



**Benchmarks of Success for Maryland's Workforce System  
Communications Committee (CC)**  
April 4, 2019 | 10 a.m. – 11:30 a.m.  
Conference Call  
Google Hangouts | +1 401-594-2427 | PIN: 171 813 238#

## MEETING MINUTES

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### Attendees:

*In-person:* Brittney Crisafulli, Jamie Harris, Susan Kaliush, Steven King, Ken Lemberg, and LiLi Taylor

*On the phone:* Doug Andrews, Theresa Blaner, John Lane, Kimberly McKay, and Emma Wilson

### Handouts:

- Agenda
  - Benchmarks one page flyer draft
  - March newsletter
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### I. Opening

- a. Welcome and introductions – Brittney asked that everyone introduce him/herself. She gave a special welcome to new members.
- b. Floor open for committee members to share any news
  - i. Ken Lemberg (*DLLR-GWDB*) shared that he attended the Maryland Workforce Association (MWA) meeting yesterday and shared that some local areas mentioned concerns about the Benchmarks information trickling down to Maryland State Department of Education's (MSDE) Division of Rehabilitative Services (DORS) as well as Department of Human Services (DHS). The roadshow presentations being scheduled should help to address these concerns.
  - ii. Steven King (*DLLR-DUI*) mentioned that the Division of Unemployment Insurance (DUI) was recognized by the National Association for State Workforce Agencies (NASWA) for outstanding performance and implementation of the State Information Data Exchange System (SIDES). SIDES is an innovative tool that helps employers respond to unemployment insurance requests quickly, more easily, and with greater accuracy. Susan will include this information in the April *Benchmarks* newsletter.



- iii. LiLi mentioned that a workgroup comprised of some members of the Data and Dashboard and Communications committees met to discuss ways to make the Maryland Workforce System Scorecard more easily understood.

## II. Old Business

### a. Collateral development

- i. One pager discussion – Brittney Crisafulli (*DLLR-DWDAL*) shared feedback received from committee members.
  - 1. Remove the semicolon and insert a dash instead – last sentence on side one.
  - 2. Remove “Five main” from the “Strategic Goals” title. **Note: this change should be completed for all collateral.**
  - 3. The Workforce System gold banner will be updated when the new DLLR logo is finalized. **Note: this change will impact all collateral.**
  - 4. Blue rather than black version is preferred by the majority.
  - 5. DHS will make the revisions noted above and will resend the one-pager electronically.
  - 6. We will seek the WIOA Alignment Committee approval at the April 29 meeting.
- ii. Rack card
  - 1. Slated for July completion (per the Global Work Plan)
  - 2. Will have condensed content, e.g., the Vision and Strategic Goals will be combined; will include all of side two.
- iii. Poster
  - 1. Slated for June completion (per the Global Work Plan)
  - 2. Will have condensed content, e.g., the Vision and Strategic Goals will be combined; will include all of side two.
- iv. Distribution strategy
  - 1. We will hold off printing until after the DLLR logo redesign is completed/takes effect on July 1.



b. 2019 Newsletter

i. Content

1. DHS will provide the main story for the April Benchmarks newsletter. They will provide the information to Susan by April 10.

ii. Schedule

1. The schedule for 2019 has been set.

III. New Business

a. Roadshow

- i. Updates – LiLi Taylor (*DLLR-DWDAL*) mentioned that Ken Lemberg (*DLLR-GWDB*) will be taking the lead regarding organizing the roadshow presentations at the various local board meetings. Brittney will work with him regarding organizing the schedule on the shared drive.

b. Next steps or action items

- i. The scorecard and web page redesign will be discussed at a later meeting.
- ii. The committee will finalize the poster and rack card content and will send it to Katherine to forward to the DHS design team.

IV. Next Meeting – May 2, 2019 – 10 a.m. – 11:30 a.m.

V. Adjournment