



Benchmarks of Success for Maryland's Workforce System

Communications Committee Meeting | Monday, July 2, 2018 | 1-3 p.m.

Attendees

In-Person: Brittney Crisafulli, Susan Kaliush, Rich Reinhardt, and Terry Gilleland

Via Conference Call: Shomare Braxton, Mary Manzoni, Kari Nye, and Linda Webb

Handouts

- **Agenda**

Minutes

I. Opening Welcome – Division of Workforce Development and Adult Learning (DWDAL) Deputy Assistant Secretary and Communications Committee Co-Chair Rich Reinhardt opened the meeting, welcomed all committee members, and thanked them for participating in this initiative. He asked the group to please sign the roster and verify their contact information. All attendees and those joining via conference call introduced themselves. Rich reviewed the agenda and outlined the group's meeting goals.

II. Old Business

- a. WIOA Alignment Committee, June 25th Meeting – Recap & Reactions
 - i. Benchmarks Video – Introductory Video
*** view video for committee ***
 - ii. Tagline Approval
 - iii. Logo – Final Confirmation/Approval by the Four Departments
 - iv. MD's State Workforce Plan – Governor's Press Release – Update

- Rich presented a recap of the June 25, 2018 WIOA Alignment Committee meeting. He happily reported that all members were impressed with the Introductory Benchmarks video. Additionally, the Alignment Committee approved the logo and tagline.
- Rich shared the link for the Introductory Video with all Communication Committee members, and the feedback was excellent—everyone was happy with the final product. Rich welcomed any additional feedback from members.

- Rich explained that a Governor's press release has been developed for the roll-out of the Benchmarks initiative. Theresa Blaner will send a draft to the communications offices of all partners before being published. We are waiting to hear from the Governor's Office to determine the start of rolling out all Benchmarks items, which we believe may be on or around July 9, 2018.

III. New Business

- a. Video Scheduling – July
 - i. Locations & Times
- Brittney explained that the rest of the Benchmark's videos have been scheduled. All scripts, venues, times, and dates have been approved and secured. Details are below:
 - **July 11-** Superintendent Salmon- Enoch Pratt Free Library- 9:30AM-11:00AM- Jobseekers/General Public
 - **July 12-** Secretary Schulz- Secretary's Office- 9:00AM-11:00AM- Employers and Elected officials
 - **July 24-** Board Chairman Dubin- Maryland State House-10:30AM-12:00PM- CEO's, Boards, Privates, and non-profits
 - **July 25-** Secretary Padilla- Enoch Pratt Free Library- 10:30AM-12:00PM- management, front line staff, and partners
- b. Communications – Updates
 - i. Graphics
 - 1. Benchmarks Webpage – Redesign Enhancements
 - 2. Newsletter
 - a. Design Layout/Content
 - b. Lead Story Selections by State Partners – see chart
 - 3. Poster – Update/Layout
 - ii. Collateral – Benchmarks of Success – One Pager – Design Updates
- Susan explained that committee member Vanessa Boston will start to develop all collateral material and redesign the Benchmarks webpage after July 9, 2018. There was some discussion about collateral items and feedback from the committee. Special thanks to Shomare for providing suggestions on the collateral one pager in the Google drive. Rich asked the group to please take the time to sign up for a newsletter month and share more ideas for the collateral items. Rich asked the group to have all items finalized within the next two weeks (by July 16). The group reviewed the newsletter guidelines and discussed that the stories should be a maximum of 200 words. The Granicus/GovDelivery template will be developed and will mirror the Maryland Apprenticeship and Training Program template. Vanessa and Susan will work on that template soon after the State Plan beautification project is completed. Rich added, "The newsletter should showcase our services and how we can help others through the many programs we have to offer." The group shared some lead story ideas, and all agreed that the ideas were fine.
- c. Communications Plan – Establishing Campaign Roll & Timeline
 - i. Strategically scheduling the release for the following:

1. Monthly newsletters,
 2. Benchmarks videos,
 3. Governor's Press Release, and
 4. Collateral.
- The committee briefly discussed the campaign roll-out and timeline. Shomare asked, "Is the direction we are going matching what we originally developed in the Communication Plan?" Rich explained to the group that we are right on-track with the Communication Plan and reminded the group to use that document as our "roadmap" for deliverables. He noted that we are hitting all of our marks on time and successfully meeting the goals originally set. Rich explained that once the State Plan press release is published, we can start rolling out other materials. The group felt strongly that the Benchmarks Introductory video should go out with the press release because some people may enjoy reading the press release and others may like to watch the video. It will also tie the video to the initiative and be a great beginner announcement for all of the upcoming news. There will be more news forthcoming and the group will continue this conversation at the next meeting on August 6, 2018.

Shomare also asked whether we would be able to get updated on what other committees are doing. Rich told the group that we will be able to read each committee's monthly report-out forms, and Brittney will create a new folder in the Google Drive entitled [Committee Report-Outs](#) which will house the committees' report-outs.

IV. Other Business/ Adjournment

- The meeting adjourned shortly after 2:30 p.m.; Rich thanked all attendees for participating in this meeting and important initiative.

Action Items

- Brittney will resend two [Google Docs](#) – one for collateral and one for the newsletter. By July 16, committee members should populate both documents, e.g., for the newsletter: content and which agency will handle the lead story.
- Brittney will provide an update to committee members when the roll-out will start once we hear back from the Governor's Office.
- Brittney will share the finalized press release with committee members when we receive approval from the Governor's Office.
- Brittney will create a Google folder entitled [Committee Report-Outs](#) which we will house the committees' report-outs.