**Communications Committee Meeting**

Thursday, October 12, 2023

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Susan Kaliush, Laura Ostrowski, LiLi Taylor

**Meeting Materials:** Agenda, Status Updates on October Newsletter Articles, Analytics for the September Issue

1. **Opening**

Committee Chair Susan Kaliush opened the meeting and welcomed committee members.

1. **Old Business**

Analytics for September Newsletter

We reached 6,261 with the September newsletter and achieved a 37% Unique Open Rate, down three points from the August issue, but up five points from last year’s September issue.

Status Updates on the October Newsletter

The majority of articles for the October newsletter were complete as of the meeting. The newsletter is slated to be distributed on Tuesday, October 24, 2023.

1. **New Business**

Brainstorming Topics for October Newsletter

* Feature Story: National Apprenticeship Week 2023
* Success Story: Apprenticeship Success story
* Did You Know?:
  + Governor Moore’s plans for apprenticeship in Maryland
  + Apprenticeship in Correctional Education
  + Where does Maryland rank for apprenticeship among all the states?
  + Adult Education graduations

1. **Next Steps**

* LiLi will assemble the October meeting notes and distribute them to the committee.
* LiLi will complete content development for the October newsletter and will begin development for November/December articles.
* Susan will complete input of the October newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on Tuesday, October 24, 2023.
* Susan will reach out to other partners next week to see if they can promote NAW on their websites and social media.
* Susan will contact Brandon Butler to see if the Title I Directors can promote NAW in local area websites.
* Laura will send LiLi additional information on the College of Southern Maryland success story for the October issue as well as information on the Adult Education graduations for the November/December combo newsletter.
* Alan will send LiLi information to promote the IAWP Professional Development Academy scheduled for November to include in the October newsletter.
* The Committee’s next meeting (and the last meeting for 2023) is scheduled for December 7.