**Communications Committee Meeting**

Thursday, May 11, 2023

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Alan Crawley, Susan Kaliush, John Lane, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Status Updates on May Newsletter Articles, Analytics for April Issue

1. **Opening**

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

1. **Old Business**

Analytics for April Newsletter

97% of the 7,004 newsletters that were sent out were delivered via the GovDelivery platform, up from 6,539 in March. We had a 37% unique open rate, which was also an increase from the 34% for March.

Status Updates on the May Newsletter

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

1. **New Business**

Susan shared that the Governor’s office is planning to focus on themes throughout the year. Their summer theme will be “youth,” which goes nicely with our June/July BoS newsletter theme. Susan will share more information as she learns it.

Brainstorming Topics for May Newsletter

The group agreed to repeat the “youth” theme that has been the focus for previous June/July newsletter issues. The group discussed the fact that the Governor is introducing a “year of service” program for Maryland young people. The idea behind the concept is to offer youth transitioning out of high school an opportunity to support their communities, but also for them to explore potential career paths besides a traditional four-year college degree.

1. **Next Steps**
* The committee produces a single newsletter for the months of June and July, so the group will not need to meet in June. The committee will reconvene for a regular meeting on the second Thursday of the month in July.
* LiLi will assemble meeting notes and distribute them to the committee.
* LiLi will complete content for the June/July newsletter.
* Susan will input the June/July newsletter content in the GovDelivery newsletter template. The newsletter is slated to be distributed on July 25, 2023.
* All committee members will regularly track with their organization for potential opportunities to recognize exemplary initiatives/staff.