**Communications Committee Meeting**

Thursday, March 10, 2021, 10:00 – 11:00 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** John Lane, Katherine Morris, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on February Newsletter Articles, Proposed March Newsletter Article Topics

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| 1. **Opening**

Committee Co-Chair Kimberlee Schultz opened the meeting. |
| 1. **Old Business**
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| WIOA Alignment Group (WAG) Updates |
| The last WAG met for the first time in several months on February 28, 2022. The WAG approved the proposed March newsletter topic outline, and also approved the Communications Committee using the email list developed by Chief Learning Officer John Feaster to distribute eLearning modules in the Benchmarks of Success training series. The next WAG meeting will be held on March 28, 2022. |
| AnalyticsLiLi noted that the January newsletter of the year had a significantly higher open rate than February issue. Kim suggested conducting an analysis of the topics and open rates over the course of the newsletter’s life, to see if any trends/patterns emerge. |
| 1. **New Business**
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| Survey ResponsesWe are still sitting at only eight responses. Each member agreed to directly reach out to 10 frontline staff to request that they complete the survey. |
| MembershipThe committee is still seeking a representative for the WIOA Title I – Adults, Dislocated Workers and Youth program. Deputy Assistant Secretary Roth will attended a meeting of the Maryland Workforce Association on February 17 asked the Title I Local Area Directors who attend that meeting for a volunteer. LiLi will follow up with more information as it becomes available.Status Updates on March NewsletterThe Committee reviewed the status of content development for the March newsletter, which is scheduled for publication on March 29, 2022. The majority of content is already complete.Brainstorming Topics for April NewsletterThe group agreed to focus the newsletter content on community colleges.  |
| 1. **Next Steps**
* LiLi will assemble notes and distribute them to the committee.
* LiLi will complete content for the March newsletter and prepare the April topic outline based on the group discussion for WAG to review at its March end-of-month meeting.
* Susan and Kim will present on committee activities at the WAG’s March meeting.
* LiLi will send out the survey link to members.
* All committee members will reach out to 10 frontline staff to complete the survey.
* LiLi will complete an analysis of newsletter open rates by topic.
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