**Communications Committee Meeting**

Thursday, February 8, 2024

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on February Newsletter Articles, Analytics for the January Issue

1. **Opening**

Committee Co-Chair Kim Schultz opened the meeting and welcomed committee members.

1. **Old Business**

Analytics for February Newsletter

We reached 5,825 readers (down from 6,566 in the previous issue) with the newsletter and achieved a 34% Unique Open Rate. This is the same Open Rate we had for the previous month’s issue, and one point lower than the Open Rate for the same issue a year ago.

Status Updates on the February Newsletter

Most of the articles for the February newsletter were complete as of the meeting. The newsletter is slated to be distributed on Tuesday, February 28, 2024.

1. **New Business**

Brainstorming Topics for March Newsletter

*General theme: “Women’s History Month”*

* Feature Story: Women in Maryland’s Workforce
* Success Story: EARN Success Story
* Did You Know?
* Yearly Coalition on Adult Basic Education Conference happening in March 18 – 20th.
* Digital literacy / resilience / access, building persistence
* Employee Appreciation Day / National Rehabilitation Counselor Day
* What is LINCS?
* What is WorkforceGPS?
* Sign up information for new Adult Education Newsletter

1. **Next Steps**

* LiLi will assemble the March meeting notes and distribute them to the committee.
* LiLi will complete content development for February 2024 articles.
* Susan will complete input of the February newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on Tuesday, February 28, 2024.