**Communications Committee Meeting**

Thursday, June 23, 2022, 10:00 – 10:30 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Michelle Day, Molly Mesnard, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, May (Issue #36) Analytics Report, Status Updates on June-July Newsletter Articles

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| 1. **Opening**

Committee Coordinator LiLi Taylor opened the meeting. She welcomed new committee member Michelle Day, the WIOA Title I Director for the Frederick County Workforce Development Area. LiLi noted that Michelle is also leading the [Maryland Workforce Association](https://marylandworkforceassociation.org/), the state’s organization for all of the local Title I programs. In this capacity, Michelle will be a great help in connecting us with the Title I activities across the state.The committee is also gaining a new committee member from Labor’s Division of Unemployment Insurance, Policy and Communications Director Barbara Bernstein. Barbara was not able to attend today’s meeting, unfortunately. |
| 1. **Old Business**
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| WIOA Alignment Group (WAG) Updates |
| The WAG didn’t meet in May. The June meeting will take place Monday, June 27. |
| May Newsletter AnalyticsThe Unique Open Rate for Issue #36 is currently a very respectable 17%. |
| 1. **New Business**
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| Status Updates on June-July NewsletterMost of the articles are complete. Michelle offered to share the Youth Services Directory with the Title I Local Area Directors to ensure all information is accurate. Brainstorming Topics for August NewsletterThe group agreed to focus the newsletter content on business services and the challenges of recruiting in a tight labor market. |
| 1. **Next Steps**
* LiLi will assemble notes and distribute them to the committee.
* LiLi will complete content for the June-July newsletter and prepare the August topic outline based on the group discussion for WAG to review at its June meeting.
* Michelle will confirm information in the Youth Services Directory with Local Area Title I Directors and provide LiLi with any feedback she receives.
* LiLi will present on committee activities at the WAG’s June meeting.
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