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### AGENDA

1:30 pm – 1:45 pm **Welcome, Roll Call, Approval of Minutes, Ice Breaker**

1:45 pm – 2:00 pm **Committee Business and Updates**

- Michelle Marshel, NASWA

2:00 pm – 3:00 pm **Promising Practices in Labor Market Information (LMI) Outreach**

*Four states will showcase their LMI communications & tools suite during this session. This will provide a fresh perspective on innovative approaches to storytelling with data.*

- **Chris Cannon (Moderator)**, Committee Chair and Assistant Administrator of Communications, Tennessee Department of Labor and Workforce Development
- **Angela Berland**, LMIS Director & **Becky Shaffer**, Communications Director, Kansas Department of Labor
- **Jessica Cunningham**, Ph.D., Executive Director, Kentucky Center for Statistics & **Holly Neal**, Chief Information Officer, Kentucky Labor Department
- **Hailey Barrus**, Communications Representative, Michigan Department of Technology, Management and Budget & **Sara Elmesiri**, Communications Representative, Michigan Department of Labor and Economic Opportunity

3:00 pm – 3:10 pm **Break**

3:10 pm – 3:40 pm **Guest Speakers from the U.S. Department of Labor**

*We will hear about initiatives from ETA this coming year and how state workforce agencies can increase collaboration in communications with the department followed by Q&A.*

- **Lenita Jacobs-Simmons**, Deputy Assistant Secretary for ETA, U.S. Department of Labor
- **Richard Cesar**, Director of Intergovernmental Affairs, U.S. Department of Labor

3:40 pm – 4:00 pm **Committee Workgroup Updates**

*The committee will hear updates on workgroups from each lead and provide opportunity for other members to express interest in joining a workgroup.*

- **OUTREACH WORKGROUP:**

**LEAD:** **Angie Deli Santi**, Communications Director, New Jersey Department of Labor and Workforce Development

- Members: Greg Mette-NASWA, Michele Campbell-MA, Jessica Duren-MO, Heidi Saucedo-NV, Sara Elmesiri-MI
- **ONBOARDING WORKGROUP:**
  - LEAD:** Larry Parker, Committee Vice Chair and Government and Public Relations Manager, North Carolina Department of Commerce
  - Members: Brooke Higdon-NASWA, Chris Cannon-TN, Chris Fiore-LA, Tara Hutchison-AL, Holly Neal-KY
- **COMMITTEE RESOURCES WORKGROUP:**
  - LEAD:** Dawn Dovre, Committee Vice Chair Nominee and Director of Policy & Public Affairs, South Dakota Department of Labor and Regulation
  - Members: Michelle Marshel-NASWA, Mackenzie Decker-SD, Kerry McComber-NC, Ellie Banks-MS

4:00 pm – 4:30 pm    **Peer-to-Peer Discussion**

*Committee members will be given time to discuss any hot topic issues facing their communications unit and/or agency with the group.*