



**Benchmarks of Success for Maryland's Workforce System
Communications Committee (CC)**
June 6, 2019 | 10 a.m. – 11:30 a.m.
Conference Call
Google Hangouts | +1 413-679-2741 | PIN: 324 019 014#

MEETING MINUTES

Attendees:

In-person: Brittney Crisafulli, Jamie Harris, Susan Kaliush, Steven King, Ken Lemberg, and LiLi Taylor

On the phone: Mary Manzoni, Katherine Morris, Kimberlee Schultz, and Emma Wilson

Handouts:

- Agenda
 - Two-sided one-page flyer
 - Draft poster and rack card text
 - May newsletter
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I. Opening

- a. Welcome and introductions – Brittney asked that everyone introduce him/herself.
- b. Floor open for committee members to share any news
 - i. Steven King (*DLLR-Division of Unemployment Insurance or DUI*) shared that DUI is making progress on modernizing the computer system and plans to go “live” in November 2019. DUI is in the process of conducting “train the trainer” sessions after which time participants will be able to train others on the computer system.
 - ii. Ken Lemberg (*DLLR-Governor's Workforce Development Board or GWDB*) invited everyone to attend the upcoming GWDB board meeting being held at Maryland Department of Transportation headquarters on June 12 from 3:30 p.m. – 5 p.m.

II. Old Business

- a. Collateral development
 - i. Two-sided one-page flyer
 1. Has been well-received and widely distributed within the departments as well as with the Maryland Workforce Association members
 2. Should be referred to as the **two-sided** one-page flyer so folks know that there is a side two



- ii. Poster
 - 1. Slated for June completion (per the Global Work Plan)
 - 2. Will have condensed content as reflected in the draft text handout
 - a. Text under *The Benchmarks of Success for Maryland's Workforce System*, and
 - b. Text under *Where do I go for more information?*
 - 3. Susan Kaliush (*DLLR-Division of Workforce Development and Adult Learning or DWDAL*) will provide finalized text to Katherine Morris (*DHS*) to provide to DHS design team.
- iii. Rack card
 - 1. Slated for July completion (per the Global Work Plan)
 - 2. Will contain all of the text on the draft text handout
 - 3. Susan (*DLLR-DWDAL*) will provide finalized text to Katherine (*DHS*) to provide to DHS design team.
- iv. Distribution strategy
 - 1. We will hold off printing until after the DLLR logo redesign is completed/takes effect on July 1.
 - 2. Each department will print their own supply through MCE. This topic will be discussed in more detail at future meetings.
- b. 2019 Newsletter – has been widely distributed, i.e., to approximately 3,000 individuals
 - i. Content
 - 1. Steven (*DLLR-DUI*) will provide the feature story for the June newsletter.
 - 2. We are in need of an additional story.
 - 3. Will feature updates from the various *Benchmarks* committees
 - 4. Some content of the *Did You Know?* section has already been determined, but committee members should send any additional items of interest to Susan.
 - ii. Schedule – content is due to Susan June 12, and the newsletter will be distributed June 19.



III. New Business

a. Roadshow

- i. Updates – Ken (*DLLR-GWDB*) and Emma Wilson (*Montgomery College*) presented the *Benchmarks* roadshow to the Montgomery County Workforce Development Board.
 1. Non-profits and community-based organizations attended as well.
 2. Presentation was a success; thought the two-person presentation approach was effective.
- ii. Concrete examples would be helpful, i.e., illustrating one or two ways agencies are working together. For example, we have a better presence in the American Job Centers now. We are working with DoIT to install assistive technology.

b. Next steps or action items

- i. Newsletter content is due to Susan on June 12.
- ii. Susan will send poster and rack card text to Katherine (*DHS*).

IV. Next Meeting – July 11, 2019 – 10 a.m. – 11:30 a.m.

V. Adjournment