



COMMUNICATIONS COMMITTEE MEETING

Hyatt Regency, Washington, D.C.

THURSDAY | FEBRUARY 13, 2025

MEETING ROOM: Thornton (11th Floor)

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

7:30 a.m. – 9:00 a.m. | **Breakfast** | Thornton (11th floor)

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

- **Diane Watkins, Committee Chair**, Director, Office of Public Affairs, DC Department of Employment Services
 1. Overview of Agenda
 2. Ice Breaker
 3. Approve Minutes: View [September Meeting Notes.pdf](#)
 4. Thank you to our 2024-2025 Committee Leadership Team!

2025 Comms Leadership Team



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



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



Vice Chair
Nominee
Chris Barron (WA)
chris.barron@esd.wa.gov



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

9:30 a.m. – 9:45 a.m. | **NASWA Updates**

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

9:45 a.m. – 10:45 a.m. | **Crisis Communications & Resources Review**

Crisis Communications Template discussion

- **Becky Shaffer, Committee Vice-Chair**, Communications Director, Kansas Department of Labor
- **Erin Turbitt**, Communications Lead, Wyoming Department of Workforce Services

Review of resources in Teams portal

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

10:45 a.m. – 11:00 a.m. | **Beverage Break** | Thornton (11th floor)

11:00 a.m. – 12:00 p.m. | **Roundtable Discussion**

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

12:00 p.m. – 1:30 p.m. | **Hosted Lunch** | Thornton (11th floor)

1:30 p.m. – 2:30 p.m. | **Breakout Discussion: Telling Your Agency's Story**

- Introduction and discussion to kick off breakout discussions
 - Facilitator: **Diane Watkins, Committee Chair**, Director, Office of Public Affairs, DC Department of Employment Services
- Small group breakout to discuss strategies for sharing your agency's impact with elected officials and other stakeholders.
 - Internal Communications
 - Employee Engagement
 - Employee Retention / Recruitment
 - External Communications
 - Media Relations/Outreach
 - Business Outreach
 - Legislative Outreach
 - Digital Outreach: Web Development/Social/Graphic/Email
- Small group report out

2:30 p.m. – 3:00 p.m. | **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
 - **AI Workgroup: Patrice Kendrick (TN)** – Lead

3:00 p.m. – 3:15 p.m. | **Beverage Break**

3:15 p.m. – 4:15 p.m. | **Roundtable Discussion continued**

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

4:15 p.m. – 4:45 p.m. | **Strategic Goals Discussion**

- Reviewing strategic goals
 - *Discussion Topic:* Innovations in Communications Awards – to include in Winter Workforce Innovation Awards for AY2026
- Gathering feedback from committee members

4:45 p.m. – 5:00 p.m. | **Wrap-up and Adjournment**

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

Upcoming Association Year 2025 Meetings

Summer Meeting

June 4-5, 2025
Location: Denver, CO

Fall Meeting

September 9, 2025
Dallas, TX
SUMMIT dates: Sept 10-11