**Communications Committee Meeting**

Thursday, January 12, 2023

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Susan Kaliush, John Lane, Katherine Morris, Laura Ostrowski, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on January Newsletter Articles, Draft BoS Newsletter Analysis for 2022.

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting and welcomed committee members. |
| 1. **Old Business** |  |
| Analytics for November/December ’22 Newsletter  Of the 6,360 newsletters delivered via the GovDelivery platform, 1,233 were opened by unique users, constituting a 19% unique open rate. This is slightly below the average open rate for all of 2022, which was 25%.  Benchmarks of Success Annual Newsletter Analysis  The committee discussed a variety of strategies to continue to grow newsletter readership. The group ultimately agreed to introduce “teaser” information in the subject line to alert readers to possible items of interest in the issue. |
| 1. **New Business** |  |
| Follow up on Deliverables Related to the Supplemental Nutrition Assistance (SNAP) Program Employment and Training Program (E&T)  The Workforce Innovation and Opportunity Act (WIOA) Alignment Group announced at a recent meeting of committee leaders that the SNAP program will be joining the Maryland State Workforce System as the newest partner. All local workforce areas will be required to integrate the new SNAP partnership into their local plans in 2023. The WIOA Alignment Group charged the *Benchmarks of Success* committees (Policy, Data and Dashboard, Professional Development and Technical Assistance, and Communications) with developing deliverables within their respective spheres of expertise to support the rollout of the partnership.  The Communications Committee plans to include information on what the SNAP program is and does in upcoming issues of the newsletter. The newsletter will also be an ongoing source for updates on related deliverables and activities taking place in other committees, as appropriate.  The representatives on the committee from the Department of Human Services agreed to provide a SNAP participant success story to illustrate how the SNAP E&T program helps vulnerable Marylanders.  Brainstorming Topics for February Newsletter  The Maryland Department of Labor’s Division of Workforce Development and Adult Learning supports a New Americans Initiative role, designed to provide staff with support to more effectively serve Maryland jobseekers who need assistance with work-related immigration issues and improved language access to workforce system services.  In alignment with training on the current [Language Access Plan](http://www.labor.maryland.gov/employment/wioa-access.pdf) that will be provided to American Job Center staff in February by New Americans Initiative Coordinator Joana Winningham, the Committee agreed to focus the February issue on services for jobseekers who are not English language proficient.  It was also noted that an article should be included to recognize February as Black History Month. |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the January newsletter. * Susan will input the January newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on January 31, 2023. * LiLi will prepare and submit the monthly report out, proposed topics for the February newsletter, and the finalized Newsletter Analysis for 2022 to the WIOA Alignment Group to review at their January 30 meeting. * All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff. |