



## COMMUNICATIONS COMMITTEE MEETING

Thursday, December 9, 9:00am – 5:00pm | Friday, December 10, 9:00am – 11:30am

**Austin Hilton, Austin, Texas**  
Meeting Room: Salon A – 4<sup>th</sup> Floor

### AGENDA

All Communications Committee Members and Directors and Staff are welcome to attend the meeting

*\*\*All times noted are Central Time*

#### THURSDAY | DECEMBER 9, 2021

7:30am – 9:00am | **Breakfast**

9:00am – 9:15am | **Welcome & Approval of September Minutes**

- Chris Cannon (TN), Chair

9:15am – 10:15am | **Committee Roundtable Introductions**

- Chris Cannon (TN), Chair

10:15am – 10:45am | **NASWA Update**

- Scott Sanders, NASWA President & CEO

10:45am – 11:00am | **Break**

11:00am – 11:30am | **Host State Agency: Texas Workforce Commission Outreach Efforts**

- Texas Workforce Commission Communications Team

11:30am – 11:45am | **Guest Speaker: Government Social Media Conference**

- GSMCON representative will discuss the March 29 – 31, 2022 conference | [#GSMCON2022](https://www.gsmcon.com/)

12:00pm – 1:00pm | **Hosted Committee Lunch**

1:00pm – 3:15pm | **Sharing Promising Practices**

- Time for Committee members to present on communications topics listed below. This is a time for sharing various practices each state has developed for communicating their programs, initiatives, policies and any other campaigns. Presentations should be 5 min to 10 min. AV will be available to present using PowerPoint, audio or any other media. *Please notify Michelle Marshel, [mmarshel@naswa.org](mailto:mmarshel@naswa.org) if you need audio sound for playing a video, etc. and plan to bring any videos on a usb drive...don't count on internet!*

- 1) STRATEGIC MESSAGING
- 2) INTERNAL COMMUNICATIONS
- 3) TECHNOLOGY SOLUTIONS
- 4) OUTREACH CAMPAIGNS

- 5) EMPLOYER ENGAGEMENT
- 6) LABOR MARKET INFORMATION INITIATIVES
- 7) WEB/DIGITAL INNOVATIONS

3:15pm – 3:30pm | **Break**

3:30pm – 5:00pm | **Sharing Promising Practices (continued)**

- Continued sharing various practices each state has developed for communicating their programs, initiatives, policies, and any other campaigns.

## FRIDAY | DECEMBER 10, 2021

Meeting Room: Salon A – 4<sup>th</sup> Floor

7:30am – 9:00am | **Breakfast**

9:00am – 9:15am | **Welcome**

- Chris Cannon (TN), Chair

9:15am – 9:30am | **Review 2022 Association Year Committee Meetings**

- **Winter Meeting: February 17 – 18, 2022** @ Hyatt Regency Capitol Hill (w/Winter Policy Forum, Feb 16) – Washington, D.C.
- **Summer Meeting: June 8 – 9, 2022** @ Westin Seattle - Seattle, WA
- **Fall Meeting: September 2022** (w/NASWA Summit) - location TBD

9:30am – 9:45am | **NASWA Tools, Products and Services Information Session**

*National Labor Exchange (NLx) and the NLx Research Hub*

- 9:30am – 9:45am | **Charlie Terrell**, NASWA NLx Director

*Google Career Certificates*

- 9:45am – 10:00am | **Lori Adams**, NASWA Veterans Policy Director & NLx Senior Advisor

*UI Integrity Center - and*

- 10:00am – 10:15am | **Evan Littrell**, NASWA Integrity Center Director of State Engagement

*State Information Data Exchange System (SIDES)*

- 10:15am – 10:30am | **Jamie Abbott**, NASWA SIDES Program Manager

10:30am – 11:00am | **Strategic Planning and Discussion**

- Discuss Committee goals and vision for 2022 association year.

11:00am – 11:30am | **Peer-to-Peer Discussion**

- Discussion of the hot-button topics in each state communications office.

11:30am | **Adjournment**