



Benchmarks of Success for Maryland's Workforce System

Communications Committee (CC)

July 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. Welcome

II. Old Business

- a. WIOA Alignment Committee, June 25th Meeting – Recap & Reactions
 - i. Benchmarks Video – Introductory Video
*** view video for committee ***
 - ii. Tagline Approval
 - iii. Logo – Final Confirmation/Approval by the Four Departments
 - iv. MD's State Workforce Plan – Governor's Press Release – Update

III. New Business

- a. Video Scheduling – July
 - i. Locations & Times
- b. Communications – Updates
 - i. Graphics
 1. Benchmarks' webpage – Redesign enhancements
 2. Newsletter
 - a. Design layout/Content
 - b. Lead story selections by state partners – see chart
 3. Poster – update/layout
 - ii. Collateral – Benchmarks of Success – One Pager – Design Updates
- c. Communications Plan – Establishing Campaign Roll & Timeline
 - i. Strategically scheduling the release for:
 1. Monthly newsletters,

2. Benchmarks videos,
3. Governor's Press Release,
4. Collateral

IV. Other Business/ Adjournment