

Benchmarks of Success for Maryland's Workforce

Communications Committee Meeting

Thursday, February 1, 2018 – 9:00 am – 11:00 am

Attendees

In-Person: Joe Raymond, Brandon Butler, Mac MacLure, LiLi Taylor, Jody Boone, Shomare Braxton, Eric Collins, Brittney Crisafulli, Susan Kaliush, Netsanet Kibret, Mary Manzoni, Mark Millspaugh, and Lauren Molineaux

Via Conference Call: Kim Bohnet, Ruthie Davis, Terry Gilleland, and Katherine Morris

Handouts

- Agenda
- 1/11 Meeting Minutes
- Communications Plan Template
- Committee Member Roster
- Draft of WIOA Website ideas
- System-wide Letter from Agency Leaders introducing Benchmarks

Minutes

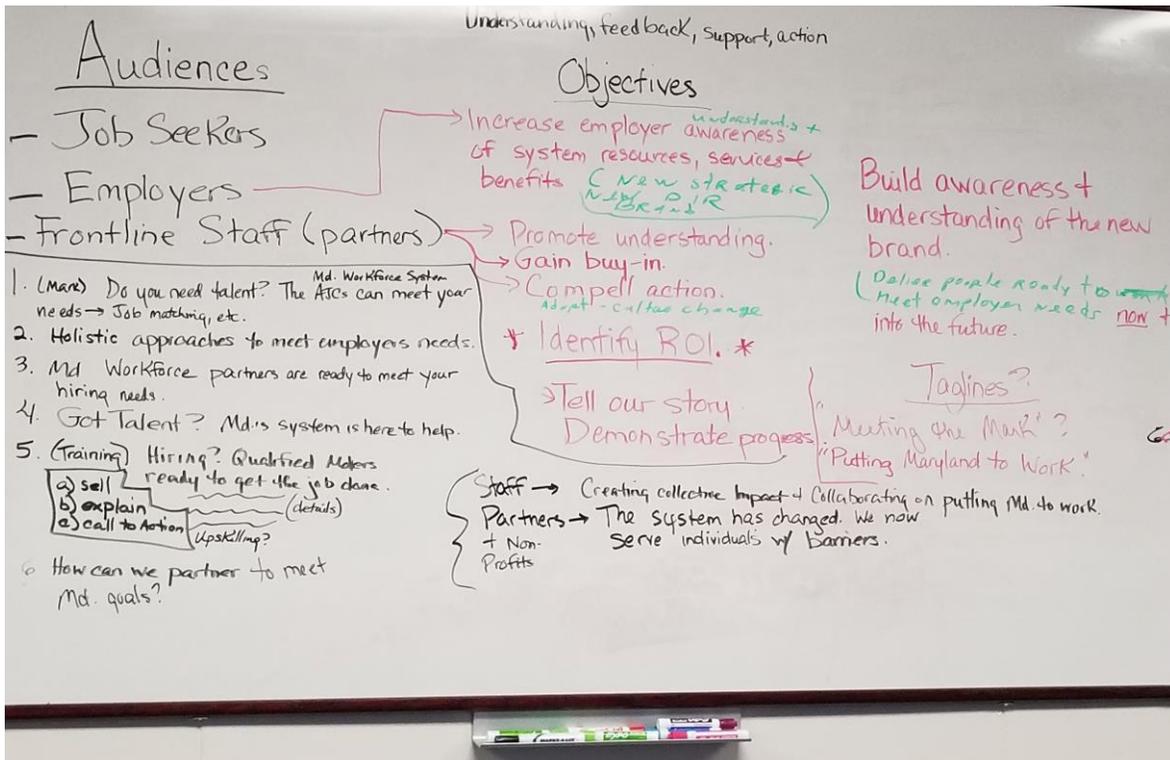
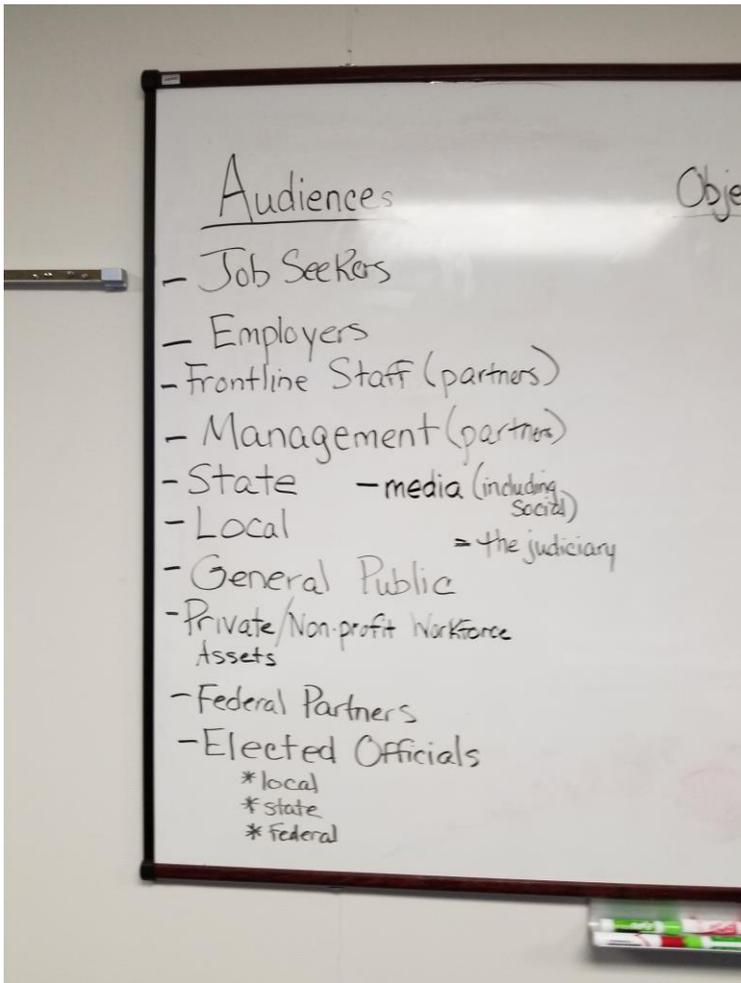
I. Meeting Opening

- A. Introduction for any new members in attendance
- B. Roster Review

Susan opened the meeting, welcomed all committee members and thanked them for participating in this initiative. She asked the group to please sign in and check the roster to ensure their information was correct. The group then went around the room to introduce one another to each other and staff on the phone. Brandon reviewed the Benchmarks initiative and explained the importance of why members were chosen to be a part of this committee. Brandon then introduced Joe Raymond, a hired consultant from ICF, Inc. who is facilitating this initiative and meeting.

II. Communications Plan- Facilitated by Joe Raymond

- a. Template – organize thoughts on dry erase board
 - i. Joe Raymond referred to his communications template as a “logic model.” He hit some key points stating that the Benchmarks are the proxy for what you want to achieve and implementation is the harder part. It is vital to talk about the benchmarks and how you want to align your markers and milestones. He discussed that global strategic direction is what we are trying to create. The question was raised -- how do we get there?
 - ii. The group then spent one hour of the meeting brainstorming and honing in on three areas of the communication plan by determining the *audience*, *objectives*, and *core messaging*. LiLi recorded all information on the white board.
 1. White Board photos



Understanding, feedback, support, action

Audiences

Objectives

Core Messages

- Job Seekers
- Employers
- Frontline Staff (partners)
- Management (partners)
- State - media (including social)
- Local = the judiciary
- General Public
- Private/Non-profit Workforce Assets
- Federal Partners
- Elected Officials
 - * local
 - * state
 - * federal

- Increase employer awareness of system resources, services & benefits (New strategic BRAND) ^{understanding +}
- Promote understanding.
- Gain buy-in.
- Compell action. _{Adapt - culture change}
- * Identify ROI. *
- Tell our story. Demonstrate progress

Build awareness + understanding of the new brand.

(Deliver people ready to ~~work~~ meet employer needs now + into the future.

Taglines?

"Meeting the Mark"?

"Putting Maryland to Work!"

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iii. Committee also discussed ways to introduce “the new brand,” and Netsanet suggested to use tag lines.

1. “Putting Maryland to work”
2. “Meeting the mark”

b. Master Timeline

i. LiLi explained the timeline graphic for the upcoming year. (She invited staff downstairs to Room108 to see the large display hanging on the wall). The timeline is broken down into 4 quarters and notes all of the deadlines and deliverables that will be due throughout the year. She explained that the Communications Committee is one of five committees working together to roll out the benchmarks. She also mentioned that she would send out an electronic copy to the group when final version of the timeline is approved.

c. Initial Steps

i. Letter distribution with one-page flyer – to the Workforce System

1. Group reviewed the final letter that will go out mid-February with the info graph. Brandon updated the group stating that the letter is in the final stages of obtaining leadership signatures from leadership.

ii. WIOA website revisions to include Benchmarks webpage

1. The group briefly reviewed the two website handouts and discussed that moving forward, we would need to brainstorm what other information/materials we would like to add to the website page. It was noted that the new website would be a direct link stemming from the current WIOA webpage.

d. Next steps and Action Items

The group agreed that the wisest next steps are to focus on completing the Communications Plan and begin getting out first messaging about the benchmarks.

Action Items

- LiLi will send timeline to the group in the next couple weeks.
- 2/8: Brittney will send the completed communications plan from what was determined in the meeting to the group on Feb 8th.
- 2/16: Each Committee member will take time to brainstorm and add messaging for the rest of the audiences that were not covered in the meeting on Feb 16th.
- Brittney will resend out all meeting invites to the group for upcoming meetings over the next year.