



"Being part of NASWA's Communications Committee empowers you to shape and share impactful stories and create connections with your peers on a national stage. Serving on the committee facilitates a valuable exchange of ideas, allowing you to learn from diverse perspectives and gain insights into best practices I'm thankful to have been a part of this committee for numerous years. It has streamlined my work and enhanced the efficiency and effectiveness of my role."



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

## COMMITTEE LEADERSHIP

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

**Becky Shaffer, Vice Chair**  
Communications Director, Kansas  
Department of Labor

**Chris Barron, Vice Chair-Nominee**  
Communications Director,  
Washington State Employment  
Security Department

**Dawn Dove, Past-Chair**  
Deputy Secretary, Director of Policy  
and Public Affairs, South Dakota  
Department of Labor & Regulation

## NASWA STAFF

**Michelle Marshel**  
Director, Communications & Events  
[mmarshel@naswa.org](mailto:mmarshel@naswa.org)

**Lisa Fitz-Coy**  
Communications Specialist  
[lfitz-coy@naswa.org](mailto:lfitz-coy@naswa.org)

## COMMUNICATIONS COMMITTEE

The NASWA Communications Committee serves as a forum for the Communications Directors and staff from the 50 states, three territories, and District of Columbia workforce agencies to increase and enhance communications between NASWA and member states, bring attention to and advocate for the work being undertaken on important workforce and unemployment insurance activities and policies nationally and in the states, and leverage messaging at the state and national levels.

## COMMITTEE OBJECTIVES

**Engage with Members.** Continue to engage all state workforce agency communications staff to strategically leverage communications at both state and national levels.

**Facilitate Committee Workgroups.** Build member engagement in three workgroups: Social Media Outreach; Building Committee Resources; New Member Onboarding.

**Communicate with NASWA Board of Directors.** Provide quarterly updates to the board.

**Share Promising Practices.** Through meetings and calls, participate in informed discussions around the best practices for routine and specific outreach needs and agency initiatives.

**Educate Target Audiences.** Inform Congress, Federal Agencies, White House, Intergovernmental Organization partners, Media, Think Tanks, and other policy makers on the role of NASWA as the voice for state workforce agencies that provides expertise on workforce development policy.

**Collaborate with NASWA Committees.** Engage a strategy of internal communication to ensure NASWA membership and staff understand and actively work to advance NASWA's agenda.

## ENGAGEMENT OPPORTUNITIES

The NASWA Communications Committee holds three in-person meetings each Association Year during the winter, summer, and fall. Each attendee is encouraged to bring a practice to share with the committee.

Engagement opportunities are also available through one of three Workgroups: Onboarding, Outreach, Resources & AI. Please email [naswa@naswa.org](mailto:naswa@naswa.org) to learn more.

To find out more about upcoming meetings, visit the [NASWA website](#).

## MEMBER RESOURCES

There are many resources available to committee members through the [Communications Committee](#) pages on the [NASWA website](#) and our Resources & Chat Portal in Microsoft Teams. This includes presentations from prior meetings on state practices, a member contact list, information from quarterly calls, and more.

For access to the [Communications Committee](#) resource page on the [NASWA website](#) or the Teams channel email [naswa@naswa.org](mailto:naswa@naswa.org).

## JOIN THE COMMITTEE

NASWA Administrators are required to submit an email request to appoint staff to NASWA Committees. Appointments to the NASWA Communications Committee can be emailed to [naswa@naswa.org](mailto:naswa@naswa.org). Please include the appointed staff contact information and specify the NASWA Communications Committee.