



**Benchmarks of Success for Maryland's Workforce System
Communications Committee (CC)**
August 1, 2019 | 10 a.m. – 11:30 a.m.
Conference Call
Google Hangouts | +1 331-256-7342 | PIN: 403 086 490#

MEETING MINUTES

Attendees:

In-person: Brittney Crisafulli, Jamie Harris, Susan Kaliush, Steven King, and Kimberlee Schultz

On the phone: Alan Crawley, Mary Manzoni, Katherine Morris, and Emma Wilson

Handouts:

- Agenda
 - Two-sided one-page flyer
 - Draft poster
 - Draft rack card
 - Roadshow schedule
-

I. Opening

- a. Welcome and introductions – Brittney welcomed everyone present in person and on the phone. She then asked that everyone introduce him/herself.
- b. Floor open for committee members to share any news
 - i. Susan Kaliush (*MD Labor-Division of Workforce Development and Adult Learning or DWDAL*) mentioned that based upon recently passed legislation, MD Department of Labor, Licensing and Regulation has been renamed MD Department of Labor effective July 1. In addition, effective July 31, 2019, Tiffany Robinson is the new Labor Secretary.

II. Old Business

- a. Collateral development
 - i. Two-sided flyer
 1. MD Labor team redesigned the new workforce banner with the new logo and replaced it on side two of the flyer. The updated flyer is now on the [internet](#).
 - ii. Poster
 1. The committee members discussed the content of the poster. Some wording and a website URL were recommended to be revised. Katherine Morris' (*Department of*



#PuttingMarylandersBacktoWork

Human Services or DHS) team will make the corrections as well as update the workforce banner.

- iii. Rack card
 - 1. The committee members discussed the content of the rack card. Some wording and a website URL were recommended to be revised. Katherine Morris' (*Department of Human Services or DHS*) team will make the corrections as well as update the workforce banner.
- iv. Use of the word "customers" versus "Marylanders" was discussed in a sentence. The committee decided upon, "Maryland's workforce system helps customers..." to read as "The workforce system helps Marylanders..."
- v. Distribution strategy
 - 1. Each agency will print their own supply utilizing Maryland Correctional Enterprises. Committee will discuss in more detail at future meetings.
- b. 2019 Newsletter
 - i. Content
 - 1. Main story – Kim McKay (*Maryland Department of Disabilities or MDOD*)
 - 2. Success story/additional story – Michelle Day (*Frederick County*)
 - ii. Schedule
 - 1. The July/August newsletter is being distributed on the afternoon of August 1, 2019.

III. New Business

- a. Roadshow (Ken)
 - i. Ken put together a "roadshow" schedule that may be accessed on the Google drive.
 - ii. *Benchmarks of Success* may be a topic discussed at [Raising the Bar](#). More details to come.

IV. Next Meeting – September 5, 2019 – 10 a.m. – 11:30 a.m.

V. Adjournment