**Communications Committee Meeting**

Thursday, December 1, 2022

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Susan Kaliush, John Lane, Katherine Morris, Laura Ostrowski, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on November/December Newsletter Articles, Draft BoS Newsletter Analysis for 2022.

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting and welcomed committee members. |
| 1. **Old Business** |  |
| The Supplemental Nutrition Assistance Program (SNAP) Employment and Training Program Meeting  In lieu of the standard meeting of Committee Chairs/Co-Chairs that is held to discuss regular business, the group was convened to discuss the state workforce system’s addition of SNAP E&T as a new partner. Local areas will be required to integrate the SNAP program into their local strategic plans that are due to the state next May. The leadership of the WIOA Alignment Group wanted ideas on how the committees can support the new partnership.  Multiple individuals expressed concern that they did not know enough about the SNAP program to generate ideas. Leadership agreed to put together a “SNAP Basics” presentation for all of the committees to increase the group’s knowledge. An additional meeting may be called in December or January for this purpose.  Analytics for the October newsletter.  The October newsletter was released right on schedule on 10/25. The Unique Open Rate was 32%, which is strong. |
| 1. **New Business** |  |
| Status Updates on November/December Newsletter  Committee Coordinator LiLi Taylor reported that most of the articles for the issue (Issue #41) were complete, at the time of the meeting. Laura will send an additional article.  Brainstorming Topics for January Newsletter  The group agreed to focus the newsletter on the rollout of the new workforce system partnership with the SNAP E&T program, as well as the introduction of any new leadership coming onboard with the new administration.  2022 Newsletter Analysis  LiLi presented an analysis of the ten newsletter issues released during 2022. The group agreed this would be a good deliverable to present to the WIOA Alignment Group at their January meeting.  Proposed Schedule for 2023  The group was in consensus that our current meeting schedule – the second Thursday of the month (with exceptions for the combined meetings scheduled for June/July and November/December) – is fine to stay with in the new year. However, since a new administration may make changes, the group agreed to hold on finalizing this commitment until plans become clearer. LiLi will stay in touch with the group. |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the November/December newsletter. (The WIOA Alignment Group doesn’t meet in December, so we won’t need to present our January proposed topics.) * Laura will submit her proposed article for the November/December newsletter. * LiLi will add data to the Newsletter Analysis for the last issue of 2022 to finalize the deliverable for the WIOA Alignment Group. * Michelle Day will solicit input from the Title I Directors. * All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff. |