



## COMMUNICATIONS COMMITTEE MEETING

Hyatt Regency Capitol Hill, Washington D.C.  
MEETING ROOM: **Capitol A** (lobby level)

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**THURSDAY | FEBRUARY 16, 2023**

7:30am – 9:00am | **Breakfast** | REGENCY A (ballroom level)

9:00am – 9:30am | **Welcome | Introductions & Ice Breaker | Approval of September 2022 Minutes** | Capitol A

- **Larry Parker**, Committee Chair, *Digital Media Director, North Carolina Department of Commerce, Division of Employment Security*

Thank you to our 2023 Association Year Committee Leadership:

- **Larry Parker (NC)** – Chair
- **Dawn Dovre (SD)** – Vice Chair
- **Diane Watkins (DC)** – Vice Chair-Nominee
- **Chris Cannon (TN)** – Past Chair

View [September 2022 meeting minutes](#)

9:30am – 10:00am | **NASWA Update** | Capitol A

- **Scott B. Sanders**, *NASWA Executive Director*
- **Michelle Marshel**, *NASWA Director of Communications & Events*

10:00am – 10:30am | **District of Columbia Welcome & Showcase** | Capitol A

- **Diane Watkins**, *Committee Vice Chair-Nominee and Director of Communications, District of Columbia Department of Employment Services*

10:30am – 10:45am | **Break** | REGENCY A (ballroom level)

10:45am – 11:30am | **Update on State Equity Grants & Tiger Team Projects Focused on Behavioral Insights & Plain Language** | Capitol A

- **Sara Hall Phillips**, *Director, Behavioral Insights, NASWA*
- **Grace Johnson**, *Marketing and Communications Specialist, Nebraska Department of Labor*
- **Larry Parker**, *Committee Chair, Digital Media Director, North Carolina Department of Commerce, Division of Employment Security*

Noon – 1:00pm | **Hosted Lunch**

| REGENCY A (ballroom level)

**1) Strategic Messaging**

- Strategic communications planning with owned, earned and paid media | Cher Haavind (CO) and Jessica Smith (CO)
- KDOL Employee Journey: addressing staffing shortages | Becky Shaffer (KS)
- Defining a company culture...even in Government | Tom Wright (NJ)

**2) Internal Communications**

- Internal communications | Chris Cannon (TN)
- Guiding Principles | Dawn Dovre (SD)

**3) Technology Solutions**

- Tax modernization project | Laura Leonard (NC)

**4) Outreach Campaigns**

- Wrap-up of ad buy/ job fair collaborative with Fox6 | Tara Hutchison (AL)
- Joint campaign with Dept. of Education to promote CTE programs | Sara Elmesiri (MI)

**5) Employer Engagement**

- Reverse WIOA Referrals | Dawn Dovre (SD)

**6) Labor Market Information Initiatives**

- Workforce Speaking Points for Field Staff | Dawn Dovre (SD)
- LMI career resources/publications (STEM, H3, career ladder) | Grace Johnson (NE)
- Labor Force Participation Task Force | Dorothy Weaver (SC)

**7) Web/Digital Innovations**

- Targeted mobile campaign & paid social media campaigns (employers) | Dorothy Weaver (SC)

3:00pm – 3:15pm | **Break**

| REGENCY A (ballroom level)

All committee members are invited to meet in the lobby lounge to network.

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## FRIDAY | FEBRUARY 17, 2023

7:30am – 8:30am | **Breakfast**

| REGENCY A (ballroom level)

9:00am – 9:05am | **Welcome**

| Capitol A

- **Chair, Larry Parker (NC)**

9:05am – 9:50am | **State of the Labor Market: LinkedIn**

- **Dr. Rand Ghayad**, Head of Economics & Global Labor Markets, LinkedIn

Don't miss this presentation by Dr. Ghayad who will discuss a macro-outlook: where we are, what we see right now, and where we are going; labor market development through the LinkedIn lens: hiring, quits, layoffs, tightness, and migration; and the future of work: a shift to skills-based hiring.



*Rand Ghayad is the Head of Economics and Global Labor Markets at LinkedIn. He is also a faculty member at Harvard University where he teaches courses in economics and public policy. Prior to joining LinkedIn, he worked at the International Monetary Fund, where he advised governments and sovereign states on macroeconomic and labor market reforms, including job creation, unemployment, and inequality issues. Dr. Ghayad began his career as an economist at the Brookings Institution. He has also held various positions at the Federal Reserve Bank, International Labor Organization, and MIT. He holds a PhD in Economics from Northeastern University.*

9:50am – 10:15am | **Recession planning outreach**

10:15am – 10:30am | **Break**

| REGENCY A (ballroom level)

10:30am – 10:45am | **Workgroup Updates**

| Capitol A

- **OUTREACH WORKGROUP: UPDATE**  
*LEAD: Thomas Wright, Public Information Officer, New Jersey Department of Labor and Workforce Development*
- **ONBOARDING WORKGROUP: Update**  
*LEAD: Larry Parker, Committee Vice Chair and Digital Media Director, North Carolina Department of Commerce*
- **RESOURCES WORKGROUP: Communications Committee Teams Site**  
*LEAD: Dawn Dovre, Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation*

10:45am – 11:30am | **Peer-to-Peer Discussion**

Rapid, roundtable discussion of the hot-button topics in each state communications office

11:30am | **Adjournment**

**HYATT MAPS**

