**Communications Committee Meeting**

Thursday, August 12, 2021, 10:00 – 11:30 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Adam Hiob, Susan Kaliush, John Lane, Molly Mesnard, Katherine Morris, LiLi Taylor

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| 1. **Opening**

Committee Chair Susan Kaliush opened the meeting and invited introductions. Committee Co-Chair Kim Schultz was unable to attend the meeting. Susan noted that this was the first meeting for Adam Hiob from the Harford Community Action Agency. Adam replaces previous local representative for the Department of Housing and Community Development Brittney Ayers. Susan also announced that the committee’s WIOA Title II state representative, Jamie Harris, has left state employment. |
| 1. **Old Business**
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| WIOA Alignment Group (WAG) Updates* Due to delays in the approval process, Issue 27 – originally the “June/July” edition of the newsletter scheduled for release on July 24 – was issued on August 6. Due to the late release, we are simply referring to it as the “Summer” newsletter.
* WAG approved the proposed topic outline for August, to focus on the transition of state services to hybrid/in-person delivery.

The group discussed the importance of ensuring that messaging in the newsletter makes it clear that no state agencies ever “closed” or ceased to deliver services during the pandemic. The goal of the newsletter is to provide helpful information to workforce system frontline staff, so content will focus on giving readers guidance on how other partner programs are currently delivering services so that they can get their customers/clients/consumers the help they need as expeditiously as possible. * Susan reported that she will participate on a Policy Committee panel in September.
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| Analytics * The open rate for the Summer newsletter was 10% as of the day of the meeting. This is the lowest open rate so far.
* Susan reviewed the last nine months of release dates to determine how well we are able to get the newsletter out on the planned release date. For the most part, we meet the date.
* The average open rate for the last nine months is 23%. The highest open rate was measured at 38% in October of 2020.
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| 1. **New Business**
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| Status Updates on August Newsletter LiLi shared with the committee that she has only received input from one committee member thus far for the August newsletter. She reviewed the outline and examples provided for the requested information that committee members received following the July meeting.Katherine Morris/John Lane (DHS) and Adam Hiob (CAA) committed to submit their information by next Monday, August 16, Close of Business.  |
| September Newsletter TopicsThe committee agreed on veteran services as the proposed topic for the September newsletter. The group brainstormed resources and ideas for stories. |
| 1. **Next Steps**
* LiLi will assemble notes and distribute them to the committee.
* LiLi will develop a September newsletter topic outline based on the group discussion.
* Katherine Morris/John Lane (DHS) and Adam Hiob (CAA) committed to submit their information by next Monday, August 16, Close of Business.
* Susan and Kim will present on committee activities at the WAG’s August meeting.
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Next Meeting:Thursday, September 8, 2021 10:00 – 11:30 AM

Google Meet Link: [meet.google.com/zwe-jcqm-bqr](https://meet.google.com/zwe-jcqm-bqr?hs=122&authuser=0)

Call-in #: 1 470-236-6630‬‬ ‬‬‬‬‬‬| PIN: