

Maryland's WORKFORCE SYSTEM



Benchmarks of Success for Maryland's Workforce System

Communications Committee (CC)

January 11, 2018 | 2 – 4 p.m.

1100 N. Eutaw Street, Conf. Room #600 | Baltimore, MD 21201

Conference Call Instructions: Phone Number – 866-247-6034 | Code 5812736994

Agenda

- I. Opening
 - a. Introductions
 - b. Meeting overview and purpose
 - c. Review – Benchmarks' background and purpose/vision
 - d. Review five benchmarks (*Attachment A*)

- II. Infrastructure
 - a. Committees – structure (*Attachment B*)
 - b. Committees – updates and next steps (*Attachment C*)
 - c. Communications Committee Roster (*Attachment D*)

- III. Charter (*Attachment E*)

- IV. Discuss rollout strategy
 - a. Communications Plan
 - b. Granicus blast
 - i. Letter (*Attachment F*)
 - ii. Infographic (*Attachment G*)
 - c. Website
 - i. Important resources, outreach pieces, documents
 - ii. Success stories (*Attachment H*)
 - iii. Committee meeting minutes
 - iv. Facebook and Twitter – all agencies
 - v. WIOA Professional Development Calendar
(<http://www.dllr.state.md.us/employment/wioaprocal.shtml>)

- V. Closing
 - a. Next steps
 - b. Next meeting date
 - c. Open discussion