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

**Communications Committee (CC)**

December 5, 2019 | 10 a.m. – 11:30 a.m.

Conference Call Info│

**MEETING MINUTES**

Attendees

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

*By Phone*: None

Handouts

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| * Meeting Agenda
* Monthly Overview of Committee Activities form for November 2019
* Committee Report-Out form
* The 2019 Communications Committee Charter
 |  | * Proposed 2020 Meeting Schedule
* 2020 Newsletter Sign-up
* Blank Global Workplan for 2020
* Printing Request Spreadsheet for Collateral Materials
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1. Opening and Partner Happenings

None to report.

1. Old Business

WIOA Alignment Group Updates:

LiLi Taylor represented the Communications Committee at the November meeting of the WIOA Alignment Group and requested feedback from the Committees on how our Committee can support their work. The Data and Dashboard Committee asked us to help them get the word out about their work. The Policy Committee asked for assistance in promoting the annual policy report they produce.

Collateral Materials:

Final numbers are in for the collateral materials printing order. Susan will submit the order. As previously noted, MD Labor has agreed to cover the costs. The arrival of printed materials is anticipated in February.

Roadshow:

Molly Mesnard, the Committee’s representative from the Governor’s Workforce Development Board (GWDB), surveyed Local Area Directors from across the State at the November meeting of the Maryland Workforce Association to collect their input on content for an updated Roadshow.

Generally, the feedback of the Directors was that they do not feel their local areas would benefit from another round of the Roadshow. Comments indicated that the Roadshow content was a little too high-level and did not address how the *Benchmarks of Success* applied to the Local Areas or what the Call-to-Action was for Local Areas. The Directors expressed interest in learning more, specifically, about the work going on in the different committees.

The committee discussed the issue and decided that we will table the Roadshow initiative, at least for the present. To provide information on what the committees are doing, the 2020 newsletter schedule has dedicated selected months throughout the year to feature the activities of each of the committees.

1. New Business

Committee Charter:

The original charter, which talked about developing a plan and collateral materials, etc., is obsolete. In addition to updating the names of committee leadership, we need to revise the language in the goals section to more accurately reflect the committee’s current position.

Global Workplan:

The group discussed ideas for activities to include in the global workplan, but ultimately decided that the Committee’s activities should be driven by the promotional needs of the other Benchmarks of Success committees.

Monthly Schedule:

A proposed schedule for 2020 meetings was emailed to Committee members ahead of the December meeting, along with a request for feedback. Multiple members indicated they had conflicts with a regular meeting on the first Thursday of the month. LiLi (the Committee Coordinator) will send out a request to see whether changing to the second Thursday of the month would work better for everyone.

Newsletter:

1. The group discussed the schedule regarding which partner will contribute newsletter content for each month in 2020. The assignments are as follows:

| **Month** | **Partner Agency Content Contributor** |
| --- | --- |
| January | MD Labor – Division of Workforce Development and Adult Learning (DWDAL) |
| February | Department of Human Services (DHS) |
| March | Benchmarks of Success Committee Feature: Data and Dashboard Committee |
| April | MD Labor – DWDAL Title II (Report of COABE Conference) |
| May | Benchmarks of Success Committee Feature: Policy Committee |
| June | MD Labor – Division of Unemployment Insurance |
| July/August | Benchmarks of Success Committee Feature: Professional Development and Technical Assistance Committee |
| September | MD Labor – DWDAL Title II (Family Literacy Week) |
| October | MSDE Division of Rehabilitation Services (DORS) (Disability Employment Awareness Month) |
| November/December | MD Labor – Division of Workforce Development and Adult Learning (DWDAL) |

1. Next Steps
* The Chairs decided that there will not be a January meeting of the Committee
* LiLi will update the Committee Charter language and send back out for review/comment.
* LiLi will send out a second round of proposed dates for 2020 meetings on the second Thursday of the month.
* Susan will place the order for collateral materials, which should be available for distribution to partners in February.

\* Meeting Adjourned\*