**Communications Committee Meeting**

Thursday, April 14, 2021, 10:00 – 11:00 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees: Alan Crawley,** John Lane, Katherine Morris, Molly Mesnard, Kim Schultz, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, Overview of Committee Activities, March (Issue #34) Analytics Report, Status Updates on April Newsletter Articles, 2018 – 2022 Newsletter Analysis Report, Survey Report

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| 1. **Opening**

Committee Co-Chair Kimberlee Schultz opened the meeting. |
| 1. **Old Business**
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| WIOA Alignment Group (WAG) Updates |
| The WAG’s most recent meeting was held on March 28. The next meeting will be held on April 25. The Policy and Data and Dashboard committees plan to hold a joint meeting in May to explore the development of a new policy for measurable skills gains. The Professional Development and Technical Assistance committee plans to release the next module in the Benchmarks of Success eLearning series towards the end of May.  |
| 2018 – 2022 Newsletter AnalysisLiLi led the committee through the newsletter analysis and the group provided feedback. The group agreed that the analysis should be presented to the WAG at the April meeting of that group. |
| Survey ResponsesThe free version of Survey Monkey application used for the survey only allowed access to 40 of the 71 responses received. As the group reviewed the questions and responses, it became clear that there were flaws in the survey questions that rendered the results inconclusive. The committee agreed to hold the survey results for the time being and consider conducting another survey in about six months. The group also agreed that more attention will be given to the construction of survey questions for the next attempt, and that we will leverage the survey applications subscription held by the Division of Rehabilitation Services so that we can access a larger pool of responses. |
| 1. **New Business**
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| Status Updates on April NewsletterMost of the articles for the April newsletter were complete. Brainstorming Topics for May NewsletterThe group agreed to focus the newsletter content on community colleges. A new feature was also suggested to highlight activities in local AJCs. |
| 1. **Next Steps**
* LiLi will assemble notes and distribute them to the committee.
* LiLi will complete content for the March newsletter and prepare the April topic outline based on the group discussion for WAG to review at its March end-of-month meeting.
* Susan and Kim will present on committee activities at the WAG’s March meeting.
* LiLi will send out the survey link to members.
* All committee members will reach out to 10 frontline staff to complete the survey.
* LiLi will complete an analysis of newsletter open rates by topic.
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