

Maryland's WORKFORCE SYSTEM



Benchmarks of Success for Maryland's Workforce System

Communications Committee Meeting

Monday May 7, 2018 – 1:00 pm – 3:00 pm

Attendees

In-Person: **Vanessa Boston, Shomare Braxton, Brittney Crisafulli, Alan Crawley, Susan Kailush, Mary Manzoni, Mac MacLure, Rich Reinhardt, and LiLi Taylor**

Via Conference Call: **Katherine Morris, Kari Nye, Terry Gilleland, and Linda Webb**

Handouts

- Agenda
- Revised Communication Plan
- Newsletter Sample
- Action Plans

Minutes

I. Opening

a. Welcome

- Division of Workforce Development and Adult Learning (DWDAL) Deputy Assistant Secretary and Communications Committee Co-Chair Rich Reinhardt opened the meeting, welcomed all committee members, and thanked them for participating in this initiative. He asked the group to please sign the roster and verify their contact information. All attendees and those joining via conference call introduced themselves. Rich reviewed the ambitious agenda and outlined the group's meeting goals.

II. Old Business

a. WIOA Alignment Committee meeting recap

- Rich briefed the group on the recent WIOA Alignment meeting that occurred on April 30. He expressed that the Communications Committee received great compliments on a job well done! A question arose on who actually attends the WIOA alignment meetings. Lili explained that attendees

include the committee's chairs, co-chairs, committee coordinators, and the WIOA Alignment Group. LiLi also explained the importance of completing the monthly report-out templates for this meeting because reviewing these committee updates gives everyone the opportunity to see what each committee is doing and plans to do. The meeting is three hours long, and it is crucial for all committees to have representation.

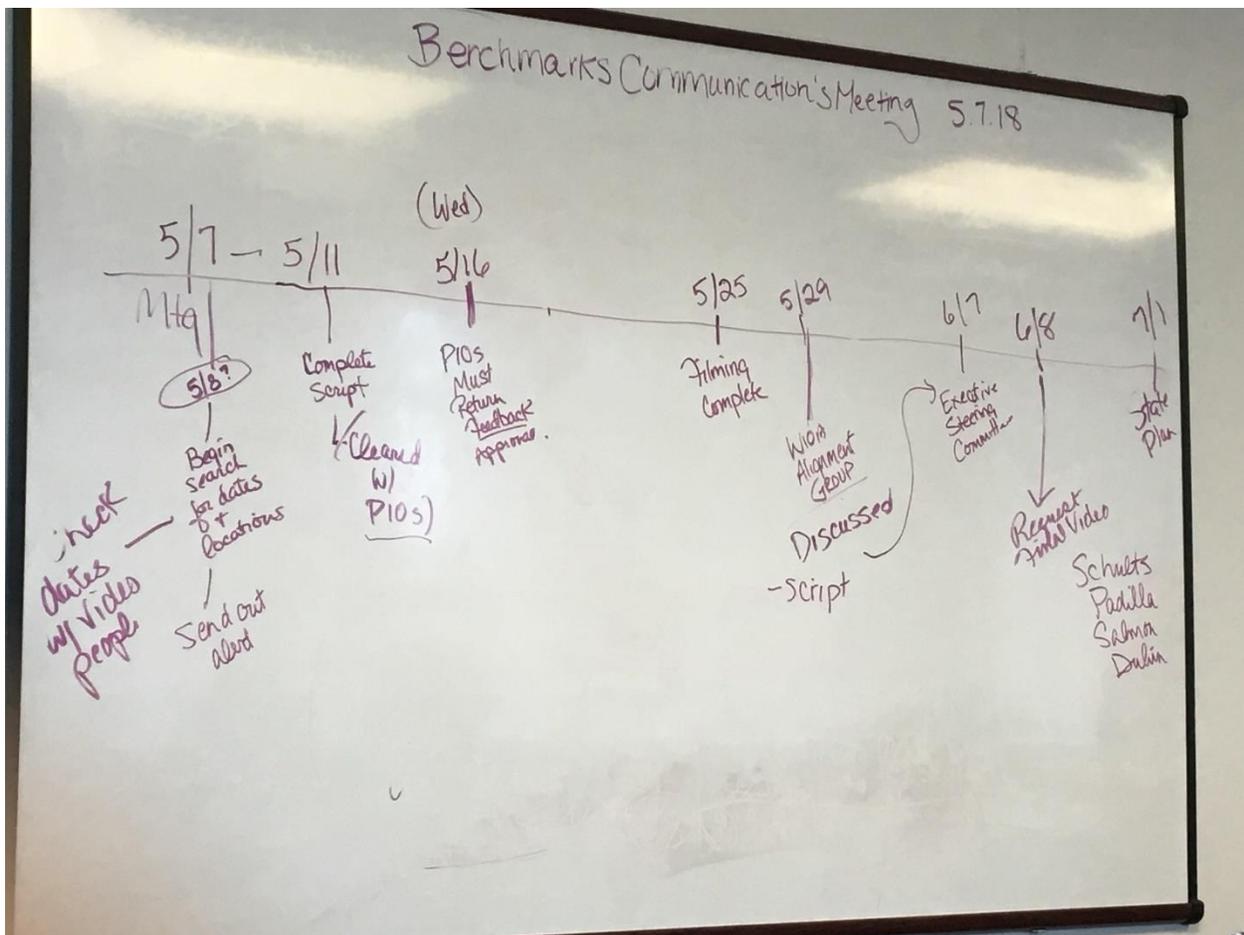
b. Communications Plan

- i. Rich quickly reviewed the Communications Plan and what revisions/edits were made since our last meeting. He reviewed the new video edits and timelines, as an additional introductory video has recently been added. The introductory video will be released on July 1 and will feature the Executive Steering Committee Secretaries- Padilla and Schulz, Superintendent Salmon, and Board Chair Dubin. Depending upon whether the video will have a host, we are looking at a 60-90 second video. Rich explained that producing this video would require an aggressive timeline to stay within our already finalized full video timeline. LiLi expressed that it is important for us to have our own look and feel so that the viewer would readily recognize the Benchmarks branding. Rich noted that moving forward, we may need to work on branding everything moving forward.

c. Video scripts

- i. Interview Q&A scripts
- ii. New introductory video featuring all four principals
- iii. Next steps
 1. Conversation continued about the Benchmarks videos but focused on the introductory video. Questions were asked about how do we get the Executive Steering Committee together at the same time with such demanding schedules? What are possible venues? How should the video be laid out? Should we have a host? What should the content be? Should we have a Plan B or C? After much discussion, committee members agreed that the video would be most powerful if all members filmed together. We will reach out to all Executive Steering Committee's Executive Assistants this week (May8-9) to start the process.

2. Rich briefly explained the partnership we have with Wesley Wilson from Enoch Pratt Library and how thankful we are to be able to work together to produce these videos. Rich will be following up with Wesley.
3. The group then discussed that we have exactly three weeks to get the script for the introductory video complete so the approval process can begin. Rich and LiLi both explained how the approval process goes and how it can be somewhat timely. After realizing we are very crunched for time LiLi served as the scribe by writing the group's contributions on the dry erase board. The group created a timeline below:



After the group felt comfortable with the developed timeline, Rich shared a [video](#) from his prior work with Towson University so the group could get a vision of the look and feel for the videos. The

group thought the video was great and agreed this same type of video format would be effective for our purposes.

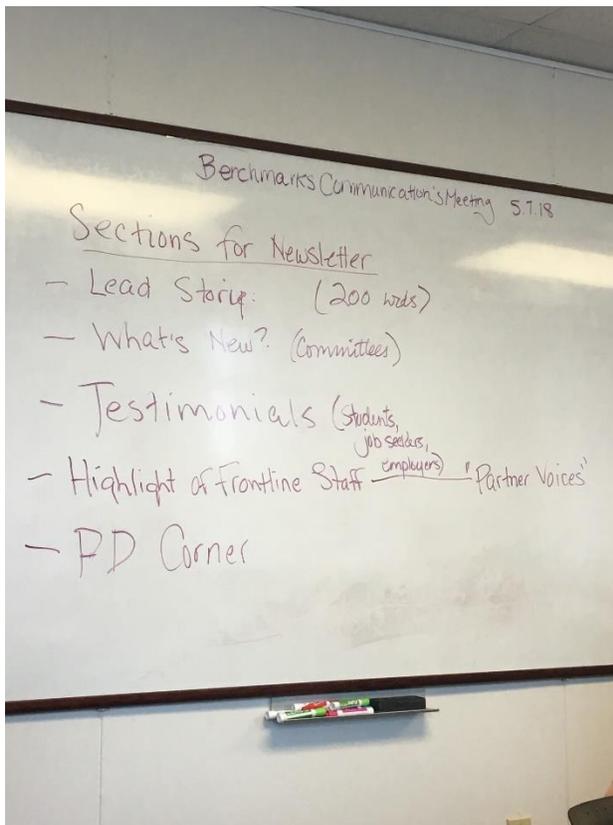
III. New Business

a. Enhancing the web page

- i. Vanessa brought up the [WIOA Benchmarks web page](#) on the smart board. Rich explained that our web page is so data heavy sometimes this site can get lost. The group brainstormed ideas on how we could possibly enhance what we have to make it a little easier on the eyes and user friendly. Vanessa explained how she could create buttons so that there is less text and more images. This would allow for viewers to find the information they need easier. Brittney suggested bringing up the recently designed [Apprenticeship Training Program web page](#) to show an example. Rich explained that we would like the web page to look more like a “hub” rather than just a page full of text. [DHS’s website](#) was overhauled last year, Katherine offered assistance to connect Vanessa with DHS’s graphic designer if we so choose.

b. Newsletter

- i. Design layout
- ii. Content
- iii. Assignment and deliverables
 1. The group reviewed the example newsletter previously distributed by Brittney. The group asked, “who is the audience of the newsletter? We would focus on serving everyone, (*general public, frontline staff, Boards, all audiences*). Rich mentioned “the sky is the limit” with this newsletter and it is ours to craft and make our own! Another question was asked whether the newsletters have to go through the timely approval process? LiLi made a suggestion to design a template and have the template sent through the approval channels then the group can move forward. The group took about 20 minutes to brainstorm newsletter content and LiLi recorded all ideas on the white board, as shown below:



IV. Collateral

- a. The group briefly brainstormed options for additional collateral. Items discussed were handouts, one-page flyers, post cards, and LiLi's already developed roadshow PowerPoint presentation. The group expressed the importance of creating one message and the collateral items should be in line with the videos. Rich asked the group to start the process of creating items that we can review and discuss at our next meeting. LiLi expressed the importance of two-way communication and that we should also think about creating surveys, FAQ pages, etc.

V. Sub-committee report-outs (Action Plans)

- a. As time was limited, the sub groups briefly discussed the completed Action Plans. Mac presented on Boards and CEOs, Mary presented on Jobseekers/ General Public, and Shomare presented on Frontline Staff/ Management. Brittney had previously distributed the completed Action Plans to all committee members.

VI. Next meeting – Monday, June 4, 2018

- a. Location determination
 - i. Next meeting will be held at 1100 N. Eutaw Street.
- b. Time – 1-3 p.m.

- i. The meeting adjourned a little after 3:00PM; Rich thanked all attendees for attending and participating in this important initiative.

Action Items

- Katherine will create a working [Google doc](#) on the Communication Committee's Drive folder so that all group members can add ideas on the scripts for the introductory video. Groups script suggestions will be due by **COB on Wednesday, May 10.**
- Susan will craft an email to Executive Steering Committee's Executive Assistants requesting times/ locations for introductory video to be filmed. Rich will send out email by **Wednesday, May 8.**
- Susan will craft secondary email to Executive Assistants as a follow up from the May 8th email that will have finalized introductory video scripts, and Brittney will send out by **Friday, May 11th.**
- Brittney will compile all responses from Executive Assistants and report back to the group on the selected filming date.
- LiLi will send out roadshow WIOA Benchmarks presentation to committee members by the end of the week, **Friday, May 11.**
- Susan and Vanessa will work to get a template together for the newsletter by the next meeting on **June 4.**
- Group will start crafting collateral items to review at next meeting on **June 4.**