**Communications Committee Meeting**

Thursday, January 11, 2024

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Susan Kaliush, Kim Schultz, LiLi Taylor

**Meeting Materials:** Agenda, Status Updates on January Newsletter Articles, Analytics for the November/December Issue

1. **Opening**

Committee Chair Susan Kaliush opened the meeting and welcomed committee members.

1. **Old Business**

Analytics for November/December Newsletter

We reached 6,566 readers with the newsletter and achieved a 34% Unique Open Rate. This is the same Open Rate we had for the previous month’s issue, and a full 15 points higher than the Open Rate for the same issue a year ago.

Status Updates on the January Newsletter

Most of the articles for the January newsletter were complete as of the meeting. The newsletter is slated to be distributed on Tuesday, January 30, 2024.

Schedule for 2024

The group reviewed the 2024 schedule, which maintains the committee’s meetings on the second Thursday of the month, with the exceptions of combined months for July/August and November/December.

1. **New Business**

Brainstorming Topics for February Newsletter

*General theme: “The Anatomy of Partnership”*

* Feature Story: Paths to Partnership (Local area approaches to facilitating referrals, e.g., Atlas)
* Success Story: EARN Success Story
* Did You Know?
  + EARN -Strategic Industry Partnerships
  + Adult Education Partnerships
  + Economic Analysis Report
  + Entrepreneurship Opportunities for Jobseekers with Barriers to Employment *(Veterans program, Ex-offender grant, other, Small Business Development Center)*

1. **Next Steps**

* LiLi will assemble the February meeting notes and distribute them to the committee.
* LiLi will begin content development for February 2024 articles.
* Susan will complete input of the January newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on Tuesday, January 30, 2024.