**Communications Committee Meeting**

Thursday, April 8, 2021, 10:00 – 11:30 AM

**Meeting Notes**

**­­­­­­­­­­­**Attendees: Alan Crawley, Jamie Harris, Susan Kaliush, John Lane, Molly Mesnard, Katherine Morris, Kimberlee Schultz, LiLi Taylor and Emma Wilson

Handouts: April Committee Activities Overview, Analytics report for April newsletter, approved topic outline for May newsletter with status updates, template topic outline for May newsletter

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting. |
| 1. **Old Business** Susan Kaliush |
| *WIOA Alignment Group (WAG) Updates*  Susan reviewed the March Committee Activities Overview presented at the March 29, 2021 meeting of the WAG. She shared that the February newsletter (Issue #23), which focused on the Skilled Immigrant Taskforce, was released at 1:00 pm on Wednesday February 24. There was a 12% open rate (645 individuals) and a total of 5,417 total subscribers.  Issue #24 of the newsletter focused on the EARN Maryland program and Women’s History Month. It was released at 11 am on Tuesday, March 23, 2021. The newsletter had a 13% open rate (711 individuals) and a total of 5,506 subscribers.  Susan added that the Maryland Department of Labor recently revived an agency-wide newsletter called “We’re All In!” that features articles from each of the Divisions. The Division of Workforce Development and Adult Learning (DWDAL) repurposed articles from the *Benchmarks of Success* newsletter to submit to the Labor newsletter.  The WAG approved the proposed topic outline for the April newsletter and suggested three additions to consider:   * Link to the Correctional Education Council’s most recent annual report for 2020. * Explore including the document that contains the detailed listing of Correctional Education courses. * Include the complied list of employer incentives for hiring ex-offenders as a resource for business-facing staff. |
| Susan commented that the WAG was very engaged in the Communications Committee’s report out, and DWDAL Director of Policy Lauren Gilwee praised how the committee has organized its workflow to gather and incorporate input from the WAG in newsletter. |
| 1. **New Business** Committee Co-Chair Kimberlee Schultz |
| *Status Updates on April Newsletter Content*  LiLi walked the Committee through the WAG-approved April topic outline, reporting that content development was about 75% complete. Katherine suggested adding information from the Governor’s press release on the accelerated schedule for registering for COVID vaccinations. The committee agreed this was a good idea.  *Proposed Topic Outline for May*  The committee agreed on adult education as the focus for the May newsletters. Committee members suggested the following topics:   * Feature Story – Career Pathways grant project in Howard County * Success Stories – Success story on participant in Howard County project. * COVID Corner – Link to COVID-related resources for adult educators. * Did You Know * Maryland Association of Adult, Community and Continuing Education 2021 Conference *(DWDAL Bureau Chief for Adult Education Ellen Beattie and Adult Education Program Specialists Ramona Kunkle and Jamie Harris will have panels at this conference.)* * 4th annual Virtual Training Institute is coming up in June * Asian American and Pacific Islander Heritage Month  1. **Next Steps** Kimberlee Schultz  * **LiLi** will write up meeting minutes and send to committee members for review/approval along with approved and proposed topic outlines. * **LiLi** will post the April meeting agenda and approved minutes on the [Benchmarks of Success website](https://www.dllr.state.md.us/employment/wioasuccess.shtml#:~:text=Benchmarks%20of%20Success%20is%20a,the%20earning%20capacity%20of%20Marylanders%E2%80%A6). * **Jamie/Emma** will develop content for the feature story and the success story based on the Career Pathways grant in Howard County. * **Katherine and John** will send DHS content by Friday, April 9th. * **LiLi** will begin work on articles for the May newsletter. * **Susan** will present the committee’s proposed topic outline for May at the WAG’s upcoming April 26 meeting. |
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Next Meeting:Thursday, May 13, 2021 10:00 – 11:30 AM

Google Meet Link: [meet.google.com/raa-mszk-mpz](https://meet.google.com/raa-mszk-mpz?hs=122&authuser=0)

Call-in #: