**Communications Committee Meeting**

Thursday, January 14, 2021, 10:00 – 11:30 AM

**MEETING MINUTES**

Attendees

*Attendees*: Brit Ayers, Alan Crawley, Jamie Harris, Susan Kaliush, John Lane, Katherine Morris, LiLi Taylor and Emma Wilson.

Handouts

January Agenda, APPROVED/Revised January Newsletter Topics Guide, PROPOSED February Newsletter Topics Guide Template, PROPOSED 2021 Global Workplan

1. **Opening**

Committee Chair Susan Kaliush opened the meeting.

1. **Old Business**

*WIOA Alignment Group (WAG) Updates:*

The WAG did not meet in December, so there were no related updates to share.

*Newsletter Analytics and Strategies to Build Readership*

Labor’s Division of Workforce Development and Adult Learning Deputy Assistant Secretary Roth sent the committee compliments on the newsletter, remarking that the publication is “positive, practical and uplifting.” Nice work, team!

Susan shared that the 21st issue (combination November/December edition) of the newsletter was released on December 3, 2020. The distribution list for the newsletter includes 5,248 email addresses. From that total, there was a 15% “unique user” open rate for this issue, amounting to 766 individual readers. The total open rate – including individuals who opened the newsletter more than once, was 28% - about double. Susan noted that she sent the newsletter out in the afternoon. She will try sending out the January issue in the morning to see if this increases the open rate.

In addition to the email blast Susan sends, committee members distribute the newsletter to their respective networks. Katherine Morris will create a Google sheet to which all committee members can add their email distribution lists in order to streamline the process. Susan can use this meta-list to subscribe readers in one sweep. Recipients have the ability to opt out of the subscription if they wish by clicking on “Unsubscribe All” at the bottom of the newsletter..

*Quarterly Survey Question for the Newsletter*

LiLi Taylor presented the first quarter survey question developed by the Data and Dashboard Committee. Response data will be collected using Google Forms.

*January Newsletter Topic Outline*

LiLi took committee members through the updated topic list and content development status for January’s newsletter. Approximately 95% of writing was complete. There were a few significant revisions to the original approved outline, most notably that the EARN Maryland article was pushed back to the March issue to align with the delayed release of the EARN Maryland Annual Report.

1. **New Business**

*Global Workplan*

Each year, all committees must report to the WAG on their plan for activities and deliverables during the year ahead. The WAG considers the committee’s workplan in the larger context of the work produced by all of the committees and either approves it or provides feedback. LiLi presented a draft of the Communications Committee’s 2021 Global Workplan which the group approved.

*Topics Identification for February Newsletter*

The theme for the February newsletter will be New Americans. The following content was suggested:

* Feature Story – The Skilled Immigrant Task Force OR the Ethnic Commission
* Success Stories – Drawn from the New Americans website
* COVID Corner
  + Community-based organizations working to support immigrants. *(Emma Wilson will work with Gilchrist Center and will get back to LiLi)* 2)
  + Katherine: SNAP benefit recipients – Work requirements eliminated in March and are still out until further notice.
* Did You Know
  + DEI - Diversity, Equity and Inclusion
  + Language Access Plan
  + Guide to common work authorization documents
  + American Job Centers (AJCs) working with immigrant community
  + Education and scholarships for New Americans
  + Quick Start Financial Literacy Guide
* Accessibility Tip of the Month – Inserting figures in a document

**Next Steps**

* **LiLi** will write up meeting minutes and send to committee members for review/approval.
* **LiLi** will post the January meeting agenda and approved minutes.
* **Katherine** will create a Google sheet and send it to all committee members.
* **LiLi** will prep draft committee-approved Global Workplan for WAG review.
* **Katherine** will send LiLi content for the Did You Know related to SNAP.
* **Alan** will follow up to see if there is any information to share on immigrant services in AJCs.
* **LiLi** will begin work on articles for the February newsletter.

**Next Meeting:** Thursday, February 11, 2021 10:00 – 11:30 AM