Rich reviewed the video timeline with the group and noted we are meeting all of our targeted goals.

b. Newsletter

- i. Review monthly lead story submissions/authors
 - ii. Content
 - iii. Schedule (*see Attachment B*)
 - iv. Bulletin Analytics – Open Rates & Read Rates – July and August
- Susan shared the *Benchmarks of Success* Newsletter read rates with the group. July’s open rate was 35% with August being 31.5%. Susan noted that these relatively low rates may be attributed to the summer months but we expect the rates to increase in the fall. The group discussed widening our email distribution listing to other audiences such as libraries, Unemployment folks, and other outlets.
 - Rich reviewed with the group the Newsletter Schedule (*Attachment B*) and the Local Area Newsletter Timeline (*Attachment C*) submitted by Mary Manzoni. He stressed the importance of members submitting the lead stories on time to ensure the newsletter distribution stays on schedule.

III. New Business

a. WIOA Alignment Committee meeting update

- Rich informed the group of the successful August WIOA Alignment Committee meeting. He was able to share Secretary Padilla’s videos along with updates on our committee’s progress. The WIOA Alignment Committee asked about committee’s plans for sharing the *Benchmarks of Success* information with others such as libraries, community colleges, partners, etc. Rich informed them that this will come from our collateral which is being developed over the next few months.

b. Collateral development and assignment

- i. Poster
- ii. Rack card
- iii. One-pager

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- Katherine Morris and DHS’s design team have offered to take the lead on the design work for all *Benchmarks of Success* collateral. The group spent a good part of the meeting brainstorming ideas for the development of the collateral. The group decided on a poster, rack card, and one pager. The committee also decided that the collateral will target job seekers, and the general public and will be posted in areas accessible to the general public. The committee hopes to send the finished materials to public libraries, all partners, AJC’s, schools, non-profits, etc. Katherine noted that all messaging should be clear to the target audiences and address, “How can I learn more, and why should I care?” Closing this discussion, Katherine informed the group that her team would have a turnaround time of 1-2 weeks for development once they have the final content. A [Google Drive](#) document has been created and all group members have been asked to start filling in documents by **September 19, 2018**. Once collateral is created the group will then have a chance to review, make suggestions, and select the final pieces. Our hope is to have a tangible collateral item by **October 19, 2018**.

IV. Other Business

- LiLi spent a little time talking about the *Benchmarks of Success* “Roadshow” that is housed on our team [Google Drive](#). She asked the group if anyone would like to go with her as she presents this presentation to the local areas around Maryland. The goal is for committee members to start presenting this slideshow to other local centers/ areas. The “Roadshow” takes about a half hour to present. It is important that all committee members make themselves familiar with this slideshow so we are all able to help spread the word of this initiative. Brittney will create a sign-up sheet on the Google Drive for any members who want attend LiLi’s future presentations.

V. Next Meeting – Monday, October 1, 1 – 3p.m.

VI. Adjournment

VII. The meeting adjourned shortly after 2:00 p.m.; Rich thanked all attendees for participating in this meeting and important initiative.



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Action Items

- Brittney will resend [Google Docs](#) to all members, (*“Roadshow”, Collateral, Google Drive link, and meeting materials*).
- Brittney will create a “Roadshow” sign-up sheet in Google Drive.
- Committee members will populate the [collateral sheet](#) by **September 19, 2018**.

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- Video Timeline (*Attachment A*)

***BENCHMARKS OF SUCCESS* VIDEO RELEASE SCHEDULE**

Sec. Padilla Video Release: **AUGUST 21**

- Film Date: **COMPLETED**
- Rough Cut: **Monday, August 6th**
- Fine Cut: **Thursday, August 9th**
- Final Cut: **Monday, August 13th**

Chairman Dubin Video Release: **SEPTEMBER**

- Film Date: **COMPLETED**
- Rough Cut: **Monday, August 20th**
- Fine Cut: **Monday, August 27th**
- Final Cut: **Monday, September 10th**

Superintendent Salmon Video Release: **OCTOBER**

- Film Date: **COMPLETED**
- Rough Cut: **Monday, September 17th**
- Fine Cut: **Monday, September 24th**
- Final Cut: **Monday, October 1st**

Secretary Schulz Video Releases: **NOVEMBER**

- Film Date: **COMPLETED**

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- Rough Cut: Tuesday, October 9th
- Fine Cut: Tuesday, October 16th
- Final Cut: Tuesday, October 23rd

Secretary Schulz

Video Releases: DECEMBER

- Film Date: **COMPLETED**
- Rough Cut: Monday, November 5th
- Fine Cut: Monday, November 12th
- Final Cut: Monday, November 19th

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- Newsletter Schedule (*Attachment B*)

Benchmarks Newsletter- (monthly newsletter tailored to Benchmarks of Success and Communications Plan)

Newsletter will include: Main story (departmental lead responsible for development/ 200 word max), committee data updates, and a couple of links with resources.

Month	July	August	September	October	November	December
Departmental Lead and Point Person	DLLR (Susan Kaliush, Brittney Crisafulli, & Vanessa Boston)	MSDE (Jody Boone)	Baltimore County (Mary Manzoni)	Adult Education/Title II (Terry Gilland)	DHS/DSS (Katherine Morris)	GWDB (Mac MacLure & Mike DiGiacomo)
Comments: (<i>preview of what the story would be, ex. success story, story relevant to the Benchmarks, etc.</i>)						
Editorial Deadline	*July 24	August 14	*September 12	October 10	November 14	December 12
Newsletter Publication	*July 25	August 21	*September 19	October 17	November 21	December 19
* Dates are moved around due to holiday						

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- Local Area Newsletter Timeline (*Attachment C, Mary Manzoni*)

Area	Month
Baltimore County	September
Anne Arundel County	October
Baltimore City	November
Frederick Co	December
Lower Shore	January 2019
Mid-Maryland	February
Montgomery Co	March
Prince Georges Co	April
Southern MD	May
Susquehanna Region	June
Upper Shore	July
Western MD	August



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- Collateral (*Attachment D*)

DRAFT IN PROGRESS

Collateral One

TYPE- ONE PAGER

Focus- New Plan, “*Maryland State Workforce Plan*”

Target Audience?

Per 9/11 meeting - Job seekers and general public

Ideas-

- **History**
 -
 - In 2016, Maryland’s Department of Labor, Licensing and Regulation, the Maryland Department of Human Services Resources, the Maryland State Department of Education, the Governor’s Workforce Development Board, and local workforce partners joined to develop Maryland’s Combined State Workforce Plan. Governor Larry Hogan’s charge to these state agencies was to develop a plan that leverages state resources in order to deliver outstanding customer service to workers and businesses that are vital to Maryland’s economic growth and prosperity. The agencies were encouraged to collaborate and innovate to ensure that Maryland’s citizens have access to quality workforce training and employment opportunities.
- **What’s new?**
 - One of the primary tenets of Maryland’s plan is to “place people before performance.” This translates into how the system is truly assisting individuals most in need of workforce services above and beyond the traditional WIOA Common Measures. Maryland is currently addressing this through the Benchmarks of Success.
 - The 5 strategic goals and coinciding benchmarks intentionally set a high bar and are meant to be used as a leadership tool, guiding strategic conversations and defining a set of achievements for the workforce system to commit to and strive toward in our collective work to improve the lives of Marylanders.
- **How to learn more...(aka: What’s in it for me?)**
 - **Include links to our WIOA page and WIOA Plan**
 - **List the resources and opportunities being made available to MD job seekers via the WIOA State Plan**
- **Social media**
 - **DHS**

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- <https://www.facebook.com/MDHumanServices/>
- **DLLR**
 -
- **Maryland State Department of Education**
 -
- **Governor's Workforce Development Board (not sure if they have social media channels)**
 -
- **Highlights about the Workforce System**
- **Benefits to Maryland resident**
 - Maryland Workforce System is committed to providing sustainable opportunities for the State's jobseekers and businesses by combining the innovation, resources, and expertise of the State's workforce partners. By working together to reduce Marylanders' barriers to employment, the system takes a holistic, systems approach to supporting jobseekers in reaching their goals and embarking on journeys toward self-sustaining career pathways. In doing so, the system changes the lives of the jobseekers it serves, and more broadly affects the lives of families and communities; thus, truly changing Maryland for the better.
 - Maryland has positioned itself to make certain that investments in the state's workforce system result in the continuous improvement of a comprehensive and robust system providing the state's businesses with the skilled workforce needed to compete in an ever changing global economy. In doing so, Maryland will continue to take a customer focused approach to workforce development issues to successfully meet both jobseeker and business needs. (<https://peerta.acf.hhs.gov/content/snapshot-marylands-tanfwioa-alignment-process-its-right-thing-do>.)
 -



Collateral Two

TYPE- RACK CARD

Focus- Benchmarks

Target Audience?

Ideas-

Front:

- Logo
- Quick Symponsis
- Infographic (5 Benchmarks Goals)
- Website

Back:

- Workforce System logo
- Tagline
- Little blurb on the new plan
- Resources
- Hashtags (social media)
- Smartphone grid

Collateral Three

TYPE- POSTER

Focus-

Simple the visual should be able to convey what we are trying to say. Infographics

Target Audience?

Ideas-

- Describing the actual plan (Executive Summary from state plan)
- Graphic artwork describing on benchmarks
- Targeting the audience of everyone- jobseekers/ employers etc.
- Hashtags/ website/