



## Committee Meeting

June 8 - 9, 2022

Westin Seattle | Room: Grand 1  
Seattle, Washington

### TUESDAY, JUNE 7<sup>TH</sup>

#### NASWA NETWORKING RECEPTION | 5:00P – 6:00P | GRAND FOYER (4<sup>TH</sup> FLOOR)

You are invited to participate in a reception welcoming all attendees of NASWA committee meetings.

### WEDNESDAY, JUNE 8<sup>TH</sup>

#### MEETING ROOM: GRAND 1 (4<sup>TH</sup> FLOOR)

7:30 – 9:00 am

Hosted Breakfast

Room: Grand 3 (4<sup>th</sup> floor)

9:00 – 9:30 am WELCOME, ROLL CALL, APPROVAL OF MINUTES, ICE BREAKER

ROOM: GRAND 1

- **Chris Cannon**, Committee Chair and *Chief Communications Officer*, Tennessee Department of Labor and Workforce Development

9:30 – 10:15 am

ICYMI: GSMCON22 HIGHLIGHTS

Hear highlights from the 2022 Government Social Media Conference. There are so many takeaways for communicators to utilize from this conference. You are sure to learn a few things!

- **Chris Cannon**, Committee Chair and *Chief Communications Officer*, Tennessee Department of Labor and Workforce Development
- **Dawn Dovre**, Committee Vice Chair-Nominee and *Deputy Secretary*, South Dakota Department of Labor and Regulation

10:15 – 10:30 am Break

10:30 – 11:00 am

STATE SPOTLIGHT: WASHINGTON STATE EMPLOYMENT SECURITY DEPARTMENT

- **Clare DeLong**, *Communications Director*, Washington State ESD

11:00 am – 12:00 pm CYBERSECURITY: WHAT PR & COMMUNICATIONS PROFESSIONALS SHOULD KNOW

- **Guest Speaker: Miguel Penaranda**, *Chief Information Security Officer* – South Dakota Bureau of Information and Telecommunications

12:00 – 1:00 pm

Hosted Lunch

Room: Grand 3 (4<sup>th</sup> floor)

1:00 – 1:45 pm

DEVELOPING OUTREACH ON LEGISLATIVE OVERSIGHT POLICY & PROPOSALS

When legislatures propose and/or enact new policy creating oversight of the state agency, what are some best practices in messaging around this to steer legislators in the right direction and give them the information they need while handling media relations around the issues. This panel will share their examples and provide time for committee members to share their best practices and experiences.

*FACILITATORS & STATE PRACTICES:*

- **Chris Cannon**, *Committee Chair and Chief Communications Officer, Tennessee Department of Labor and Workforce Development*
- **Tara Hutchison**, *Committee Past-Chair and Communications Director, Alabama Department of Labor*

*STATE PRACTICES:*

- **Dianne Bell**, *Communications Director, Mississippi Department of Employment Security*
  - *processes set up to communicate with legislators at regular intervals*
- **Larry Parker**, *Committee Vice Chair and Government and Public Relations Manager, North Carolina Department of Commerce*
  - *works with an Oversight Committee that meets regularly*
- **Dawn Dovre**, *Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation*
  - *proactive process to communicate with legislators at beginning of session*

**1:45 – 2:30 pm Peer-to-Peer Discussion**

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

**2:30 – 2:45 pm Break**

**2:45 – 3:45 pm COMMITTEE WORKGROUP MEETINGS**

*The Workgroups will have time to meet on their deliverables. All attendees are encouraged to attend a workgroup meeting, even if you do not participate on a regular basis.*

- **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: Michelle Marshel (NASWA), Chris Cannon (TN), Chris Fiore (LA), Tara Hutchison (AL), Holly Neal (KY)*
- **RESOURCES WORKGROUP:**  
*LEAD: Dawn Dovre, Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation*
  - *Members: Carrie Yeats (NASWA), Mackenzie Decker (SD), Ellie Banks (MS)*

**4:00 – 5:00 pm JOINT COMMITTEE MEETING WITH TECHNOLOGY COMMITTEE**

*A time to collaborate with our IT agency peers. The committee members will share how IT and Communications partner and collaborate on the messaging for IT projects. What are best processes and best practices that states have developed? What does your IT director need from you when starting a project? What do you need from your IT director? (see separate agenda)*

**5:00 PM ADJOURN FOR THE DAY**

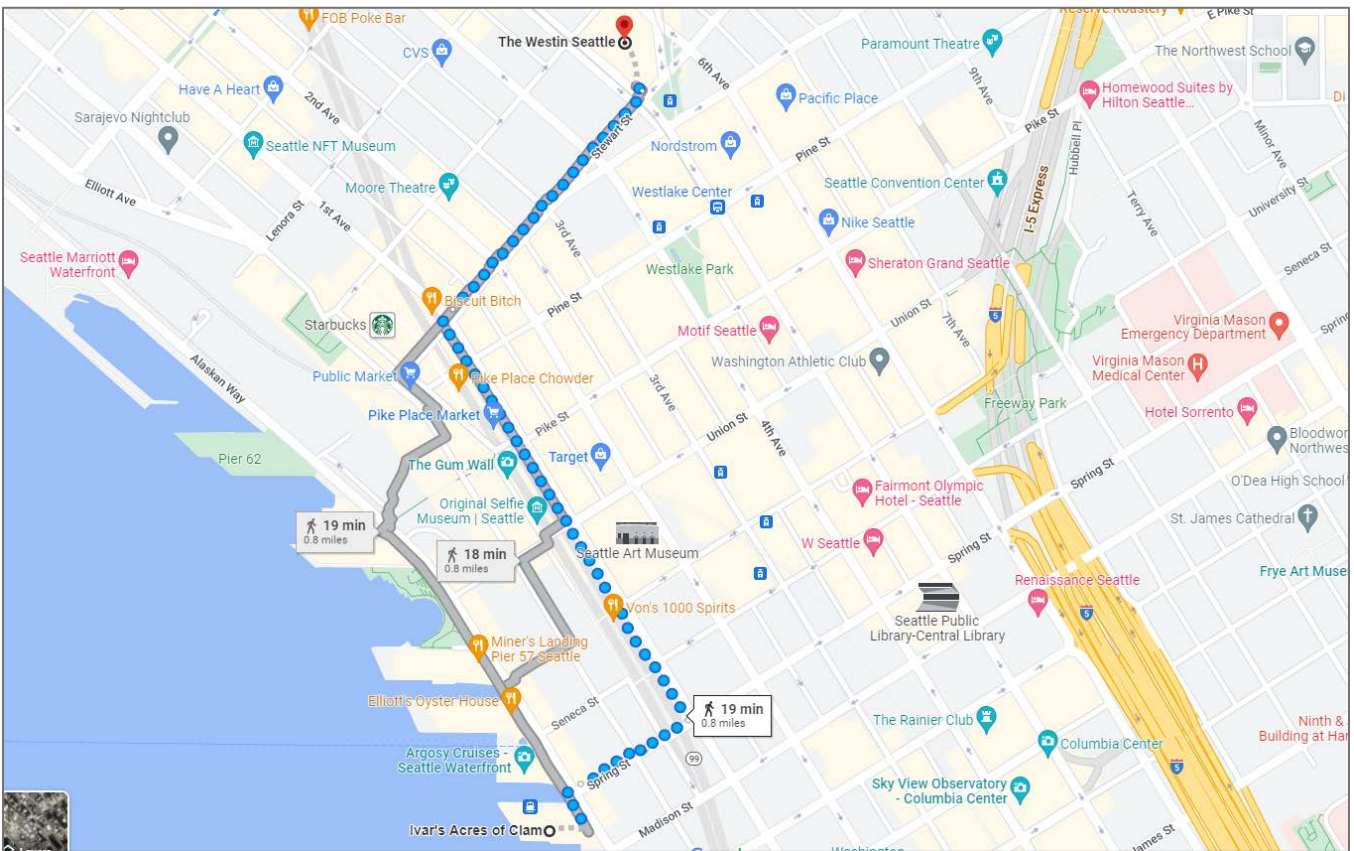
6:00 pm

## GROUP DINNER MEET-UP: *IVARS ACRES OF CLAMS*

We will meet up for drinks, appetizers and/or dinner – you can walk or take an Uber/Lyft. This is not a NASWA sponsored event, but we are hoping everyone will join us for an informal time of networking.

### *Ivars Acres of Clams*

1001 Alaskan Way | Seattle Waterfront



[View Map in html](#)

## THURSDAY, JUNE 9<sup>TH</sup>

MEETING ROOM: **GRAND 1 (4<sup>TH</sup> FLOOR)**

7:30 – 9:00 am

HOSTED BREAKFAST

Room: Grand 3 (4<sup>th</sup> floor)

### 9:00 – 10:00 am Joint Meeting with Administration & Finance and Tech Committees

*\*We will host the joint meeting in our Meeting Room: Grand 1 (4<sup>th</sup> Floor)*

NASWA Update

- **Scott Sanders**, NASWA President and CEO

Washington Legislative & Policy Update

- **John Colbert**, Co-Founder, Capitol Hill Partners

10:00 – 10:15 am

BREAK

### 10:15 – 10:45 am WORKGROUP UPDATES

Updates on current workgroup activities will be provided by each Lead to the committee.

- [Outreach Workgroup](#) – **Angie Deli Santi**, Communications Director, New Jersey Department of Labor and Workforce Development
- [Onboarding Workgroup](#) – **Larry Parker**, Committee Vice Chair and Government and Public Relations Manager, North Carolina Department of Commerce
- [Resources Workgroup](#) – **Dawn Dovre**, Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation

### 10:45 – 11:15 am New Committee Business

- **Chris Cannon**, Committee Chair and Chief Communications Officer, Tennessee Department of Labor and Workforce Development

### 11:15 – 11:30 am WRAP-UP AND ADJOURNMENT

## Registration Open!

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- [NASWA SUMMIT](#) | September 20 – 22, 2022 - Chicago, IL
- [Fall Communications Committee Meeting](#) | September 22 – 23, 2022 - Chicago, IL  
(this meeting is two ½ days)

## Mark Your Calendars!

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- [NASWA Winter Policy Forum](#) | February 14, 2022 – Washington, D.C.
- [Winter Communications Committee Meeting](#) | February 16 – 17, 2023 – Washington, D.C.  
(this meeting is one full day and ½ day)

# Westin Seattle – 4<sup>th</sup> Floor Map

## GRAND LEVEL - FOURTH FLOOR

