**Communications Committee Meeting**

Thursday, June 23, 2022, 10:00 – 10:30 AM

**Meeting Notes**

**­­­­­­­­­­­Attendees:** Michelle Day, Molly Mesnard, LiLi Taylor, Emma Wilson

**Meeting Materials:** Agenda, May (Issue #36) Analytics Report, Status Updates on June-July Newsletter Articles

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| 1. **Opening**   Committee Coordinator LiLi Taylor opened the meeting. She welcomed new committee member Michelle Day, the WIOA Title I Director for the Frederick County Workforce Development Area. LiLi noted that Michelle is also leading the [Maryland Workforce Association](https://marylandworkforceassociation.org/), the state’s organization for all of the local Title I programs. In this capacity, Michelle will be a great help in connecting us with the Title I activities across the state.  The committee is also gaining a new committee member from Labor’s Division of Unemployment Insurance, Policy and Communications Director Barbara Bernstein. Barbara was not able to attend today’s meeting, unfortunately. | |
| 1. **Old Business** |  |
| WIOA Alignment Group (WAG) Updates | |
| The WAG didn’t meet in May. The June meeting will take place Monday, June 27. | |
| May Newsletter Analytics  The Unique Open Rate for Issue #36 is currently a very respectable 17%. | |
| 1. **New Business** |  |
| Status Updates on June-July Newsletter  Most of the articles are complete. Michelle offered to share the Youth Services Directory with the Title I Local Area Directors to ensure all information is accurate.  Brainstorming Topics for August Newsletter  The group agreed to focus the newsletter content on business services and the challenges of recruiting in a tight labor market. | |
| 1. **Next Steps**  * LiLi will assemble notes and distribute them to the committee. * LiLi will complete content for the June-July newsletter and prepare the August topic outline based on the group discussion for WAG to review at its June meeting. * Michelle will confirm information in the Youth Services Directory with Local Area Title I Directors and provide LiLi with any feedback she receives. * LiLi will present on committee activities at the WAG’s June meeting. | |