**Communications Committee Meeting**

Thursday, June 13, 2024 | 10:00 – 11:00 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Susan Kaliush, Anahitta Mian, Kim Schultz, LiLi Taylor, Laura Ostrowski

1. **Opening**

Susan opened the meeting and introduced the group to Anahitta Mian, who recently joined the Communications Unit within Maryland Department of Labor’s Division of Workforce Development and Adult Learning.

1. **Old Business**

Susan commented on the fact that both the March and April newsletters were not issued, because leadership was completely occupied working on programs rolled out to help workers in the wake of the Franklin Scott Key bridge collapse.

She reviewed the analytics for the May Issue, which indicated a unique open rate of 32%. That’s about where we were for this issue last year. Our “bounce” rate is up to 5%. We need to approach the new Chief Learning Officer regarding a refreshed email list.

LiLi walked the group through the current status of article development for the June/July issue of the newsletter.

1. **New Business**

The group discussed potential ideas for the August newsletter, including a focus on special grant programs and perhaps the introduction of a “No Wrong Door” regular feature that highlights local partners working together.

Susan reminded the group that the Committee will be taking July off and will reconvene on the usual second Thursday of the month on August 8.

1. **Next Steps**
* LiLi will assemble meeting notes and post them to the Benchmarks of Success Communications Committee page.
* LiLi will complete content development for June/July 2024 articles.
* Susan will complete input of the June/July newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on Tuesday, June 25, 2024.

**Next Meeting:** Thursday, August 8, 2024, 10:00 – 11:00 AM