

Maryland's WORKFORCE SYSTEM



Benchmarks of Success for Maryland's Workforce System

Communications Committee (CC)

April 2, 2018 | 1– 3 p.m.

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

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

Agenda

- I. Opening
 - a. Introductions for any new members in attendance
 - b. Roster review

- II. Communications Plan
 - a. Review first three columns – Audiences, Communication Objectives, Core Messages
 - b. Complete last two columns – Tactics, Timeframes & Resources

- III. Brainstorm video production ideas
 - a. Purpose
 - b. Available services and projected cost
 - c. Participants
 - d. Script development
 - e. Utilization and distribution

- IV. Open discussion

- V. Next meeting – Monday, May 7, 2018
 - a. Location determination
 - b. Time – 1-3 p.m.