**Communications Committee Meeting**

Thursday, March 9, 2023

**Meeting Notes**

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

**Meeting Materials:** Agenda, Status Updates on March Newsletter Articles, Analytics for February Issue

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting and welcomed committee members. |
| 1. **Old Business** |  |
| Analytics for February Newsletter  Of the 6,314 newsletters delivered via the GovDelivery platform, 1,976 were opened by unique users, constituting a 31% unique open rate. This is the second consecutive month we have added teasers to the subject line and the second consecutive month our open rates have approximately doubled from the same month in previous years.  Status Updates on the March Newsletter  About half of the articles are completed. Half are awaiting additional data. The committee had previously proposed featuring one representative from each of the partner agencies and/or partner programs, but we have only received content to date on one adult educator in Baltimore City. If we only end up having one article, the committee recommended going with that.  We will add a blurb on the annual Coalition for Adult Basic Education conference scheduled for early April. |
| 1. **New Business** |  |
| Brainstorming Topics for April Newsletter  The committee agreed to focus on services for returning citizens in the newsletter’s April issue, in honor of [National Second Chance](https://nationalreentryresourcecenter.org/second-chance-month-2023-save-the-date#:~:text=Each%20April%2C%20the%20U.S.%20Department,millions%20of%20people%20returning%20from) month. Kim suggested including information on services available through other organizations, such as the expungement services offered through multiple library systems. |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the March newsletter. * Susan will input the March newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on March 28, 2023. * LiLi will prepare and submit the monthly report out and the proposed topics for the April newsletter the WIOA Alignment Group to review at their March 27 meeting. * All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff. |