

# MEETING AGENDA

Hilton Burlington Lake Champlain | Burlington, VT  
MEETING ROOM: **Lake Champlain A (Lobby Level)**

**NOTE:** You must have a **name badge** to attend any meetings, sessions and receptions. Pick up your name badge at the Hospitality Desk located in the lobby foyer. See schedule below for times:

View [June 4-6 Schedule of Events](#)

Thank you to our Committee Leadership Team!

## 2024 Comms Leadership Team



**Chair**  
Dawn Dovre (SD)  
dawn.dovre@state.sd.us



**Vice Chair**  
Diane Watkins (DC)  
diane.watkins@dc.gov



**Vice Chair Nominee**  
Becky Shaffer (KS)  
becky.shaffer@ks.gov



**Past Chair**  
Larry Parker (NC)  
larry.parker@commerce.nc.gov

## TUESDAY | JUNE 4, 2024

**5:00pm – 6:00pm | Welcome Reception | Hilton – Room: Adirondack BCD**

## WEDNESDAY | JUNE 5, 2024

7:30am – 9:00am (ET) | **Hosted Breakfast** | **Adirondack BCD**

9:00am – 9:15am (ET) | **Welcome, approve minutes, Ice Breaker, and overview of agenda | Lake Champlain A**

- **Dawn Dovre**, Committee Chair, Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation

Approve Minutes: View [February 2024 Minutes](#)

9:15am – 9:45am (ET) | **NASWA Updates** | Lake Champlain A

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

9:45am – 10:00am (ET) | **Workgroup Updates**

| Lake Champlain A

- **Workgroup & Resources Updates**
  - *Onboarding Workgroup*: **Larry Parker (NC)** – Lead
  - *Outreach Workgroup*: **Becky Shaffer (KS)** – Lead

10:00am – 10:30am (ET) | **New Committee Business**

| Lake Champlain A

- **Dawn Dove**, Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation
  1. Resources Workgroup:
    - Continued engagement in Teams Resources Portal
    - Seek member input on necessary resources
    - Provide states with templates & resources
  2. Other new business

10:30am – 11:00am (ET) | **Host State Spotlight: Vermont Department of Labor** | Lake Champlain A

- **Rachel Dumeny**, Communications and Outreach Coordinator, Office of the Commissioner, Vermont Department of Labor

11:00am – 11:30am (ET) | **Beverage Break**

11:00am – 11:30am (ET) | **Guest Speaker: Update from the NASWA AI Workgroup** | Lake Champlain A

- **Amy Hiltunen**, Director, Workforce IT Support Center, NASWA

11:30am – 12:00pm (ET) | **Crisis Communications Playbooks & Templates** | Lake Champlain A

- *Facilitator*: **Becky Shaffer**, Committee Vice Chair-Nominee; Director, Communications, Kansas Department of Labor

12:00pm – 1:30pm | **Hosted Lunch**

| Adirondack BCD

1:30pm – 3:00pm (ET) | **Sharing State Practices**

| Lake Champlain A

- *Facilitator*: **Dawn Dove**, Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation

All meeting attendees should select a topic below on which to share your practices. Each state will have 5 to 10 minutes to share and *can* use a PPT presentation, website, video or other medium to

share. This sharing of state practices allows the best leveraging of our collective membership to hear works, what doesn't and taking those ideas back home to implement.

## States Sharing Practices:

### Outreach Campaigns

- **Erin Turbitt (WY):** Virtual Velocity: Accelerating Growth with the DWS Virtual Training Series
- **Chriss Barron (WA):** UI Navigators campaign
- **Sara Elmesiri (MI):** GovDelivery best practices (custom sign-ups and topic segmentation)

### Social Media Best Practices

- **Bill Kunstman (HI):** new social media policy
- **Fabian Estrada (AZ):** best practices in social media
- **Chris Cannon (TN):** Social Media Best Practices: Government Social Media Conference 2024 Highlights

### Media Relations

- **Dawn Dove (SD):** Media Relations Tips

### New Technology

- **Tracy Hager (CO):** the pros and pitfalls of implementing AI-based VA technology
- **Lindsay Lindsey (IN):** AI tool: Pivot

### Employee Engagement | Internal Communications

- **Larry Parker, Past Chair (NC):** Internal Communications & employee engagement
- **Chris Barron (WA):** Internal Communications agency survey

3:00pm – 3:15pm | **Beverage Break**

### 3:15pm – 4:00pm (ET) | **Strategic Partnerships for Outreach**

*Creative ways to be involved in multi-agency outreach*

| Lake Champlain A

- *Facilitator:* **Diane Watkins**, Committee Vice Chair; Director, Office of Public Affairs, DC Department of Employment Services

### 4:00pm – 5:00pm (ET) | **State Roundtable Discussion**

| Lake Champlain A

- *Facilitator:* **Dawn Dove**, Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation

Each state attendee will provide their current hot issues. This will include a roundtable discussion involving updates from each state present. Each state will have 5 min. or less for their update.

## THURSDAY | JUNE 6, 2024

7:30am – 9:00am (ET) | **Hosted Breakfast** | Eat in Lake Champlain A, buffets in Foyer

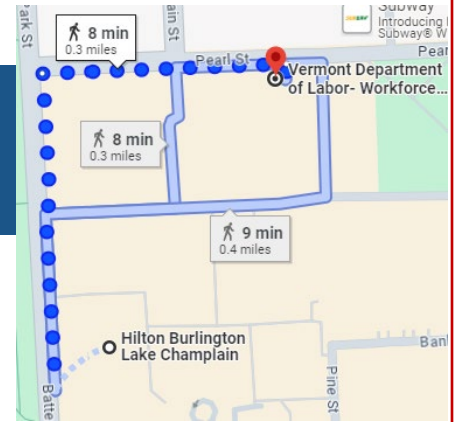
### One-Stop AJC Visit

9:00am – 9:15am (ET) | **Meet in Lake Champlain A room and Travel to One-Stop AJC Burlington**

*\*We will leave at 9:05 AM to travel to the One-Stop*

**9:15am-10:00am (ET) | Visit One-Stop AJC Burlington**  
63 Pearl Street  
Burlington, VT 05401-4331

**10:00am-10:15am (ET) | Travel back to Hilton**



10:15am – 10:30am (ET) | **Beverage Break**

10:30am – 11:15am (ET) | **Continued State Practices** | Lake Champlain A

- **Facilitator: Dawn Dovre (SD)**, Committee Chair

11:15am – 11:30am (ET) | **Wrap-up and Adjournment** | Lake Champlain A

- **Dawn Dovre (SD)**, Committee Chair

## Upcoming Meetings



### Fall Meeting

September 24, 2024  
New Orleans, Louisiana

*If you are around on Thursday evening, join us for:*

## BASEBALL JOB FEST | Thursday, June 6



Vermont Department of Labor & Vermont Lake Monsters partner for job fair

- Hiring event will start at 5:30pm
- First pitch will go out at 6:35pm
- [Buy Tickets](#) (\$10-\$15)

How to get there:

- 8-minute drive
- 38-minute walk

