



**Benchmarks of Success for Maryland's Workforce System
Communications Committee (CC)**
January 16, 2018 | 9a.m. – 10:30 a.m.
1100 N. Eutaw Street, Conf. Room #108 | Baltimore, MD 21201

Attendees

In-Person: **Susan Kaliush, Brittney Crisafulli, LiLi Taylor, Mary Manzoni, Alan Crawley, Jamie Harris, Kimberlee Schultz, and Emma Wilson**

On the phone: **Steven King and Katherine Morris**

Handouts

- **Agenda**
- **Collateral one-pager handout**
- **Data & Dashboard Maryland Workforce System Scorecard**

MEETING NOTES

- I. **Opening Welcome** – Division of Workforce Development and Adult Learning (DWDAL) Communications Administrator and Communications Committee Coordinator Brittney Crisafulli opened the meeting, welcomed all committee members, and thanked everyone for participating in this initiative. She asked all attendees to sign the roster and verify their contact information. Committee members present on the phone introduced themselves. Brittney reviewed the agenda, welcomed new committee members, and outlined the meeting goals. Lastly, committee binders were given to members and LiLi briefly reviewed the binder contents with the group.

- II. **Old Business**
 - a. **Team Google Drive access**
 - i. **Review**
 - Brittney took a few minutes to review the [Team Google Drive](#) and ensured all members were able to access it.
 - b. **Collateral**
 - i. **Review**
 - ii. **What's next**
 - iii. **Distribution Strategy**
 - iv. **Associated Costs**

BENCH MARKS

of Success

#PuttingMarylandersBacktoWork

- Susan reviewed the [one-pager](#) collateral with the committee. Susan reminded the committee that the verbiage on the one pager will be reviewed for approval at the next WIOA Alignment meeting on January 28. Once approved, the committee will have the ability to move forward with the design and other collateral items, i.e. poster and rack card.
- Katherine spoke to the committee about developing a possible social media campaign once all collateral materials are developed.
- The committee discussed the distribution strategies that would be used, locations collateral will be sent to, and quantities to be printed. LiLi recorded this discussion on the white board and Brittney has created a [distribution Google sheet](#) in the Team Drive so committee members can access and make changes. Committee members will be responsible for filling in the distribution point, quantity needed, and a point person.
- The committee discussed the associated costs that will come with having all of the collateral items printed. This conversation was open-ended. Some suggestions that came about were:
 - each agency could order and pay for the quantity they will need,
 - costs could be split, and
 - the committee should develop a plan and submit it to the WIOA Alignment Group for approval and suggestions.
- Kimberlee mentioned the importance of all collateral documents being accessible and offered DORS' assistance. She also suggested committee members attend an accessibility 508 compliant training that her co-worker Donna would host in March.

III. New Business

- a. 2019 Newsletter
 - i. Content
 - ii. Schedule
- The committee decided to continue the newsletter for 2019, as it was well-received in 2018. A new schedule was developed and committee members were assigned to various months. Topics to include will be committee updates, joint successes, and general WIOA information.
 - b. 2019 Committee goals
 - The committee discussed its 2019 goals, such as promotion of the collateral, newsletter ideas, and distribution strategies. More discussion will follow in February's meeting.
 - c. Data & Dashboard (LiLi Taylor)
 - i. Maryland Workforce System scorecard



- LiLi briefly explained the Data & Dashboard (D&D) scorecard to the committee. She noted that the D&D committee would like the Communication Committee's help on the look and layout of the scorecard. The committee had a lot of questions/ feedback about the scorecard and LiLi noted she will bring all of the suggestions back to the D&D committee. The committee will hold off on the design/branding until the collateral is designed. The idea is to have all Benchmarks items have the same branded look and feel.

IV. Other Business

a. Meetings for 2019

i. Day, time, length

- All 2019 calendar meetings have been decided and sent out to committee members.
(7 FEB, 14 MAR, 4 APR, 2 MAY, 6 JUN, 11 JUL, 1 AUG, 5 SEP, 3 OCT, 7 NOV, 5 DEC)

V. Next Meeting – **February 7, 2018**

VI. Adjournment

- Brittney adjourned the meeting at 10:30 AM.

Action Items

- Brittney will send out 2019 calendar invites.
- Brittney will create 2019 newsletter schedule.
- Brittney will create collateral distribution Google sheet and all committee members will populate the document before next meeting.
- LiLi will develop and coordinate the *Benchmarks of Success* Roadshow schedule, and committee members will decide on who will present and where.