**Communications Committee Meeting**

Thursday, October 13, 2022

**Meeting Notes**

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

**Meeting Materials:** Agenda, September (Issue #38) Analytics Report, Status Updates on October Newsletter Articles

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting and welcomed committee members. | |
| 1. **Old Business** |  |
| WIOA Alignment Group Updates  Susan Kaliush updated the committee that the most recent WAG meeting was held on September 26, prior to the release of the September newsletter (Issue #39), which went out on September 29 at 9:17 AM. The unique open rate was 32% as of Tuesday, Oct. 11. Susan noted that Issue #39 focused on the state’s adult education and literacy programming, which allowed us to leverage content the Division of Adult Education and Literacy Services created to celebrate National Adult Education and Literacy week. This included a link to a videorecorded by Secretary Robinson. | |
| 1. **New Business** |  |
| Status Updates on October Newsletter  Committee Coordinator LiLi Taylor reported that most of the articles for the October issue (Issue #40) were complete, at the time of the meeting. Because the issue will feature *National Disability Employment Awareness Month*, Committee CoChair Kim Schultz from the Maryland State Department of Education’s Division of Rehabilitation Services will provide an extra final review of content.  Brainstorming Topics for November/December Newsletter  The group agreed to focus the newsletter content on National Apprenticeship Week (NAW) and the state’s activities in the apprenticeship space, including the annual Apprenticeship award winners, newly selected Apprenticeship Ambassadors, and special events. | |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the October newsletter and prepare the November/December topic outline based on the group discussion for WIOA Alignment Group to review at its October meeting. * All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff. | |