



Benchmarks of Success for Maryland's Workforce System

Communications Committee Meeting | Wednesday, October 3, 2018 | 1-2 p.m.

Attendees

In-Person: Susan Kaliush, Rich Reinhardt, Brittney Crisafulli, Jody Boone, LiLi Taylor, Theresa Blaner, Katherine Morris, and Alan Crawley

Handouts

- Agenda
- Video Timeline
- Newsletter Schedule
- Collateral
- Towson Collateral Example

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 everyone for participating in this initiative. Rich announced that this meeting would be his last one, as he is leaving DLLR and taking on a new career opportunity. He asked all attendees to sign the roster and verify their contact information. Lastly, Rich reviewed the agenda and outlined today's meeting goals.
- II. Old Business
 - a. *Benchmarks of Success* videos
 - i. Updates
 - b. Newsletter
 - i. Content
 - ii. Schedule
- Rich shared with the group that we are on schedule with all videos and newsletters. He and Susan noted that our read rates continue to rise.
- III. New Business

BENCH MARKS of Success

#PuttingMarylandersBacktoWork

- a. Collateral development
 - i. Poster
 - ii. Rack card
 - iii. One-pager
- The remainder of the meeting was focused on the development of the collateral. The group spent approximately 45 minutes collectively brainstorming how we would like to write and design the three collateral items (poster, rack card, and one-pager). Important general topics discussed were layout, content, colors, data points, audience, main points, shelf life, and budget. The group discussed costs associated with the collateral: Is there a Benchmarks budget? Will all agencies split the printing cost? The group decided to bring these questions to the WIOA Alignment Group for guidance. Homework assignment: committee members will take an hour of their time to work on the collateral content, which will be due by **October 15, 2018**. Once the content is complete, Katherine asked for a quick conference call to review the materials before her design team starts the process of development.

IV. Other Business

V. Next Meeting – Monday, November 5, 1 – 3p.m.

VI. Adjournment

- The meeting adjourned at 2:00 p.m.; Rich thanked all attendees for participating in this meeting and important initiative.

Action Items

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- Committee members will populate the [collateral sheet](#) by **October 15**.
 - Brittney will set-up a quick conference call to review collateral content the week of **October 16-19**.