**Communications Committee Meeting**

Thursday, February 9, 2023

**Meeting Notes**

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

**Meeting Materials:** Agenda, Status Updates on January Newsletter Articles, Draft BoS Newsletter Analysis for 2022.

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| 1. **Opening**

Committee Chair Susan Kaliush opened the meeting and welcomed committee members.  |
| 1. **Old Business**
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| Analytics for January NewsletterOf the 6,332 newsletters delivered via the GovDelivery platform, 2,225 were opened by unique users, constituting a 35% unique open rate. This is dramatic jump from the 19% open rate for the previous issue, and is significantly higher than the average open rate for the February issue. This was the first month we added a teaser in the subject line, which appears to have had a big impact. Kudos to committee member Laura Ostrowski for this great idea! January WIOA Alignment Group MeetingSusan provided the WIOA Alignment Group with updates on the committee, including a presentation of the 2022 Newsletter Analysis. The Alignment Group approved the proposed topic for the February newsletter. |
| 1. **New Business**
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| Brainstorming Topics for March NewsletterSince women make up the majority of the human services workforce, the committee agreed to focus the March newsletter on Women’s History Month and workforce issues and programs related to women. |
| 1. **Next Steps**
* LiLi will assemble notes and distribute them to the committee.
* LiLi will complete content for the February newsletter.
* Susan will input the February newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on February 28, 2023.
* LiLi will prepare and submit the monthly report out and the proposed topics for the March newsletter the WIOA Alignment Group to review at their February 27 meeting.
* All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff.
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