



# BENCH MARKS of Success

#PuttingMarylandersBacktoWork

Benchmarks of Success for Maryland's Workforce System  
Communications Committee (CC)  
December 7, 2018 | 11a.m. – 1 p.m.  
1100 N. Eutaw Street, Conf. Room #108 | Baltimore, MD 21201

## Attendees

*In-Person:* Susan Kaliush, Brittney Crisafulli, LiLi Taylor, Terry Gilland, Steven King, Mary Manzoni, Erin Roth, and Kimberlee Schultz

*On the phone:* Theresa Blaner

## Handouts

- Agenda
- Collateral one pager handout
- Towson collateral example

## AGENDA

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**Opening Welcome** – Division of Workforce Development and Adult Learning (DWDAL) Communications Administrator and Communications Committee Coordinator Brittney Crisafulli opened the meeting, welcomed all committee members, and thanked everyone for participating in this initiative over the last year. She asked all attendees to sign the roster and verify their contact information. Lastly, Brittney reviewed the agenda, welcome new committee member Kimberlee Schultz, and outlined today's meeting goals.

- I. Old Business
  - a. *Benchmarks of Success* videos
    - i. Updates
  - b. Newsletter
    - i. Content
    - ii. Schedule
- II. New Business
  - a. Collateral development

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- i. One-pager
  - ii. Poster
  - iii. Rack card
- Brittney gave updates on the *Benchmarks of Success* video series letting the group know that we are in process of editing our last video featuring Secretary Schulz speaking to elected officials. She also mentioned that since the video was so long, it would be featured in three video segments. Brittney informed the committee that Enoch Pratt Library's Phallon Beckham has decided to leave her position with the library. She will finish the Benchmarks video series before her departure, and we are extremely thankful for her efforts and our partnership with the library on this initiative. Lastly, Brittney let the group know that we are on track with our video schedule. Once the last video series goes out in the newsletter on December 19 we will have successfully completed all of the *Benchmarks of Success* videos.
  - The group discussed the newsletter and the success it had in 2018. The group has decided to continue with monthly newsletters in 2019, and Brittney will send out a new 2019 newsletter submission schedule by our next meeting in January 2019. Mary shared her WIOA convening article for December's newsletter which we will feature in the "did you know?" section.
  - The group then shifted gears to the one pager collateral item. Susan was able to pull all of the groups thoughts together and craft a double sided one pager to share with the group. Susan shared with the group her thoughts on the one pager and her thought process behind it. The group reviewed the document and there was a good conversation back and forth to come up with all of the changes. Erin made some key notes of reminders to the group on what messages we are trying to convey to our audiences throughout the collateral items:
    - Benchmarks= State Plan
    - We have a shared vision of increasing the earning capacity of Marylanders
    - We are going to do this together...

### III. Other Business

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- a. Meetings for 2019
    - i. Day, time, length
  - b. Committee Members
    - i. Stay, leave, swap
- The group had a quick discussion about the meetings for 2019 and what would work for all members. It was decided that Tuesdays at 9AM were mostly agreed upon. Brittney will send out 12 new calendar invites within the next week. (Note- As many committee members were unable to attend the meetings scheduled for 2019, we will reschedule all meetings in our January 16 meeting)
  - The group talked about committee members deciding to stay into 2019, leaving, or swapping out staff members. Brittney will email committee members to acquire a complete roster before January's 2019 meeting.
- IV. Next Meeting
- January 8, 2019 9AM-10:30AM (Note- Meeting has changed to January 16, 2019 9AM-10:30AM)
- V. Adjournment
- Brittney and Susan thanked the group for a successful year one of this initiative and for all of their dedicated work. We look forward to another successful year ahead and doing exciting things to continue to get the word out about the *Benchmarks of Success*. Brittney adjourned the meeting at 12:23 PM.

### Action Items

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- Brittney will send out 2019 calendar invites.
- Susan will make group's edits to the one pager and Brittney will share with group.
- Brittney will send out a new 2019 newsletter submission schedule.