**Benchmarks of Success for Maryland’s Workforce System**

**Communications Committee (CC)**

February 13, 2020 | 10 a.m. – 11:30 a.m.

Meeting ID: meet.google.com/mor-urxr-tbs

Phone Number: +1 413-889-2307 │ PIN:

**MEETING MINUTES**

Attendees

*In person*: Alan Crawley, Jamie Harris, Susan Kaliush, Steven King, Molly Mesnard, Kimberlee Schultz, and LiLi Taylor

*By Phone*: Mary Manzoni

Handouts

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| * CC February Meeting Agenda * CC December Meeting Agenda * CC December Meeting Minutes * WIOA Alignment Group January Meeting Agenda * Monthly Overview of Committee Activities report to WIOA Alignment Group for December 2019/January 2020 | * Policy Recommendations Report 2019 * DRAFT 2020 Committee Charter * Benchmarks of Success 2020 Newsletter Schedule * Template Letter to Chairs of Featured Committees |

1. Opening and Partner Happenings

*Division of Unemployment Insurance (DUI)*

DUI staff have completed 85% of the training required to prepare for moving to a new BEACON system. During March, DUI staff will have an opportunity to work in a controlled “sandbox” environment, to become accustomed to the new system. The system go-live is planned for May/June 2020.

*Baltimore County*

Baltimore County’s Youth Services program has the following youth employment events planned for the spring:

* Baltimore County will be hosting two Youth Employment Summits to promote Baltimore County Government as an employer. The first will be held on February 15, 2020 at the Essex campus of the Community College of Baltimore County (CCBC). The second will take place on February 29, 2020 at the Catonsville campus of CCBC.
* On March 21, 2020, a youth employment event focused on youth ages 14-15 will be held at the Towson library. Topics covered at the event include: career and vocational interests; strategies on effective presentation and interviewing skills; money management and responsible use of social media; and identifying barriers to educational and employment success as well as the social assets needed to overcome those barriers. Youth will also have the opportunity to apply for summer employment.
* On April 28, 2020, the Baltimore County Workforce Development Board will host an evening Youth Networking event for out-of-school youth who are eligible for services under Title I of the Workforce Innovation and Opportunity Act (WIOA). The goal of the event is to help youth build networking skills.

Baltimore County is planning its third annual WIOA convening on November 20, 2020. The goal of the event is create a more cohesive, seamless, shared and beneficial experience for our job seekers and employers. About 130 partner staff are expected to attend.

1. Old Business

*WIOA Alignment Group Updates*

Susan updated the group on outcomes from the January WIOA Alignment Group meeting. While the details are not yet clear, the Policy Committee has indicated that they will want assistance from the Communications Committee in the coming months to promote the Policy Recommendations report once the Executive Steering Committee approves it.

*2020 Committee Charter*

The Committee approved/finalized the Charter, pending minor non-substantive revisions. The Committee discussed the inclusion of the hashtag in the tagline. Multiple individuals searched Instagram and Twitter and found no related content.

*2020 Newsletter Schedule*

The Committee approved/finalized the schedule. Mary Manzoni will take the schedule to the March meeting of the Maryland Workforce Association to get local workforce system Directors from around the state to sign up to contribute content. The Committee approved the template letter for Chairs of featured committees.

*Collateral Update*

The Committee is running behind schedule on the distribution of collateral materials. The print order was returned with minor non-substantive errors. A re-print is in process.

1. New Business

*2020 Global Workplan*

All of the Benchmarks of Success committees must map out their planned deliverables for 2020. The deliverable identified by the Communications Committee is the monthly newsletter. Other than this, the Committee will respond to requests from the other committees on a rolling basis.

1. Good of the Order

The public comment period for the Combined State Plan closed yesterday. Kimberlee Schultz from DORS commented that the document posted online did not meet accessibility standards. DORS staff spent three days revising it. She observed that the failure to meet accessibility standards is widespread across state agencies. Documents posted for public consumption must, by law, meet accessibility standards. The group agreed that this is a training issue that should be explored further.

1. Next Steps

* LiLi Taylor will follow up with Mary Manzoni to get additional information on the upcoming events in Baltimore County.
* Molly will provide information at the March Governor’s Workforce Development Board meeting on the opportunity to take part in the Baltimore County youth event planned by the local board.
* LiLi will follow up with Fallon Pearre to learn more about the significance of the hashtag tagline in the *Benchmarks of Success* logo and learn how it might be used to raise the visibility of the newsletter.
* LiLi will replace the current header on Committee Charters with the *Benchmarks of Success* logo.
* Mary will ask local area directors to sign up to provide content for the newsletter.
* LiLi will share information with the Policy Director and the Chief Learning Officer on accessibility issues.
* LiLi will enter all of the information on the newsletter schedule into the Global Workplan for review by the WIOA Alignment Group.

\* Meeting Adjourned\*