**Communications Committee Meeting**

Thursday, December 7, 2023

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Susan Kaliush, Laura Ostrowski, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on November/December Newsletter Articles, Analytics for the October Issue

1. **Opening**

Committee Chair Susan Kaliush opened the meeting and welcomed committee members.

1. **Old Business**

Analytics for October Newsletter

We reached 6,572 readers with the October newsletter and achieved a 34% Unique Open Rate, down three points from the September issue, but up three points from last year’s October issue.

Status Updates on the November/December Newsletter

All of the articles for the November/December newsletter were complete as of the meeting. The newsletter is slated to be distributed on Tuesday, December 19, 2023.

Schedule for 2024

We have not received guidance from the WIOA Alignment Group regarding that body’s plans for 2024. The committee agreed to maintain the status quo (meeting on a monthly basis and issuing monthly newsletters using our current schedule) until we receive further direction.

1. **New Business**

Brainstorming Topics for January Newsletter

*General theme: “Tools to Start Strong in 2024!”*

* Feature Story: Economic Analysis Report
* Success Story: Successful Community Job Fair and Hiring Event in Frederick
* Did You Know?:
  + AJCs offer new Agilities Workshop
  + Goodwill Excel Center – Adult High School
  + Foundational Coaching
  + Adult Education Graduations
  + COABE Conference coming in March 2024
  + New DOL Competency Models released
  + GWDB activities for the Maryland Blueprint for Education
  + EARN Grants (Focus on partnerships)

1. **Next Steps**

* LiLi will assemble the November/December meeting notes and distribute them to the committee.
* LiLi will begin development for January 2024 articles.
* Susan will complete input of the November/December newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on Tuesday, December 19, 2023.
* Laura will send LiLi additional information on the next Virtual Training Institute, Adult Education Graduations, and information on the Goodwill Excel Center Adult High School.
* The Chair and Co-chair will develop the meetings and publication schedule for 2024, with the first meeting of the new year scheduled for the second Thursday of the month, January 11.