



COMMUNICATIONS COMMITTEE MEETING

Westin Bonaventure, Los Angeles
MEETING ROOM: **Silver Lake** (level 2)

Name badges will be available to pick up at the **Hospitality Desk** at the following times:

- Monday, Sept 11 from 3:00 p.m. – 6:00 p.m.
- Tuesday, Sept 12 starting at 7:00 a.m.

TUESDAY | SEPTEMBER 12, 2023

7:30am – 9:00am (PT) | **Breakfast**

| Santa Anita B&C, Beaudry B, and Bernardino Rooms on Level 2

9:00am – 9:30am (PT) | **Welcome, Introductions & Ice Breaker, Approval of Minutes**

| Silver Lake (level 2)

- **Larry Parker**, Committee Chair, *Digital Media Director, North Carolina Department of Commerce, Division of Employment Security*

View June Minutes (**coming soon**)

9:30am – 10:00am (PT) | **NASWA Updates & Committee Business**

- **Michelle Marshal** (NASWA) – updates on NASWA, committee business, overview of SUMMIT
- **Workgroup Updates**
 - **Onboarding Workgroup: Larry Parker (NC)** – Lead
 - **Outreach Workgroup: Angie Delli-Santi (NJ)** – Lead
 - **Resources Workgroup: Dawn Dove (SD)** – Lead

10:00am – 10:30am (PT) | **Welcome & Host State Showcase: California Labor & Workforce Development Agency**

- Erin Hickey, Deputy Secretary of Communications
- Loree Levy, Public Affairs Chief, Employment Development Department

10:30am – 10:45am | **Break**

| Level 2 Foyer

10:45am – 11:45am | Innovations in AI for Communications

- Facilitator: Larry Parker (NC) - facilitator
 - Demonstration: Chris Cannon (TN) – using AI in social media
 - State discussion
 - State challenges

12:00pm – 1:30pm | **Hosted Lunch**

| Santa Anita B&C, Beaudry B,
and Bernardino Rooms on Level 2

1:30pm – 2:30pm | Social Media: New Practices & Accessibility

- Erin Hickey (CA) & Loree Levy (CA)
- Other states

2:30pm – 3:00pm | Policy and Legislative Issues

- Implementation of new programs/outreach (i.e. Paid Family Medical Leave)
- Successful practices in educating and informing the legislature.

3:00pm – 3:15pm | **Break**

| Level 2 Foyer

3:15pm – 4:00pm | Vice Chair-Nominee Election

We need you!

Join the Communications Committee Leadership Team! The Vice Chair-Nominee is a 4-year commitment on the Leadership Team that serves one year in each of the following positions: Vice Chair-Nominee, Vice Chair, Chair and Past Chair of the committee.

The Leadership Team meets once a month and collaborates on setting the agenda for meetings and planning for the association year. This team is important for the continuation and success of the committee.

Nominations:

- **Nominate yourself** – please send Michelle a message indicating you are nominating yourself and why.
- **Others can nominate you** – please send Michelle a message indicating you are nominating someone else and why.
- **In-person nominations** - we will accept in-person nominations at the meeting also.

Thank you to our 2022-2023 Association Year Committee Leadership:

- **Larry Parker (NC)** – Chair
- **Dawn Dove (SD)** – Vice Chair
- **Diane Watkins (DC)** – Vice Chair-Nominee
- **Chris Cannon (TN)** – Past Chair

Introduction of the 2023-2024 Association Year Committee Leadership:

- **Dawn Dovre (SD)** – Chair
- **Diane Watkins (DC)** – Vice Chair
- _____ – Vice Chair-Nominee
- **Larry Parker (NC)** – Past Chair

4:00pm – 5:00pm | **Peer-to-Peer Roundtable Discussion**

This is a roundtable discussion from each state on the hot topics in their communications shop.

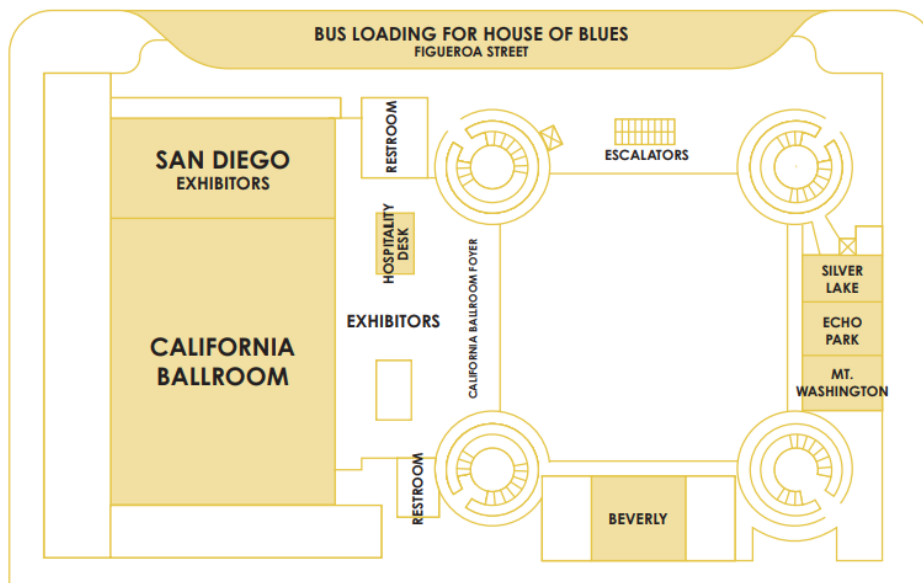
5:30p – 7:00p SUMMIT Welcome Reception (all committees welcome)

Room: **California Ballroom CD**



SUMMIT starts at 9:00am September 13 – California Ballroom (Level 2)

- Breakfast at 8:00a-9:00a in California Ballroom & Foyer (Level)



LEVEL 2