

### MONDAY, SEPT. 19<sup>TH</sup>

**MEETING ROOM: CHANCELLOR'S ROOM (3<sup>RD</sup> LEVEL)**

**12:00 pm – 1:30 pm**

**Hosted Lunch**

**Room: Chancellor's Room 3<sup>rd</sup> Level**

**1:30pm – 2:00pm**

**WELCOME, APPROVAL OF MINUTES, ICE BREAKER**

**RM: CHANCELLOR'S (3<sup>RD</sup> LEVEL)**

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

**2:15pm – 2:45pm**

**HOST STATE SPOTLIGHT**

**Speaker: Rebecca Cisco**, Information Strategy Director + Public Information Officer, Illinois Department of Employment Security

**2:45pm – 3:00pm**

**Break**

**3:00pm – 3:45pm**

**WORKGROUP UPDATES**

- **OUTREACH WORKGROUP: UPDATE**  
*LEAD: Thomas Wright*, Public Information Officer, New Jersey Department of Labor and Workforce Development
- **ONBOARDING WORKGROUP: Update**  
*LEAD: Larry Parker*, Committee Vice Chair and Government and Digital Media Director, North Carolina Department of Commerce
- **RESOURCES WORKGROUP – Update & Demonstration of solutions developed**  
*LEAD: Dawn Dovre*, Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation

**3:45pm – 4:30pm**

**Sharing Promising Practices: VIDEO PRODUCTION**

Presenters:

**Tara Hutchison**, Committee Past-Chair and Communications Director, Alabama Department of Labor

**Christian Jones**, Communications Specialist, Alabama Department of Labor

**Larry Parker**, Committee Vice Chair and Government and Digital Media Director, North Carolina Department of Commerce

**4:30pm – 5:00pm**

**Sharing Promising Practices: CRISIS COMMUNICATIONS**

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

- **Holly Neal**, Executive Director, Office of Communications, Kentucky Education and Labor Cabinet
- **Bill Teets**, Communications Director, Ohio Department of Job and Family Services
- **Jessica Duren**, Assistant Commissioner, Office of Communications & Outreach, Missouri Department of Higher Education & Workforce Development
- **Dawn Dovre**, Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation

**5:00 PM**

**ADJOURN FOR THE DAY**

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**TUESDAY, SEPT. 20<sup>TH</sup>**

**MEETING ROOM: CHANCELLOR'S ROOM (3<sup>RD</sup> LEVEL)**

**7:30 – 9:00 am      HOSTED BREAKFAST**

**Room: Chancellor's Room 3<sup>rd</sup> Level**

**9:00am – 9:15am      Welcome Day 2**

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

**9:15am – 9:45am      STATE EQUITY GRANTS AND TIGER TEAM PROJECTS FOCUSED ON BEHAVIORAL INSIGHTS & PLAIN LANGUAGE**

**Speaker: Sara Hall Phillips**, *Project Manager, Behavioral Insights, UI Integrity Center, NASWA*

**9:45am – 10:00am      BREAK**

**10:00am – 10:30am      Selection of Vice Chair-Nominee for the committee**

**JOIN OUR COMMITTEE LEADERSHIP TEAM!**

- *The leadership position of Vice Chair-Nominee 2023 is open! If you are interested in serving, please send an email to Michelle Marshel, [mmarshel@naswa.org](mailto:mmarshel@naswa.org).*
- *Each individual interested in serving will have a few minutes to provide the committee with their comments on why they are interested in this position prior to the selection.*
- *Once all names have been received the committee will vote to select the vice chair-nominee*
- *This position is important to the committee to ensure longevity and sustainability of the committee.*

**About the Communications Committee Leadership:**

*The leadership team meets one time a month (or more if needed). They develop the agendas for the meetings, set direction for the membership, work with NASWA policy staff to select meeting times and dates, set goals for the committee and more. The leadership team is comprised of Chair, Vice Chair, Vice Chair-Nominee, Past Chair, NASWA Board Delegate. Each position serves one-year terms.*

**Overview of the 2023 Vice Chair-Nominee position:**

*The Vice Chair-Nominee position is a part of the leadership team that is essentially a four-year commitment and once selected, serves as vice chair-nominee for the 2023 NASWA association year (Oct 2022 – Sept. 2023).*

- *At the end of the 2023 association year, the name of the vice chair-nominee will be submitted to the NASWA Board Vice Chair on behalf of the Communications Committee to be nominated as the Vice Chair of the Communications Committee for the 2024 association year.*
- *During the 2025 association year, the position will move to be Chair of the Communications Committee and be appointed by the NASWA Board chair as such.*
- *For the 2026 association year, the position will remain in leadership as the Past Chair of the Communications Committee.*

**Introduction of the 2023 Communications Committee Leadership Team**

- Chair - **Larry Parker**, *Digital Media Director, North Carolina Department of Commerce*
- Vice Chair - **Dawn Dovre**, *Committee Vice Chair-Nominee and Deputy Secretary, South Dakota Department of Labor and Regulation*

- Past Chair - **Chris Cannon**, *Chief Communications Officer, Tennessee Department of Labor and Workforce Development*
- Vice Chair Nominee (*newly elected*) –
- Board Chair Delegate -

#### 10:30am – 11:30am **PEER-TO-PEER DISCUSSION**

**Facilitator: Larry Parker**, *Committee Chair and Government and Digital Media Director, North Carolina Department of Commerce*

- **Becky Shaffer**, *Kansas Department of Labor – Employer Onboarding Toolkit*

#### 11:30am **MEETING ADJOURNED**

#### 11:30am – 1:00pm **GRAB & GO BOX LUNCH**

**Room: Chancellor's Room**



### **Communications Track**

#### **Breakout Sessions – Wednesday, Sept. 21**

9:30 am - 10:45 am



Gold Room  
Level 2

##### **Modernizing State UI Systems: State Strategies and Lessons Learned**

After every crisis, whether it be a recession or a pandemic, states are given an opportunity to evaluate their IT systems and business processes. Now, UI IT Modernization projects are moving forward with new perspectives and lessons learned. Panelists will share how their states are ensuring IT systems are prepared for the future with emerging technologies, built with fraud detection and prevention tools, and reconnecting with the customer. Learn how to prepare your state for a modernization project from project inception, communicating with staff and customers, to going live.

**Moderator** | **Lou Ansaldi**, *Technical Director, NASWA*

**Panelists** | **Dante' Bartolomeo**, *Commissioner, Connecticut Department of Labor*  
**Daryle Dudzinski**, *Deputy Commissioner, Connecticut Department of Labor*  
**Renee Royston**, *Modernization Director, Oregon Employment Department*  
**Becky Shaffer**, *Communications Director, Kansas Department of Labor*

11:15 am - 12:30 pm



Ambassador Room  
Level 2

### Customer Connections: Translating UI Into Plain Language

This session will provide information and tips on plain language to help UI agencies revise or create new communications that are easier for UI customers (and staff!) to understand and use. Come hear UI and Communications leaders share their experiences and insights in bringing their communications into plain language. You'll come away with practical information and resources to ease the path from UI-speak into plain language.

**Moderator** | **Melanie Sampson**, *Director, Clear Language Lab Program*

**Panelists** | **Susan Dickinson**, *Deputy Secretary, UC Programs, Pennsylvania Department of Labor & Industry*  
**Paul Martin**, *Administrator, UI Insurance Division, Montana Department of Labor and Industry*  
**Suzan McKechnie**, *Director, Benefits Services, Maine Department of Labor*  
**Jessica Picard**, *Communications Manager, Maine Department of Labor*  
**Dorothy Weaver**, *Director, Communications and Outreach, South Carolina Department of Employment and Workforce*

2:00 pm - 3:15 pm



Embassy Room  
Level 2

### Connecting the Dots: Navigating Legal Issues Arising in Government Use of Social Media

Julie Tappendorf is a local government attorney and author of the book "Social Media & Local Governments: Navigating the New Public Square." She will discuss how to identify and navigate the legal issues that arise in government use of social media, focusing on comment moderation and the First Amendment as well as the potential legal issues when employees and elected officials are on social media. Julie will also provide tips for drafting and enforcing a social media policy.

**Moderator** | **Chris Cannon**, *Chief Communications Officer, Tennessee Department of Labor & Workforce Development*

**Speaker** | **Julie Tappendorf**, *Partner, Ancel Glick*

**BREAKOUT SESSION · WEDNESDAY, SEPT. 21, 2:00 PM**

Connecting the Dots: Navigating legal issues that arise in government use of social media

**Julie Tappendorf**  
Government Attorney

2022 NASWA SUMMIT  
**RECONNECT**  
September 20-22, 2022

## **Plenary Session – Thursday, Sept. 21 | 8:45 a.m.**

### **Tracking Reentry Programs that Signal Success**

With over 11 million open jobs, employers across the country are asking where they can find workers to fill the job vacancies. One possible solution is to look with fresh eyes at a sizable demographic that has been historically excluded from the workforce: justice-involved individuals. This group, which includes an estimated 70 million Americans with arrest or conviction records, face significant barriers to societal reintegration, but state efforts to assist former prisoners reconnect to the workforce have evolved in recent years. Indeed, employment is an important benchmark of reentry, and studies have shown that stable employment for inmates after their release correlates with reduced instances of recidivism. This workshop features several state Employment & Training and Communications Leaders, who will share innovative reentry program initiatives and the outreach strategies for these programs.

#### **Moderator**

**Chris Cannon**, *Chief Communications Officer, Tennessee Department of Labor & Workforce Development*

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#### **Panelists**

**Courtney Arbour**, *Director, Workforce Division, Texas Workforce Commission*

**Chris Cannon**, *Chief Communications Officer, Tennessee Department of Labor & Workforce Development*

**Lloyd Day**, *Director, Office of Workforce Development, Division of Workforce Development and Adult Learning, Maryland Department of Labor*

**Holly McKamey Simoni**, *Administrator of Workforce Programs, Wyoming Department of Workforce Services*

**Christina West**, *Deputy Administrator, Wyoming Department of Workforce Services*

**Deniece Thomas**, *Deputy Commissioner, Tennessee Department of Labor & Workforce Development*

**Mary York**, *Director, Outreach & Employer Initiatives Division, Texas Workforce Commission*

### **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)