



Benchmarks of Success for Maryland's Workforce System

Communications Committee (CC)

November 7, 2019 | 10 a.m. – 11:30 a.m.

Conference Call Info | 1-609-491-2435 | PIN: 106 914 897#

MEETING MINUTES

Attendees

In person: Jamie Harris, Susan Kaliush, Steven King, Mary Manzoni, Molly Mesnard, and LiLi Taylor

By Phone: Alan Crawley, Katherine Morris, Emma Wilson

Handouts

- Meeting Agenda
 - Ideas for Refreshing the Roadshow
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I. Opening and Partner Happenings

The Committee Chair called the meeting to order and invited members to introduce themselves.

Several committee members shared partner updates:

- Maryland Department of Labor (Labor) has numerous activities planned to recognize National Apprenticeship Week, the week of 11/11 through 11/15.
- Labor, Division of Unemployment (DUI) – Staff training on the new BEACON system is about 50% complete. BEACON is a new data system that will be used by UI staff, UI claimants, and employers. The current projected go-live date for the BEACON system is mid-March 2020.
- Governor's Workforce Development Board – Michael DiGiacomo, Executive Director of the Governor's Workforce Development Board, highlighted the collaboration of state agencies under the Benchmarks initiative when participating on a Neurodiversity Panel hosted by Kennedy Krieger.
- Department of Human Services (DHS) – The U.S. Department of Health and Human Services invited DHS to deliver a national presentation on the innovative work Maryland is doing to integrate workforce development services into those offered through the Temporary Assistance for Needy Families (TANF) program – known in Maryland as the Temporary Cash Assistance program. Maryland's presentation will focus on interagency collaboration, MD THINK, and the 2-gen approach. Maryland will share the national stage with the other acknowledged national leader in TANF/workforce system integration, Colorado.
- Title I – Southern Maryland opened a new satellite American Job Center in Prince Frederick.
- Title II – Adult Education Program Specialist Jamie Harris will be a presenter at the National College and Transition Network Conference; the focus will be on Digital Literacy for the adult learner. She will also present on an EdTech Panel, titled *Digital US: Envisioning an Ecosystem that Supports Digital Skills and Lifelong Learning for Adults*. The inaugural Adult Education Virtual Training Institute is scheduled for December 2019.

II. Old Business

WIOA Alignment Group Updates

- Committee Chair Susan Kaliush reported that the WIOA Alignment Group approved Labor covering the printing costs for the Committee's recently completed collateral materials.

- She asked for the leadership of the other *Benchmarks of Success* Committees to consider how the Communications Committee can support them in 2020. One idea generated during the discussion was that the Communications Committee could develop a statewide asset map, linking the services offered by the different programs to the *Benchmarks*.
- Finally, Susan shared with the Alignment Group that the Communications Committee is planning to refresh the Roadshow. The Alignment Group suggested some ideas for a new way to structure the presentation around the five strategic goals.

Collateral Materials

- The Committee previously determined, by partner, how many copies would be needed. LiLi will send those numbers out following today's meeting for members to review and confirm no later than Wednesday, November 13, COB.

Newsletter

- The October Newsletter was released on November 1. Committee members provided very positive feedback on the content.
- DHS is signed up to develop content for the November newsletter. They will be featuring the national presentation mentioned earlier in these notes.
- Committee members will sign up to develop newsletter content for one of the months in 2020 at the December meeting.
- Committee members agree that we should add a section to the newsletter devoted to updating readers on the activities of the other Benchmarks of Success committees. LiLi Taylor offered to revise the Committee Report-Out sheet all committees complete on a monthly basis to include a section for newsletter content.

III. New Business

Roadshow

- Committee Coordinator LiLi Taylor walked the group through a potential framework for the refreshed Roadshow that focuses on highlighted best practices from the field as exemplars of each strategic goal in the Benchmarks.
- There was consensus that the Committee should have a plan and commitments for Roadshow presentations for 2020 by the start of the New Year. Molly Mesnard will take the lead on developing a schedule for the statewide 2020 Roadshow tour. She will have a schedule to the Committee at the January meeting. Members interested in participating in presentations can sign up in February.

Website

- The Committee praised Susan's reorganization of website content and indicated that the search issues have been corrected.

IV. Next Steps

- Katherine will follow up internally at DHS to find out more about how/when Maryland Department of Labor might become part of MD THINK.
- LiLi will send out information on distribution numbers for collateral materials. Committee members will provide input by 11/13.
- LiLi will revise the Committee Report Out sheet to include a section for newsletter content.
- LiLi will move forward with development of the Refreshed Roadshow.
- Molly Mesnard will take the lead on developing a schedule for the statewide 2020 Roadshow tour. She will have a schedule to the Committee at the January meeting.
- LiLi will send a joint email out to the Title I Local Area Directors and the Labor Exchange Administrators to determine how many copies of collateral materials they will need.
- Susan will check to see if a link to the Benchmarks page can be posted on Labor's main landing page.
- LiLi will explore setting up video conferences for future meetings.

* Meeting Adjourned*

Next Meeting: December 5, 2019 – 10 a.m. – 11:30 a.m.