**Communications Committee Meeting**

Thursday, August 11, 2022

**Meeting Notes**

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

**Meeting Materials:** Agenda, June/July (Issue #37) Analytics Report, Status Updates on August Newsletter Articles

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| 1. **Opening**   Committee Chair Susan Kaliush opened the meeting. She welcomed new committee member Adult Education Program Specialist Laura Ostrowski, who will represent the Workforce Innovation and Opportunity Act’s (WIOA’s) Title II program on the committee. Laura works in the Maryland Department of Labor, Division of Workforce Development and Adult Learning, within the Office of Adult Education and Literacy Services, where she is responsible for grant management of the WIOA Title II Consolidated Adult Education and Family Literacy Grant. | |
| 1. **Old Business** |  |
| June/July Newsletter Analytics  The Unique Open Rate for Issue #37 was 17%. The group discussed what the term “unique open rate” actually means. Susan volunteered to follow up with GovDelivery to see if she could get additional clarity. | |
| 1. **New Business** |  |
| Status Updates on August Newsletter  Most of the articles are complete. Michelle Day had proposed a feature on new recruiting and retention strategies for the tight labor market. LiLi reached out to her for some additional content and is waiting to hear back.  Brainstorming Topics for September Newsletter  The group agreed to focus the newsletter content on National Adult Education and Family Literacy Week-related topics. The group also agreed to add a new occasional feature designed to recognize exemplary initiatives/staff. | |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the August newsletter and prepare the September topic outline based on the group discussion for WIOA Alignment Group to review at its August meeting. * Susan will follow up with GovDelivery on analytics terminology. * Katherine and John will follow up with the Department of Human Services Entrepreneur program for potential content. * Molly will reach out to her colleague in the Governor’s Workforce Development Board who works with local Boards to identify new chairs. * All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff. | |