**Communications Committee Meeting**

Thursday, September 14, 2023

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Susan Kaliush, Laura Ostrowski, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on September Newsletter Articles, Analytics for the August Issue

1. **Opening**

Committee Chair Susan Kaliush opened the meeting and welcomed committee members.

1. **Old Business**

Analytics for August Newsletter

We reached 6,291 with the August newsletter and achieved a 40% Unique Open Rate, which continues to be significantly higher than the UOR for this month seen in previous years.

Status Updates on the September Newsletter

The majority of articles for the September newsletter were complete as of the meeting date.

1. **New Business**

Brainstorming Topics for October Newsletter

* Feature Story: October is National Disability Employment Awareness Month.
* Success Story: DORS consumer success story
* Did You Know?:
  + MD DORS Conference
  + Upcoming NAW Awards event and NAW activities
  + National German American Month
  + Adult and Experiential Learning coming in November - CAEL Conference - <https://web.cvent.com/event/483133b9-73d3-4c9a-af51-7e62ae600083/summary?utm_campaign=2023%20Events&utm_medium=email&_hsmi=2&_hsenc=p2ANqtz-8JNTrp4H3AlrfOQ9gD3DuyC200OL4P4nyFpAEsFB5UzQE2VSVOi5lM-6G3tJXPZvhyEio5N4jP1fEQ-DB9Js4UbWkPSw&utm_content=2&utm_source=hs_email>
* Staff Shout-out: Story from DWDAL’s Adult Education and Literacy Services regarding an exemplary College of Southern Maryland Instructor.

1. **Next Steps**

* LiLi will assemble meeting notes and distribute them to the committee.
* LiLi will complete content for the September newsletter and will begin development for October articles.
* Susan will input the September newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on September 26, 2023.
* The Committee’s next meeting is scheduled for October 12, 2023.