**Communications Committee**

Thursday, September 10, 2020, 10:00 – 11:30 PM

Google Meet Link: <https://meet.google.com/ybo-oxgc-vjz?hs=122&authuser=2>

Call-in #:

‬‬‬‬‬**MEETING MINUTES**

Attendees

*Attendees*: Alan Crawley, Jamie Harris, Susan Kaliush, John Lane, Kim McKay, Molly Mesnard, Devon Sharma, LiLi Taylor, Emma Wilson and John Lane.

Handouts

|  |  |
| --- | --- |
| * August Overview of Committee Activities (presented at August WIOA Alignment Group meeting) * Updated 2020 newsletter schedule * September Newsletter Topics Guide * October Newsletter Topics Guide |  |

1. **Opening**

Chair Susan Kaliush welcomed committee members and facilitated introductions.

1. **Old Business**
   1. WIOA Alignment Group Updates

*Newsletter Schedule*

Chair Susan Kaliush presented the committee’s recommendation at the August meeting of the WIOA Alignment Group to establish a bi-monthly publication schedule for the newsletter. A majority of Alignment Group members took the position that the newsletter is an especially important vehicle for communication in the current remote work environment, and therefore directed the committee to maintain the monthly schedule previously approved at the beginning of the year. Natalie Clements, who manages the Alignment Group work, will update the Global Workplan to reflect the monthly schedule.

*Collateral*

Susan asked if the WIOA Alignment Group had any suggestions for alternative uses of printed *Benchmarks of Success* collateral materials. No suggestions were offered.

* 1. Committee Leadership Focus Meeting

The leadership of the committees met on September 2, 2020 to discuss their groups’ progress, engagement, and any concerns, etc. The group generated the following suggestions to enhance newsletter content:

* Introduce a “Survey Question of the Month” element to increase interactivity. While the group did not flesh out the specifics, the general focus of survey questions would be to help committee’s advance their work and/or improve system services.
* Seek quantitative data from the Data and Dashboard Committee to include with Success Stories. For example, the September Success Story focuses on Veterans. We could seek data from the Data and Dashboard Committee related to the number of Veterans served by the system, etc.
* Add a sample deliverable the committee has produced to articles featuring committees.
* Insert a new sub-header in the section on Committee Activities inviting readers to contact Committee Chairs if they have questions or would like more information on the Committee’s work.

Following the meeting, Committee Coordinator LiLi Taylor reached out to the leadership of the other committees to ask them to include an agenda item for their next meeting to brainstorm possible survey questions. If enough questions are generated to support the Survey Question of the Month on a consistent basis, we can introduce this as a new newsletter feature.

LiLi shared that there was concern that the WIOA Alignment Group should weigh in on whether the newsletter should provide direct contact to committee chairs in the newsletter. Pending approval, the newsletter will add an invitation to contact Natalie Clements, who manages the committees.

Generally, the committee responded positively to the ideas suggested by the focus group.

1. **New Business** 
   1. Review of Content for September Newsletter

The committee reviewed the articles developed for the September newsletter. Most of the content is developed, although we are still waiting for information from the Division of Unemployment Insurance.

* 1. Proposed Trial of New Newsletter Process

Since the WIOA Alignment Group decided the Communications Committee should return to issuing monthly editions of the newsletter, a new approach is needed to manage and expedite the approval process.

The Chairs sought feedback from committee members on two proposals:

1. Going forward, monthly committee meetings will focus on developing topic ideas for the subsequent month’s newsletter issue.
2. The list of topics developed by the committee will be presented at the monthly meeting of the WIOA Alignment Group.

An example of how this workflow would unfold follows:

Communications Committee meetings are typically scheduled on the second Thursday of the month. WIOA Alignment Groups are scheduled on the last Monday of the month.

E.g., at the September 10th meeting of the Communications Committee, the group will develop an outline of topics for the October newsletter. The Communication Committee Chairs will present the outline at the WIOA Alignment Group meeting on September 28th.

After discussing the issue, committee members unanimously agreed to adopt the Chairs proposals.

* 1. Newsletter Topics and Assignments for October Newsletter

The Committee worked through all newsletter sections and identified content. The one outstanding issue is that we still need content from the DHS partner.

1. **Next Steps**

* LiLi will send Katherine Morris (DHS) and John Lane the content she developed on their behalf for the September newsletter.
* John Lane will identify DHS content to contribute to the October newsletter.
* LiLi will follow up with Steven King regarding the “COVID Corner” content from the Division of Unemployment Insurance for the September newsletter.
* LiLi will put together meeting notes and send them out to committee members.

1. Next Steps

* Molly will speak with Bryan Moore in DUI to see if it would be advisable/helpful to share the GWDB Workshare Webinar with partner programs via the newsletter, and will inform Susan/LiLi of the outcome of the discussion.
* Jamie will send LiLi the already-developed blog content for the Digital Literacy Framework.
* Susan/LiLi will carry the recommendations and questions noted in the minutes to the WIOA Alignment Group at next Monday’s meeting.

**Next Meeting:** Thursday, October 8, 2020 / 10:00 – 11:30