



**Benchmarks of Success for Maryland's Workforce System  
Communications Committee (CC)**

October 3, 2019 | 10 a.m. – 11:30 a.m.  
Conference Call Info | 1-314-925-0323 | PIN: 123 941 725#

**MEETING MINUTES**

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Attendees

*In person:* Susan Kaliush and LiLi Taylor

*By Phone:* Jamie Harris, Mary Manzoni, Katherine Morris, Kimberlee Schultz and Emma Wilson

Handouts

- Meeting Agenda
  - Benchmarks of Success Collateral (flyer, poster, and rack card)
  - Benchmarks Roadshow Schedule
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I. Opening

Committee Membership Changes:

- Ken Lemberg, Deputy Director for the Governor's Workforce Development Board (GWDB) is moving to the *Benchmarks of Success* Policy Committee. The new representative for the GWDB on the Communications Committee will be Molly Mesnard, the GWDB's new Director of Workforce Engagement.
- After ably serving in the Committee Coordinator role since the Communications Committee's inception, Brittney Crisafulli is stepping down to take on a new position with the Maryland Department of Labor (Labor) Division of Workforce Development and Adult Learning (DWDAL). Brittney will be supporting the work of the Special Grants Administration unit. LiLi Taylor, Senior Policy Analyst at Labor DWDAL has assumed the Committee Coordinator role going forward.

Partner News:

- Mary Manzoni shared that Baltimore County's workforce system will be holding its second annual partner convening on October 4. DWDAL Assistant Secretary Jim Rzepkowski will make opening remarks and a visit from the Baltimore County Executive is planned. 155 participants are expected to attend the event.
- Emma Wilson added that WorkSource Montgomery has a partner convening coming up on October 25<sup>th</sup>.

II. Old Business

Collateral Materials:

- DWDAL's Communications team finalized the collateral materials the committee has been working on – the flier, the poster, and the rack card - for presentation at the September meeting of the WIOA Alignment Group. The WIOA Alignment Group approved the collateral materials for distribution, pending a few minor edits. The DWDAL Communications Team integrated the requested edits following the meeting. The collateral materials included as handouts reflected all updates.
- The Committee reached consensus that the WIOA Alignment Group and the Executive Steering Committee must be consulted regarding the best way to handle costs associated with printing collateral materials. Susan will ask the WIOA Alignment Group for guidance at that group's next monthly meeting on Monday, October 28. The WIOA Alignment Group may decide to escalate the discussion to the Executive Steering Committee at their next quarterly meeting, scheduled for October 31.

## Newsletter

- The newsletter now has 1,863 subscribers. The September newsletter was released on 10/24, and had a 25% “open rate.” Susan commented that she was pleased with the open rate, and believed it was at least in part attributable to a decision to delay release until after the Raising the Bar Conference.
- Kimberlee Schultz will be contributing content for the October newsletter. October is National Disability Employment Awareness month. Susan stressed that she needs content no later than 10/21. Susan asked Mary to reach out to Deb Gilbert regarding her feature article.
- Jamie suggested aligning the color scheme of the newsletter with the collateral materials.

## III. New Business

### Roadshow

- The group discussed the need for an updated Roadshow. Content is a little abstract for local areas, who want to know how the Benchmarks apply to them. LiLi agreed to produce a draft updated version for the Committee to review at the next meeting on November 7<sup>th</sup>. Committee members agreed to forward ideas to LiLi for new content.
- There was consensus that the Committee should have a plan and commitments for Roadshow presentations for 2020 by the start of the New Year.

### Website

- Susan explained to the Committee that options for the website are fairly limited. The group agreed the content needs to be adjusted so that links and information appear above/before the videos. Susan offered to draft a redesign and forward a screenshot of the new design to the committee for review before the next meeting.
- Katherine recommended that the web team assist with search engine optimization for the website. Currently, searches yield sub-pages but not the site’s main page. Susan will follow up.
- Emma Wilson suggested highlighting at the top of the Benchmarks of Success webpage a feature story, or “teaser” from one of the issues of the newsletter. Adding this should pique some interest / bring attention to the newsletters.

## IV. Next Steps

- Soon it will be time to begin thinking about developing the Committee’s work plan for 2020. There was agreement that the Committee should consult with the other active *Benchmarks of Success* Committees to find out how the Communications Committee can support them in 2020. Susan will raise this issue at the next meeting of the WIOA Alignment Group.
- Action Items:
  - Kim will have her internal expert check collateral materials for accessibility. The WIOA Alignment Group previously indicated their approval is not required for minor changes.
  - Susan will explore how the color scheme for the newsletter could be better aligned with the collateral materials.
  - LiLi will draft a new version of the Roadshow for discussion at next month’s meeting.
  - LiLi will send committee members a reminder to send her ideas for new Roadshow content. She will attach the current Roadshow, for reference.
  - Committee members will email LiLi content ideas for a Roadshow update.
  - Susan will send Committee members a screenshot of new website ideas for discussion at the November meeting.
  - Susan will follow up with the web team regarding the search engine optimization issue.
  - At the October WIOA Alignment Group meeting, Susan will ask for guidance regarding 1) Communications needs from other committees, and 2) distribution and funding for printing collateral materials.

\* Meeting Adjourned\*



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Next Meeting: November 7, 2019 – 10 a.m. – 11:30 a.m.