

Benchmarks of Success for Maryland's Workforce

Communications Committee Meeting

Monday March 5, 2018 – 1:00 pm – 3:00 pm

Attendees

In-Person: Joe Raymond, Mac MacLure, LiLi Taylor, Jody Boone, Brittney Crisafulli, Susan Kaliush, Terry Gilleland, Jody Boone, Shemel Bowden, Tristan Fernandez, Erin Roth, LiLi Taylor, and Linda Webb

Via Conference Call: Alan Crawley and Kari Nye

Handouts

- Agenda
- Communications Plan Template
- Committee Member Roster
- Global Work Plan (draft)

Minutes

- I. Opening
 - a. Welcome and introductions
 - b. Roster review; pass around sign-in sheet
 - c. Minutes of February 1 meeting
 - d. Upcoming meetings
- 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 verify their information roster. All attendees and those joining via conference call introduced themselves. Susan reminded the group of all upcoming meetings that were previously sent out by Brittney. As she did at the February meeting, Susan introduced Joe Raymond, a hired consultant from ICF, Inc., who is facilitating this initiative and the Communications Plan part of the meeting.
- II. Items in progress
 - a. Global Work Plan (draft)
- Susan introduced the draft Global Work Plan (i.e. timeline) handout to the group and mentioned it is also displayed on the wall outside conference room 108. She noted that at this time the plan is still a work-in-progress. Susan deferred to Erin to explain the background of how the plan was developed and what the logic was behind it. Erin mentioned the attempt was to set realistic time frames that could actually be met. As the developers of the plan tried to have everything tie together, it was developed with

the Federal Fiscal Year, State Fiscal Year, and State Plan all in-mind. The Plan will be submitted to the Executive Steering Committee next week for approval.

b. Draft Communications Plan- Facilitated by Joe Raymond

- i. Review what we have completed
- ii. Continue brainstorming last two columns

- The group spent one hour of the meeting brainstorming and honing in on three areas of the communication plan by reviewing what was completed in February's meeting- the *audience*, *objectives*, and *core messaging*. The next half hour was spent determining the *tactics* column for each audience. The group spent ten minutes working individually and writing down two tactics for each *audience*. Brittney collected the groups ideas and will compile all ideas onto the template. The group went back and forth sharing ideas and talking out possible items to add to the template.

c. Letter distribution updates

- Erin updated the group that the Benchmarks Leadership letter has been signed by all four individuals—DLLR Secretary Schulz, Maryland State Department of Education State Superintendent Salmon, Department of Human Services Secretary Padilla, and Governor's Workforce Development Board Chair Dubin. Susan will send the letter via email within the next week. Jody then referred to the Global Work Plan and noted that the groups deliverable for March is to deliver 2-3 statewide Communications. Susan mentioned that we have somewhat completed this goal by producing the letter and the Benchmarks website. LiLi mentioned that even though we have two communications already ready to go that we should develop more to have in the queue so that this initiative stays present in the forefront of everyone's mind.

d. WIOA website/benchmarks website

- Susan introduced the WIOA benchmarks website to the group. Erin brought the website up on the smart TV so that the group was able to see how to get to the website and where all of the documents are housed. It was noted that the website is a work-in-progress and new materials will be added as they arise. It was also noted that all comments and suggestions are welcome so that we can make this site the best it can be.

III. Next steps and action plan

- The group agreed that the wisest next steps are to have another meeting before next month's meeting so that the Communications Plan can be completed. It was decided we would meet on March 22, 2018, 9AM-12PM

Action Items

- Brittney will send out meeting invite for second meeting in March.
- Brittney will compile all ideas for the tactics section of the Communications Plan and send out to the group before next meeting.
- Susan will send out the Benchmarks Leadership letter within the week of March 5-9.