



**Benchmarks of Success for Maryland's Workforce System  
Communications Committee (CC)**

August 6, 2018 | 1– 3 p.m.

1100 N. Eutaw Street, Conf. Room #209 | Baltimore, MD 21201

Conference Call Instructions: Phone Number – 866-247-6034 | Code 5812736994

**AGENDA – topics covered/planned to cover**

---

**I. Opening**

- a. Welcome

**II. Old Business**

- a. Benchmarks of Success videos

- i. Video updates

- 1. The first video was released on Friday, 7.20.2018, in tandem with the inaugural edition of the newsletter.
- 2. All videos have now been filmed.

- ii. Timeline

- 1. The video release timeline is in the [CC Google folder](#).
- 2. Phallon (Pratt Library) today submitted the rough cut today for Secretary Padilla's video targeting management/frontline staff/partners.

- b. Newsletter

- i. Reviewed monthly lead story submissions/ authors – [see spreadsheet](#)

- 1. Susan reviewed with Jody Boone that MSDE had the lead story for August and will have something to Susan by August 14.

- ii. Content

- 1. Lead story
- 2. Committee report-outs
- 3. [Local director success story schedule](#)
- 4. New video hyperlink

- iii. [Timeline/schedule](#)

**III. New Business**

- a. [Monthly Overview of Committee Activities - July](#) – shared at the July WIOA Alignment Committee meeting

- b. [Collateral](#) – Benchmarks of Success – who will take the lead?

- i. Poster

- ii. Rack card

- iii. One-pager

**IV. Other Business/Adjournment**

- a. Committee must decide the September meeting date because of the holiday. Perhaps schedule meeting/conference call at the end of August?