

Benchmarks of Success for Maryland's Workforce

Communications Committee Meeting

Thursday, August 17, 2017 – 9:00 am – 11:00 am

Attendees

Theresa Blaner, Kim Bohnet, Jody Boone, Shomare Braxton, Brandon Butler, Carrie Durham, Ann Flagg, Milena Kornyl, Mac MacLure, Lauren Molineaux, Sue Page, Erin Roth, LiLi Taylor, Grason Wiggins

Meeting Overview

The meeting was convened as a preliminary planning session to establish a Communications Committee for the rollout and implementation of the *Benchmarks of Success for Workforce Development* initiative.

Quick Review of the Benchmarks

Erin and Brandon opened the meeting by summarizing the evolution of the Benchmarks from an abstract idea to a fully-realized product. The intent of the benchmarks is to provide the workforce system with a measuring tool for performance that goes beyond the basic information gathered by the common measures. While the benchmarks *do* relate to performance, they differ from the common measures in that they are *not* intended to be used as a compliance tool. Rather, the Benchmarks were created to provide a system-wide, aspirationally-focused leadership tool that all workforce system partners can implement to make the case for change, and continuously improve the quality and integration of services.

Brandon's quote:

"Formalization of the system's identity through the acceptance and integration of common leadership goals."

Support Infrastructure for the Benchmarks Rollout and Implementation

A successful implementation of the Benchmarks will require strategic planning and organizational infrastructure. A subgroup of the WIOA Alignment Group met on 8/4/17 and reached consensus on the following approach:

- An **Executive Steering Committee** will serve as the organizational lead.
- A **WIOA Alignment Committee** will liaison with and follow the direction of the Executive Steering Committee to conduct operational planning and coordination of committee-level work.
- Committees the WIOA Alignment Committee will oversee include:
 - Communications
 - Policy
 - Professional Development and Technical Assistance
 - Data and Dashboard

The subgroup will present the plan to the upcoming full WIOA Alignment Group at the August meeting (8/28) to ensure consensus.

The Communications Committee's Role

The Communications Committee considered its role within this infrastructure and reached consensus on the following purpose and goals:

Purpose: To create and sustain a communication infrastructure that supports the successful rollout and implementation of the *Benchmarks of Success* initiative.

Goals: Develop a strategic communications plan to support the rollout and implementation of the *Benchmarks of Success*.

- Develop branding and messaging products.
- Oversee the implementation of the communications plan.
- Maintain communication with the WIOA Alignment Workgroup.
- Develop content to integrate the Benchmarks into key strategic and operational documents statewide, across partner agencies.¹
- Integrate the Benchmarks into funding opportunities.

Additional Member Recommendations

The Communications Committee's membership is already diverse, but the addition of local representatives from DLLR's Wagner Peyser program and local Department of Social Services were recommended. (See Action Items)

Short-term Plan for Raising Stakeholder Awareness

1. The Communications Committee will prepare materials to be broadcast, by email, on Monday, September 18, 2017. Materials will include:
 - A letter, signed by all of the members of the Executive Steering Committee, introducing and promoting ***the ideas underpinning the Benchmarks***.
 - A one-page marketing piece that condenses information from the Guidebook and Glossary doc.
 - A version of the Benchmarks with dummy metrics removed.
2. Follow-up emails will be sent out on a weekly or bi-weekly schedule. Each email communication will sequentially feature one of the benchmarks, with a companion success story that demonstrates that benchmark in action. The group didn't finalize the details of this plan. Partners may choose to rotate the task of sending out emails.

Action Items

Next Meeting

The group generally agreed that monthly meetings would be adequate, but because several actions will need to take place before the September GWDB meeting, LiLi will send out a Doodle for the next meeting, targeting a date in early September.

Prep for First Wave Contact

- LiLi will put together a first draft of the letter to go out from the Executive Steering Committee
- LiLi will work with graphics folks to develop marketing piece.
- Committee members will forward success stories to LiLi. She will assess to identify alignment with the Benchmarks.

Recruiting for the Communications Committee

- Ann will approach Mark Millsbaugh to see if he is able to serve on the committee, to provide local area DSS representation. If Mark can't participate, she'll identify another candidate.
- Erin will recruit a Labor Exchange Administrator

Recruiting for the Executive Steering Committee

¹ Documents identified to date include the WIOA Annual Report, WIOA State Plan revisions, WIOA Local Plan revisions, DSS PASS Plan submissions to DHS. This is a preliminary list that the committee expects to expand.

We need the members of the Executive Steering Committee to be recruited prior to the next scheduled quarterly meeting of the GWDB, on 9/13. (Additional information included in separate document.)

- Brandon will ask Secretary Schulz and Jim
- Grason will ask Mike and Lou
- Ann will ask Secretary Padillas