

# MEETING AGENDA

Hilton Burlington Lake Champlain | Burlington, VT  
MEETING ROOM: **Lake Champlain A (Lobby Level)**

**NOTE:** You must have a **name badge** to attend any meetings, sessions and receptions. Pick up your name badge at the Hospitality Desk located in the lobby foyer. See schedule below for times:

View [June 4-6 Schedule of Events](#)

Thank you to our Committee Leadership Team!

### 2024 Comms Leadership Team



**Chair**  
Dawn Dovre (SD)  
dawn.dovre@state.sd.us



**Vice Chair**  
Diane Watkins (DC)  
diane.watkins@dc.gov



**Vice Chair Nominee**  
Becky Shaffer (KS)  
becky.shaffer@ks.gov



**Past Chair**  
Larry Parker (NC)  
larry.parker@commerce.nc.gov

## TUESDAY | JUNE 4, 2024

5:00pm – 6:00pm | **Welcome Reception** / Hilton – Room: **Adirondack BCD**

## WEDNESDAY | JUNE 5, 2024

7:30am – 9:00am (ET) | **Hosted Breakfast** | **Adirondack BCD**

9:00am – 9:15am (ET) | **Welcome, approve minutes, Ice Breaker, and overview of agenda** | Lake Champlain A

- **Dawn Dovre**, Committee Chair, *Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation*

Approve Minutes: View [February 2024 Minutes](#)

9:15am – 9:45am (ET) | **NASWA Updates** | Lake Champlain A

- **Michelle Marshel**, Director of Communications & Events, NASWA

9:45am – 10:00am (ET) | **Workgroup Updates**

| Lake Champlain A

- **Workgroup & Resources Updates**
  - *Onboarding Workgroup*: **Larry Parker (NC)** – Lead
  - *Outreach Workgroup*: **Becky Shaffer (KS)** – Lead

10:00am – 10:30am (ET) | **New Committee Business**

| Lake Champlain A

- **Dawn Dovre**, Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation
  1. Resources Workgroup:
    - Continued engagement in Teams Resources Portal
    - Seek member input on necessary resources
    - Provide states with templates & resources
  2. Other new business

10:30am – 11:00am (ET) | **Host State Spotlight: Vermont Department of Labor** | Lake Champlain A

- **Rachel Dumeny**, Communications and Outreach Coordinator, Office of the Commissioner, Vermont Department of Labor

11:00am – 11:30am (ET) | **Beverage Break**

11:00am – 11:30am (ET) | **Guest Speaker: Update from the NASWA AI Workgroup** | Lake Champlain A

- **Amy Hiltunen**, Director, Workforce IT Support Center, NASWA

11:30am – 12:00pm (ET) | **Crisis Communications Playbooks & Templates** | Lake Champlain A

- *Facilitator*: **Becky Shaffer**, Committee Vice Chair-Nominee; Director, Communications, Kansas Department of Labor

12:00pm – 1:30pm | **Hosted Lunch** | Adirondack BCD

1:30pm – 3:00pm (ET) | **Sharing State Practices**

| Lake Champlain A

- *Facilitator*: **Dawn Dovre**, Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation

All meeting attendees should select a topic below on which to share your practices. You will have 5 to 10 minutes to share and *can* use a PPT presentation, website, video or other medium to share. This

sharing of state practices allows the best leveraging of our collective membership to hear works, what doesn't and taking those ideas back home to implement. **Please plan to participate!**

1. Outreach campaigns
2. Social media best practices
3. New technology
4. Labor market information
5. Media relations
6. Internal communications
7. Employee engagement

Please contact [Michelle](#) to let her know what topic you plan to share.

### States Sharing Practices:

- **Larry Parker, Past Chair (NC):** Internal Communications & employee engagement
- **Dawn Dovre, Chair (SD):** Outreach Campaigns: "Freedom Works Here":
- **Chris Cannon (TN):** Social Media Best practices: Government Social Media Conference 2024 Highlights:
- **Chris Barron (WA):** Internal Communications agency survey

3:00pm – 3:15pm | **Beverage Break**

3:15pm – 4:00pm (ET) | **Strategic Partnerships for Outreach**

*Creative ways to be involved in multi-agency outreach*

| Lake Champlain A

- **Facilitator: Diane Watkins**, Committee Vice Chair; Director, Office of Public Affairs, DC Department of Employment Services

4:00pm – 5:00pm (ET) | **State Roundtable Discussion**

| Lake Champlain A

- **Facilitator: Dawn Dovre**, Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation

Each state attendee will provide their current hot issues. This will include a roundtable discussion involving updates from each state present. Each state will have 5 min. or less for their update.

## THURSDAY | JUNE 6, 2024

7:30am – 9:00am (ET) | **Hosted Breakfast** | Eat in Lake Champlain A, buffets in Foyer

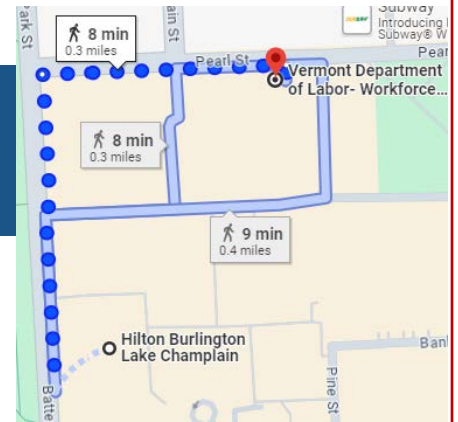
### One-Stop AJC Visit

9:00am – 9:15am (ET) | Meet in Lake Champlain A room and Travel to One-Stop AJC Burlington

*\*We will leave at 9:05 AM to travel to the One-Stop*

**9:15am-10:00am (ET) | Visit One-Stop AJC Burlington**  
63 Pearl Street  
Burlington, VT 05401-4331

**10:00am-10:15am (ET) | Travel back to Hilton**



10:15am – 10:30am (ET) | **Beverage Break**

10:30am – 11:15am (ET) | **Guest Speaker: Heather Pellham** | Lake Champlain A

- **Heather Pellham**, *Commissioner, Vermont Department of Tourism and Marketing* (invited)

Prior to her time in the Commissioner's office of the Department of Tourism and Marketing, Heather served as the Chief Marketing Officer for the State of Vermont and will be sharing information on challenges, opportunities and lessons learned from her time in this role.

11:15am – 11:30am (ET) | **Wrap-up and Adjournment** | Lake Champlain A

- **Dawn Dovre**, *Committee Chair; Deputy Secretary | Director of Policy + Public Affairs, South Dakota Department of Labor and Regulation*

## Upcoming Meetings

**Fall Meeting**  
September 24, 2024  
New Orleans, Louisiana

***If you are around on Thursday evening, join us for:***

## **BASEBALL JOB FEST | Thursday, June 6**



Vermont Department of Labor & Vermont Lake Monsters partner for job fair

- Hiring event will start at 5:30pm
- First pitch will go out at 6:35pm
- [Buy Tickets](#) (\$10-\$15)

How to get there:

- 8-minute drive
- 38-minute walk

