**Communications Committee Meeting**

Thursday, May 13, 2021, 10:00 – 11:30 AM

**Meeting Notes**

**­­­­­­­­­­­**Attendees: Brittney Ayers, Alan Crawley, Jamie Harris, John Lane, Molly Mesnard, Katherine Morris, Kimberlee Schultz, LiLi Taylor and Emma Wilson

Handouts: April Committee Activities Overview, Analytics report for April newsletter, approved topic outline for May newsletter with status updates, proposed topic outline for June newsletter

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| 1. **Opening**

Committee Co-chair Kimberlee (Kim) Schultz opened the meeting. |
| 1. **Old Business**
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| *WIOA Alignment Group (WAG) Updates* Committee CoordinatorLiLi Taylor reviewed the April Committee Activities Overview presented at the April 26, 2021 meeting of the WAG. The WAG approved the proposed topic outline for the May newsletter. The Policy Committee is launching a series of focus groups to collect input from workforce system staff and customer stakeholders. The goal of the focus group will be to identify best practices employed during the pandemic. The Policy Committee will including findings from the focus groups and recommendations for best practices in a report at the end of the year. The Professional Development and Technical Assistance Committee will be releasing the third module in the Benchmarks of Success professional development series on June 7, 2021.*April Newsletter Analytics*The total number of subscribers for the April rose slightly from the previous month (March=5,506 / April=5,518). The “unique user open rate” remained at 12% (661 individuals) for the second consecutive month.  |
| 1. **New Business**
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| *Status Updates on May Newsletter Content*LiLi provided the Committee with status updates for the WAG-approved May topic outline, reporting that all but two articles are complete. *Proposed Topic Outline for June* The committee agreed on youth employment programming as the focus for the June newsletter. Committee members discussed the following suggested topics:* Feature Story – Local Youth Employment Program
* Success Stories – Link to local area highlighted in the Feature Story.
* COVID Corner – Governor loosening restrictions based on achieving a 70% vaccination rate in the state.
* Did You Know
* Department of Human Services (DHS) youth employment programs (if available), including the “Ready by 21” program.
* On June 3, 2021, DHS is hosting an internal event for all levels of staff. The event will focus on realigning Temporary Cash Assistance (TCA) program with the Workforce Innovation and Opportunity Act (WIOA) and the Maryland workforce system’s strategic goals and benchmarks. Someone from the Department of Labor will present at the event. The SNAP and TCA workforce development teams will deliver a segment that focuses on the importance of referring SNAP customers to workforce programs. There are currently 29 vendors ready to provide employment and training services to SNAP customers.
* Upcoming changes to the TCA program, such as the removal of the full family sanction and the commitment to aligning the TCA performance measures to WIOA.
* A statewide campaign is gearing up to get youth ages 12 and up vaccinated.
* The Memorandum of Understanding between Labor and the Maryland State Department of Education’s Division of Rehabilitation Services.
* Statistics from the 4th annual Virtual Training Institute (VTI)
1. **Next Steps**
* **LiLi** will write up meeting minutes and send to committee members for review/approval along with approved and proposed topic outlines.
* **LiLi** will post the May meeting agenda and approved minutes on the [Benchmarks of Success website](https://www.dllr.state.md.us/employment/wioasuccess.shtml#:~:text=Benchmarks%20of%20Success%20is%20a,the%20earning%20capacity%20of%20Marylanders%E2%80%A6).
* **LiLi** will find a local youth employment program to highlight in the feature story and will reach out for VTI statistics.
* **Katherine** will:
* Check with the DHS Social Services Administration to see if there are any youth employment-related programs for youth in care or alumni.
* Provide content related to the DHS internal event on June 3.
* Provide content related to changes in the Temporary Cash Assistance performance measures to make it align with WIOA.
* Develop content to cross-promote the youth vaccine outreach program.
* **LiLi** will begin work on articles for the July newsletter.
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Next Meeting:Thursday, June 10, 2021 10:00 – 11:30 AM

Google Meet Link: [meet.google.com/het-wsbi-ssi](https://meet.google.com/het-wsbi-ssi?hs=122&authuser=0)

Call-in #: