

# Maryland's WORKFORCE SYSTEM



## Benchmarks of Success for Maryland's Workforce System

Communications Committee Meeting | Monday, June 4, 2018 | 1-3 p.m.

### Attendees

*In-Person:* **Brittney Crisafulli, Alan Crawley, Susan Kaliush, Mac MacLure, and Rich Reinhardt**

*Via Conference Call:* **Shomare Braxton, Eric Collins, Mary Manzoni, Katherine Morris, Terry Gilleland, and Linda Webb**

### Handouts

- Agenda
- Communications Plan
- Benchmarks "Roadshow"
- Benchmarks Logos

### Minutes

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**I. Opening Welcome** – Division of Workforce Development and Adult Learning (DWDAL) Deputy Assistant Secretary and Communications Committee Co-Chair Rich Reinhardt opened the meeting, welcomed all committee members, and thanked them for participating in this initiative. He asked the group to please sign the roster and verify their contact information. All attendees and those joining via conference call introduced themselves. Rich reviewed the agenda and outlined the group's meeting goals.

### **II. Old Business**

#### **a. WIOA Alignment Committee meeting recap**

- **Communications Plan – Approval**
- **Video scripts – Approval**
- **Brief update of report-outs from other committees**

- Rich presented a recap of the May 29, 2018 WIOA Alignment Committee meeting. He happily reported that both the Communications Plan and the video scripts were approved. He also shared how impressed the WIOA Alignment Group was with the Communications Committee's work. There was a quick discussion about the report-outs from other committees. Our committee will have the opportunity to read/review what all other committees are doing on their report-out forms so that we are not only aware but can share any important information to our target audiences.

- b. **Branding: The Benchmarks of Success Initiative does not have a visual identifier. In order for the Benchmarks to be more marketable and mainstream, a logo or brand must be created.**
- The group then switched gears to focus on the *Benchmark of Success* draft logos. Committee member Vanessa Boston designed four logos for the group to review and “vote” on. The group shared their thoughts and a final decision will be made on June 8. Katherine raised the question of, “Does the logos have to be vetted through the Governor’s Office?” Rich replied, “Not that we are aware of” and he shared the approval path that was decided for this initiative.
- c. **The State Revised Plan: Defining a universal title that describes the new plan that is plainly recognized by all audiences and is consistently used/referred to in all of our publications/videos/presentations, etc.**
- During the WIOA Alignment Committee meeting, attendees discussed the need for a consistent way in which to refer to the revised State Plan. The Committee decided on “The Maryland State Workforce Plan” or “The State Workforce Plan,” and all collateral moving forward will reflect this “branding.”

### III. New Business

- a. **Introductory Video: June 7 (during the Executive Steering Committee meeting time slot – 2:15-3:15 p.m.)**
- Rough Cut Deadline: June 13, 2018**
  - Fine Cut Deadline: June 18, 2018**
  - Final Cut Deadline: June 22, 2018**
- Rich briefly explained that he, Brittney, Susan, and Vanessa met with Phallon Beckham (Enoch Pratt) and David Walton (MDOT) to tour the filming venue (MDOT Headquarters in Hanover) for the production of the first Benchmarks introductory video. During this meeting, room details, space, b-roll, graphics, and timeframes were discussed. Rich explained that the introductory video will be approximately 60-90 seconds. Brittney and Susan will arrive early at MDOT on June 7 to work with the crew and handle any last min details. Rich thanked all committee members for their hard work on developing all of the video scripts and for sharing great ideas to make this happen.
- b. **Collateral: Collateral is intended to be distributed, statewide, to our libraries, AJC’s, and other targeted audiences detailed in the Communications Plan.**

***Example: Benchmarks of Success – One Pager***

**Front Page: Benchmarks Branding/Logo (*not developed*)**

- **List of the 5 Goals of the Benchmarks**
- **Briefing synopsis/history behind the initiative**
- **Website address, Social Media Links, Hash Tags #BENCHMARKS**

**Back Page:**

- **Core Partners**
- **Map of the 12 Workforce Development Regions??**
- **MWE??**

- Rich opened the floor to all committee members for an open discussion about what types of collateral the group would like to produce. Mary suggested a post card, half-pager, or rack card. She suggested having something smaller may be more appealing for our audience. Katherine mentioned to keep in mind of all the locations to which we would need to provide these publications, e.g., 24 DSS locations, 28 AJCs, public libraries, etc. Susan suggested the creation of a poster reflecting the design of the smaller pub. After some discussion, the group decided that we should focus on creating a rack card, a poster, and a one-pager.
  - Rich then directed the group to discuss the collateral content. Katherine noted to include where our audience could get more information and to ensure the collateral explains WHY the audience should care. She also suggested to highlight the main opportunities. Rich suggested that the webpage be present on all collateral as well as a QR Code. Katherine suggested we work with OIT to have the URL shortened because it is more appealing for outreach materials. Susan will follow up with OIT regarding this task. Eric noted to add success stories and have a link for the audience to view more success stories. Mary noted to add quotes from jobseekers and other entities. Some additional ideas about content included the following:
    - Logos of all partners
    - History of Benchmarks of Success
    - Explanation of Titles I, II, etc.
    - Where to go for more information
  - The group chatted a bit about developing a hashtag. Some ideas given were #puttingMDtowork, #MDWorkforceBenchmarks, etc. The group decided on the hashtag **#puttingMDtowork** and the tagline **Putting Maryland to Work**. A Committee member looked up the hashtag and indicated that it was not currently in use, so we can use this hashtag and tagline in our collateral moving forward.
- c. **Newsletter: Develop/identify content for the monthly lead story in advance of each publication. Include information from the report-outs to keep everyone updated. Must develop a list of stories that are strategic to the overall Benchmark Goals.**
- The group decided that we would plan for newsletter submissions from now until December. The monthly newsletter will be tailored to the Benchmarks of Success and the Communication’s Plan. It will also include a lead story, sub-story, and have links to resources. A synopsis of each committee’s “Report-Outs” will be included as well. Stories should be a maximum of 200 in length so as to keep the attention of the reader. Brittney will send out a Google Excel doc so that the group can start to decide in which month they would like to provide the lead story.

The meeting adjourned shortly after 2:30 p.m.; Rich thanked all attendees for participating in this meeting and important initiative.

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### Action Items

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- Brittney will send out Benchmark of Success
  - Logos to the committee for a vote due on **June 8**,
  - “Roadshow” PowerPoint, and
  - Meeting minutes.

- Brittney will create two [Google Docs](#) – one for collateral and one for the newsletter. By **June 13**, committee members should populate both documents, e.g., for the newsletter: content for and which agency will handle the lead story.
- Rich will talk to Theresa Blaner about social media hashtags, i.e., where they are linked and to what accounts.
- Susan will contact OIT to obtain a condensed URL for the Benchmarks web page.
- Susan, Rich, and Brittney will complete the Committee’s “Report-Out” form for the WIOA Alignment Committee’s June meeting.
- Vanessa is working on the Benchmarks web page redesign and the newsletter template (the newsletter will be distributed via Granicus).