**Communications Committee Meeting**

Thursday, December 10, 2020, 10:00 – 11:30 AM

**MEETING MINUTES**

Attendees

*Attendees*: Alan Crawley, Michael DiGiacomo, John Feaster, Susan Kaliush, John Lane, Katherine Morris, Kimberlee Schultz, LiLi Taylor.

Handouts

APPROVED January Newsletter Topics Guide; PROPOSED February Newsletter Topics Guide Template; PROPOSED 2021 Meeting and Newsletter Schedule.

1. **Opening**

Committee Chair Susan Kaliush opened the meeting and led introductions, extending a special welcome to John Feaster, who attended the meeting to provide a presentation on a new system-wide training initiative. Executive Director of the Governor's Workforce Development Board Michael DiGiacomo attended part of the meeting for committee member Molly Mesnard who is on maternity leave.

1. **Old Business**

*WIOA Alignment Group Updates:*

Committee Co-Chair Kimberlee Schultz provided updates from the November meeting of the Alignment Group, which was held on Monday, November 30. Three of the four committees met at least once in October and November (Communications, Professional Development and Technical Assistance and Data and Dashboard). The Data and Dashboard Committee presented a series of data points they will be providing to the Governor’s Workforce Development Board at that group’s quarterly meetings going forward. Committee members agreed that this data report should be shared in the newsletter.

The quarterly meeting of committee leadership teams took place on Wednesday, December 2, 2020.

*Quarterly Survey Question for the Newsletter*

Committee Coordinator LiLi Taylor shared that she followed up with the Data and Dashboard (DD) Committee’s leadership team after the group’s November meeting to solicit their assistance in constructing a valid a question and collection methodology for the newsletter’s survey question feature. The DD Chair agreed to flesh out a question related to how frontline staff report on financial literacy training and supportive services for January.

*January Newsletter Topic Outline*

Kim led the Committee through a review of the approved January topic outline for the newsletter and came up with some additional ideas:

* The one-pager listing resources and services across the workforce system co-produced by Labor and the Department of Human Services;
* Promotional information on the new *Benchmarks of Success* training initiative;
* Report co-produced by the [Maryland Longitudinal Data System Center](https://mldscenter.maryland.gov/) and the Governor’s Workforce Development Board;
* Masks On campaign including hyperlink to Governor’s COVID page.

1. **New Business**

*Presentation by John Feaster*

Susan introduced John Feaster, who was invited to the meeting to share information on the activities of the *Benchmarks of Success* Professional Development and Technical Assistance (PDTA) Committee, which he chairs. In John’s role as the Chief Learning Officer for the Maryland Workforce System, John supports the planning, creation, and execution of related professional development activities for staff across the workforce system.

John shared that his committee is currently focused on the development of a *Benchmarks of Success* training series that will target approximately 1500 frontline staff employed in Maryland state government and local partner agencies. Training products are being designed as asynchronous elearning modules to disseminate consistent information that staff can complete at their convenience. Training modules will include small, easily-digestible chunks of information that cover:

* The state’s learning management system – the HUB – what it is and how to use it;
* An overview of the *Benchmarks of Success* initiative as a guiding vision for the workforce system;
* Modules for each of the five strategic goals that comprise the *Benchmarks of Success*.

Modules 1 and 2 of the series are complete and work is in progress on Module 3. Release of Module 1 is slated for February of 2021. John agreed that it would be helpful to include information on the impending release of Module 1 in the January newsletter and include subsequent coverage of training releases as the initiative moves forward. He added that he is also working on a three-module professional development product for the Maryland State Department of Education to enhance educators’ understanding of apprenticeship as a career option.

*2021 Meetings and Newsletter Schedule*

Committee members approved the proposed 2021 schedule for meeting dates and newsletter publications emailed to members in advance.

*Topics Identification for February Newsletter*

Suggested content included the following:

* Feature Story / Success Story - Alan Crawley noted that Black History Month is observed in February, giving us a good opportunity to include information on diversity, equity and inclusion (DEI). We can perhaps explore what the state is doing to increase diversity.
* COVID Corner - Katherine Morris of the Department of Human Resources agreed to send content for the section by January 16 and will provide updated information on or before the February 16 content due date if newer information becomes available.
* Did You Know – 1) Update on Benchmarks of Success training rollout; 2) Information on reentry; 3) Accessibility. LiLi committed to follow up with Brit Ayers and Jamie Harris to solicit content for the Community Action Agencies and Title II – Adult Education.

**Next Steps**

* **LiLi** will write up meeting minutes and send to committee members for review/approval.
* **LiLi** will post the December meeting agenda, approved minutes, and approved 2021 schedule on the Communications Committee page within the *Benchmarks of Success* website.
* **LiLi** will send out calendar invitations for the approved 2021 meeting dates.
* **John** will send LiLi background content on the Benchmarks of Success training initiative to include as content in the January newsletter.
* **Katherine** will send LiLi content for the COVID Corner of the February newsletter by January 16 and will provide updated information on or before the February 16 content due date if newer information becomes available.
* **LiLi** will follow up with Brit Ayers and Jamie Harris for additional February newsletter content related to their agency’s activities.

**Next Meeting:** Thursday, January 14, 2021 10:00 – 11:30 AM