



COMMUNICATIONS COMMITTEE MEETING

Hyatt Regency Minneapolis

MEETING ROOM: **Boundary Waters A/B** (4th floor)

***New: name badges will be required to attend the meeting**

You can pick up your name badge at the Hospitality Desk in the foyer during the reception on Wednesday & breakfast on Thursday (or in the committee room at 9:00am Thursday)

WEDNESDAY | JUNE 7, 2023

5:00pm – 6:00pm | **Meet & Greet Reception** for all Committees | Boundary Waters Foyer (4th Floor)

THURSDAY | JUNE 8, 2023

7:30am – 9:00am | **Breakfast** | Boundary Waters A/B (buffet in foyer)

9:00am – 9:30am | **Welcome, Introductions & Ice Breaker, Approval of February 2023 Minutes** | Boundary Waters A/B (4th floor)

- **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 Dove (SD)** – Vice Chair
- **Diane Watkins (DC)** – Vice Chair-Nominee
- **Chris Cannon (TN)** – Past Chair

View [February 2023 Minutes](#)

9:30am – 10:00am | **NASWA Updates & Committee Business**

- **Scott B. Sanders**, *NASWA President and CEO*

10:00am – 10:15am | **Committee Business**

State of the Workforce Report

In-person meetings schedule AY2024 and future years

- **Michelle Marshel** (NASWA)

10:15am – 10:30am | **Break**

| Boundary Waters Foyer

10:30am – 11:15am (CT) | Overview of U.S. Department of Labor “Yes, WIOA Can” initiative

- **Kim Vitelli**, Administrator, Office of Workforce Investment, Employment and Training Administration, U.S. Department of Labor
- **Robin Fernkas**, Deputy Administrator, Office of Workforce Investment, Employment and Training Administration, U.S. Department of Labor
- **Caroline Chen**, Analyst, Office of Workforce Investment, Employment and Training Administration, U.S. Department of Labor

11:15am – 12:00pm | Host State Welcome & Showcase

The Host State agency will welcome everyone and share their workforce efforts: Internal & External Communications | **Minnesota Department of Employment and Economic Development (DEED)**

- **Alicia Cordes-Mayo**, Communications Director
- **Rita Beatty**, Communications Project Manager

12:00pm – 1:00pm | **Hosted Lunch**

| Buffet will be in the foyer – eating in the room

1:00pm – 2:30pm | Social Media Best Practices from GSMCON 2023 & State Practices

Larry Parker, Chris Cannon, and Greg Mette participated in the Government Social Media Conference 2023 this year and are bringing back some of the information they learned at the conference.

- **Larry Parker (SC)** - Chair
- **Chris Cannon (TN)** – Past Chair
- **Greg Mette (NASWA)**

Other State Practices in Social Media:

- YouTube video production for youth Learn and Earn program and Trade program | **Grace Johnson (NE)**
- Social media tips, trick and campaigns | **Becky Schaffer (KS)**
- Social media tips, trick and campaigns | **Erin Turbit (WY) & Tricia Mansfield (WY)**

2:30pm – 3:15pm | Policy and Legislative Issues & SUMMIT breakout session topics

A. Policy & Legislative Issues

B. SUMMIT Breakout Session Ideas:

- **LMI Resources & Outreach** - collaborative topic (shared with WLMI committee/Comms committee staffers)
Examples – *Notes from Feb meeting & Winter Workforce Innovation Award Nominations:*

1. Grace Johnson (NE) – LMI career resources/publications; periodic table of STEM careers; Career area videos
2. Becky Schaffer (KS) – Revamp of the LMI system and communications outreach

LMI Award Nominations:

3. MI - [Career Pathfinder Tool](#) - Michigan Department of Labor & Economic Opportunity | [Michigan Registered Apprenticeship Dashboard](#) - Michigan Department of Technology, Management, and Budget, Bureau of Labor Market Information and Strategic Initiatives
4. TN - [Labor Force Participation Rate Team and Dashboard](#) - Tennessee Department of Labor & Workforce Development

- **Addressing Staffing Shortages** – collaborative topic

Examples - Notes from Feb meeting:

1. Becky Schaffer (KS) – Employee Journey
2. Tom Wright (NJ) – Defining a company culture
3. Chris Cannon (TN) – Creating an employee/work culture
4. Dawn Dovre (SD) – Guiding principles for a supportive workplace

- **Other:**

3:15pm – 3:30pm | **Break**

| Boundary Watters Foyer

3:30pm – 5:00pm | Local Workforce Center Branding Discussion

This discussion will focus on the challenges and solutions for branding and consistent messaging and include information on states that are operating in-person and virtually and highlight virtual services that have grown as a result of the pandemic and tightened budgets.

- Branding for Michigan American Job Centers | **Elyse Walter (MI)**
- Re-branding and messaging for Alabama Career Centers | **Tara Hutchison (AL)**

6:00pm | Committee members meet in hotel lobby for networking and dinner

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FRIDAY | JUNE 9, 2023

7:30am – 9:00am | **Breakfast**

| Buffet in foyer – eating in room

9:00am – 9:15am | Welcome

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

9:15 – 10:15pm | Apprenticeships Outreach Showcase

This showcase will include examples of what states are planning or have rolled out for outreach campaigns on apprenticeships.

- “Start Today SD” apprenticeship program | **Dawn Dovre (SD)** – Vice Chair
- DC apprenticeship outreach | **Diane Watkins (DC)** – Vice Chair-Nominee
- MA apprenticeship outreach | **Nick Ruggiero (MA)**
- CO apprenticeship outreach | **Cher Haavind (CO)**

10:15am – 10:30am | Workgroup Updates

- **OUTREACH WORKGROUP:** UPDATE
LEAD: Angie Delli-Santi, Communications Director, and 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

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

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

11:15am | Adjournment

Hyatt Regency 4th Floor Map:

