**Communications Committee Meeting**

Thursday, August 10, 2023

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, John Lane, Laura Ostrosky, Kim Schultz, LiLi Taylor

**Meeting Materials:** Agenda, Status Updates on August Newsletter Articles, Analytics for the June/July Issue

1. **Opening**

Committee Chair Kim Schultz opened the meeting and welcomed committee members.

1. **Old Business**

Analytics for July Newsletter

93% of the 6,789 newsletters that were sent out were delivered via the GovDelivery platform. These numbers are down from the May issue. In May, we sent out 6,993 and 97% were opened. Our unique open rate for the June/July issue was 39%, up two percentage points from the May issue.

Status Updates on the May Newsletter

The majority of articles for the August newsletter were complete as of the meeting date.

1. **New Business**

Brainstorming Topics for September Newsletter

* Feature Story: Maryland Grants to support workforce services for individuals impacted by substance use disorder.
* Success Story: Laura has a story about a class for adult learners set up in partnership with the Jude House, a provider in Southern Maryland that serves individuals with substance use disorders.
* Did You Know?:
  + Kim will send some content related to the shift in protocols that is now allowing providers to deliver other types of services in tandem with addiction-related services, rather than requiring individuals to be “clean” before having access to other services, which has historically been the practice.
  + Laura will share content she is developing for Adult Education and Family Literacy Week is in September.
  + Baltimore YouthWorks Celebrated 50 years this year.
  + Labor Day
  + Veteran-Owned Small Business Conference will take place on 9/22 – 9/23.

1. **Next Steps**

* LiLi will assemble meeting notes and distribute them to the committee.
* LiLi will complete content for the August newsletter and will begin development for September articles.
* Susan will input the August newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on August 22, 2023.
* The Committee’s next meeting is scheduled for September 14, 2023.