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**March 7 - 8, 2019**  
**Gaylord National Harbor Hotel & Convention Center**  
**National Harbor, MD**

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*Draft* **AGENDA**

All Communications Directors and Staff are welcome to attend the meeting.

**THURSDAY | MARCH 7<sup>TH</sup>**

7:30am – 8:30am | **Breakfast**

8:30am – 9:00am | **Welcome & Introductions**

- Janelle Guthrie (WA), Committee Chair

9:00am – 10:30am | **Policy & Legislative Issues Roundtable**

- Integrating new legislative mandates/divisions into workforce agency
- Workforce Collaboration: Workforce vs State as Whole

10:30am – 10:45am | **Break**

10:45am – 11:00am | **NASWA Update**

- Michelle Marshel (NASWA)

11:00am – 12:00pm | **Discussion Topics:**

- Tips for Leadership Transition
- Lessons learned: shutdown - federal employees

12:00pm – 1:30pm | **Hosted Lunch**

1:30pm – 3:15pm | **Best practices in the States**

- 1) Strategic messaging
  - Virtual Asset Alignment - Cory Kelly (IA)

- UI Modernization/Crisis Comms: Before, during, after – Larry Parker(NC)
- 2) Internal communications
  - 1) DWD Insider Newsletter and 2) All-Employee Meeting Series – Bob Birge (IN)
- 3) Using Innovative Solutions to Change the Game
  - Virtual Job Fairs: Collaborations with other state agencies – Bob Birge (IN)
- 4) Social Media Best Practices
- 5) Transition Planning
- 6) Marketing Campaigns: Best Practices from A-Z
  - Tara Hutchison (AL), Vice Chair Elect
- 7) Employer Engagement: Best Practices
  - Cher Haavind (CO), Past Chair
- 8) Labor market information
  - Dawn Dovre (SD), Vice Chair

3:15pm – 3:30 | **Break**

3:30pm – 4:45pm | **Best Practices in the States** (*continued topics above*)

4:45pm - 5:00pm | **State of the Workforce Report: Update**

- Nate McDonald (UT), Committee President Delegate

**FRIDAY | MARCH 8<sup>TH</sup>**

7:30am – 8:30am | **Breakfast**

**Visit to Capitol Hill:** How to best prepare for a Congressional Hearing and other communications questions

- Meet with Congressional Legislative / Policy Staff
- Meet with Congressional Communications Staff

*\*More information will be coming soon on this. It takes approximately 20 minutes to commute from the Gaylord to the Capitol via car.*

