**Communications Committee Meeting**

Thursday, November 18, 2021, 10:00 – 11:00 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley,Susan Kaliush, Molly Mesnard, Katherine Morris, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Overview of Committee Activities, Newsletter Analytics, Status Updates on November/December Topic Outline, Proposed Survey Questions

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting. | |
| 1. **Old Business** |  |
| WIOA Alignment Group (WAG) Updates  Committee Co-Chair Kim Schultz asked the WAG for their preference regarding the committee moving from a monthly to a quarterly newsletter schedule. The surprisingly extended discussion on the topic drew a general consensus that the monthly schedule is the preference. WAG members suggested that the committee survey readers to get feedback on: how often frontline staff read the publication; which features they find most valuable; what features they would like to see in future issues; and, whether *they* think a quarterly, versus monthly schedule would be good.  WAG members encouraged the committee to reach out to local area One-Stop Operators (OSOs) to encourage frontline staff to respond to the survey. Following the meeting, LiLi contacted multiple Labor staff to locate a statewide list of OSOs, but nobody had such a list. LiLi subsequently reached out to the local areas individually and has compiled a list with contact information.  Chief Learning Officer John Feaster agreed to share the list of emails he regularly updates for the HUB to help expand newsletter readership. Some WAG members recommended that new readers be automatically subscribed, as opposed to having readers opt in voluntarily. We are awaiting final approval from Labor leadership before moving forward.  Other news from WAG:   * The Policy Committee is developing a policy recommendations report it plans to present at the February 2022 WAG meeting. The report will focus on how service delivery was modified during the pandemic and which changes merit keeping as best practices. * The Professional Development and Technical Assistance Committee is working on Module 5 of the *Benchmarks of Success* eLearning series. * Going forward, John Feaster will provide WAG with a breakdown of completion percentages for HUB training modules by partner agency and Title II institution. | |
| Analytics  Issue #30 of the newsletter was released on October 26, 2021, right on schedule. The open rate was 9%. | |
| 1. **New Business** |  |
| Status Updates on November/December Newsletter  About a third of the stories are complete. The group discussed various angles on Department of Human Services (DHS) story ideas and decided to focus on the new DHS website for foster youth as well as an interview of a DHS customer hired by the agency. The committee agreed to retire the  *Accessibilities Tip of the Month* section now that we have used all of the content from the manual that was the resource for this feature.  Proposed Survey Questions  The committee reviewed the proposed survey questions together and provided feedback, which LiLi integrated during the discussion. | |
| Proposed January Newsletter Topics  The committee agreed on focusing on older worker services and programs as well as programs around the state to help jobseekers gain increased access to technology and/or find non-technology-based strategies for exploring employment opportunities.  December Meeting  The Committee agreed not to hold a December meeting but will instead correspond via emails, if necessary. | |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the November/December newsletter and prepare a January topic outline based on the group discussion for WAG to review at its November meeting. * Katherine will deliver content to LiLi for the November/December newsletter on or before November 19, 2021. * LiLi will reach out to Labor’s Disability and Youth Services Coordinator to share information on the new Foster Youth website recently rolled out by the Department of Human Services. * Susan and Kim will present on committee activities at the WAG’s November meeting. * LiLi will send the Committee a proposed schedule of 2022 meetings and newsletter release dates. | |