

## Communications Committee Meeting – January 11.

This is the first meeting of the committee.

Susan facilitated the meeting. Brittney attended via conference call. A gentleman named Tristan attended on behalf of Netsonet, the co-chair, who had a conflict with her work in Annapolis with the legislative session.

The group took turns introducing themselves and describing what it is they hope to contribute to/gain from membership on the committee.

The group brainstormed several ideas for communication vehicles:

- FAQs
- Success Stories
- Ensure there is a link to Benchmarks information on all of the agencies' websites
- Local radio or TV?

It was noted that WIOA funds cannot support "marketing," but CAN support "outreach" efforts.

A launch letter signed by the leadership of the three agencies will be distributed across the State in early February to introduce the Benchmarks.

Longer term the committee needs to develop a formal communications plan. A template was distributed for everyone to review. Committee members thought it was straightforward and made sense.

In the shorter-term, the committee needs to produce several introductory messages that can be periodically released to keep the Benchmarks in the front of folks' minds while the communications plan is under development. We need 2 – 3 items to release in February and 2 – 3 to release in March.

A high-level timeline that coordinates the work of all of the Benchmarks committees is under development. When it's a little closer to being completed (at least in draft form), it will be shared with the committee.

Erin noted that Jim will be providing a commercial for the Benchmarks during the working lunch at the third convening, coming up at the end of January.

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Action items:

- The group agreed to review the membership formation tool LiLi developed as a guide for getting coverage across programs.
- Eric Collins agreed to find someone from DHS to represent DHS on the Committee.
- Erin will talk to Terry to find someone from Adult Ed.
- Send ideas for messaging to Susan before the next meeting.