



COMMUNICATIONS COMMITTEE MEETING

Sheraton, New Orleans, LA

TUESDAY | SEPTEMBER 24, 2024

MEETING ROOM: Maurepas (3rd level)

NOTE: You must have a name badge to attend any meetings, sessions and receptions.

7:30am – 9:00am | **Breakfast** |

Napoleon Ballroom (3rd level)

9:00am – 9:30am | **Welcome, approve minutes, ice breaker and overview of agenda**

- **Dawn Dovre**, Committee Chair, Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation
 1. Overview of Agenda
 2. Ice Breaker
 3. Approve Minutes: View [June Meeting Notes.pdf](#)
 4. Thank you to our 2023-2024 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

9:30am – 9:45am | **NASWA Updates / Committee New Business**

- **Michelle Marshel**, Director of Communications & Events, NASWA (NASWA) – updates on NASWA and committee business

9:45am – 10:15am | **Workgroup Updates**

- **Workgroup & Resources Updates** – Need Members!
 - **Onboarding Workgroup: Larry Parker (NC)** – Lead

- Outreach Workgroup: **Becky Shaffer (KS)** – Lead
 - Resources Workgroup: **Dawn Dove (SD)** – Lead
- Updates on Crisis Communications Templates & Materials

Motion: Propose New Workgroup on AI

Deliverables: 1 – ongoing collection of what state comms offices are doing with AI; 2 – guidelines; 3 – quarterly updates to the committee; 4 - other

10:15am – 10:30am | **Beverage Break**

10:30am – 11:00am | **Host State Welcome & Showcase: Louisiana Workforce Commission**

- **Regine Williams, MBA**, Public Information Director, Office of the Secretary, Louisiana Workforce Commission

11:00am – 12:00pm | **State Roundtable**

- A roundtable discussion involving updates from each state present (5-minute max). Share priorities, successes, challenges, policy & legislative issues, or other hot topics.

12:00pm – 1:30pm | **Hosted Lunch** | Napoleon Ballroom (3rd level)

1:30pm – 2:30pm | **Use Case: AI in Strategic Communications**

- **Diane Watkins**, Director, Office of Public Affairs, DC Department of Employment Services
- **Kevin Burgess**, SLED Leader, eightfold.ai
- **Dan Hopkins**, VP Global Public Sector & Applied AI, eightfold.ai

2:30pm – 3:30pm | **State Roundtable (cont.)**

3:30pm – 3:45pm | **Beverage Break**

3:45pm – 4:15pm | **Election of Vice Chair-Nominee**

- The Vice Chair-Nominee position serves on the Communications Leadership Team for four years, serving as this position for one-year, then moving to Vice Chair, Chair and Past Chair. Each position is for a one-year term. The Leadership Team meets monthly and is charged with oversight and planning for the committee. Candidates:
 - Chris Barron, WA
 - Erin Turbitt, WY
 - Christina Davis, UT

4:15pm – 4:30pm | **Introduction of 2024-2025 Committee Leadership Team & Looking Forward**

- **Diane Watkins**, 2024-2025 Chair, Director, Office of Public Affairs, DC Department of Employment Services

4:30pm – 4:45pm | **2024-2025 Overview & Adjournment**

- **Diane Watkins**, 2024-2025 Chair, Director, Office of Public Affairs, DC Department of Employment Services

Upcoming Meetings

Winter Meeting

February 13, 2025
Washington, DC

Summer Meeting

June 4-5, 2025 *(tentative)*
Location: TBA

Fall Meeting

September 9, 2025
Dallas, TX

SUMMIT dates: Sept 10-11

5:30pm – 7:00pm | **SUMMIT Welcome Reception** | Napoleon Ballroom (3rd level)