



BENCH MARKS of Success

#PuttingMarylandersBacktoWork

Benchmarks of Success for Maryland's Workforce System
Communications Committee (CC)
November 8, 2018 | 2 – 3 p.m.
1100 N. Eutaw Street, Conf. Room #209 | Baltimore, MD 21201

Attendees

In-Person: Susan Kaliush, Brittney Crisafulli, LiLi Taylor, Katherine Morris, Terry Gilland, and Alan Crawley

On the phone: Jody Boone, Theresa Blaner,

Handouts

- Agenda
- Collateral

Minutes

Opening Welcome – Division of Workforce Development and Adult Learning (DWDAL)

Communications Administrator and Communications Coordinator Brittney Crisafulli opened the meeting, welcomed all committee members, and thanked everyone for participating in this initiative. She asked all attendees to sign the roster and verify their contact information. Lastly, Brittney reviewed the agenda and outlined today's meeting goals.

I. Old Business

- a. *Benchmarks of Success* videos
 - i. Updates
 - b. Newsletter
 - i. Content
 - ii. Schedule
- Brittney shared with the group that we are on schedule with all videos and newsletters. She noted that October's open rates were at 57 percent. Unfortunately, the survey that was embedded into the newsletter was not utilized at all. Brittney asked the group if they noticed the survey on the newsletter and no one had. The group suggested that we resend out October's newsletter or add the survey into



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Novembers' newsletter. This time, it was suggested to put the survey closer to the top and larger so that readers could see it better. The group then discussed what time of day would be a better option to send out the newsletter. Katherine suggested not to send out on Fridays and stick with mornings as most people come in and read their emails before starting their work day. Katherine noted that DHS will cover Novembers' newsletter content and submit to Susan and Brittney for development the week of November 13th. Katherine shared Novembers' success story with the group and the group agreed it was appropriate and a great fit.

II. New Business

a. Collateral development

- i. Poster
- ii. Rack card
- iii. One-pager

- The remainder of the meeting was focused on the development of the collateral one pager. The group spent approximately 45 minutes collectively brainstorming on what the one pager would say. We focused some time on trying to figure out who our audience would be and if we would gear one side of the one pager to one audience and the other side to another audience. After a lengthy discussion, the group is still somewhat undecided on this topic. However, we did determine that the one pager will be less wordy and have more of an infographic feel. We discussed the importance of answering phrases such as, "Here is what the *Benchmarks of Success* are, here's what we're doing with it, and here's why it matters to me." The group felt as if these topics would cover most our audiences. The group decided it would be helpful to have 30 minute phone calls once a week over the next month to narrow down the one pager. We will outline a new [Google Doc](#) on the Google Drive and start fresh.

III. Other Business

IV. Next Meeting – Friday, December 7, 11am – 1p.m.

V. Adjournment



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Action Items

- Committee members will populate the [collateral sheet](#) weekly.
- Brittney will set-up four conference calls to discuss the collateral over the next month.
- Theresa will add the framework to the collateral by November 16.
- Katherine Morris will submit November newsletter content the week of November 13.