



COMMUNICATIONS COMMITTEE MEETING

THURSDAY | MARCH 20, 2025 | 2:00 p.m. – 3:00 p.m.

[Join on Zoom](#)

Meeting ID: 859 5847 1611

Telephone: +1 646 931 3860 (US Toll) (preferred)

2:00 p.m. – 2:05 p.m. | **Welcome**

- **Diane Watkins, Committee Chair**, Director, Office of Public Affairs, DC Department of Employment Services
 - Overview of Agenda
 - Changes in Leadership

2:05 p.m. – 2:25 p.m. | **Workgroup Updates**

- **Workgroup & Resources Updates** – Need Members!
 - [Onboarding Workgroup](#): **Larry Parker (NC)** – Lead
 - [Outreach Workgroup](#): **Greg Mette, (NASWA)**
 - [AI Workgroup](#): **Patrice Kendrick (TN)** – Lead
 - [Resources Workgroup](#): **Dawn Dove (SD)** – Lead
 - [Review of Resources in Teams Portal](#)

2:25 p.m. – 2:50 p.m. | **Preparing for Crisis Communications: Sharing Crisis Comms Template**

- **Becky Shaffer**, Communications Specialist, NASWA
- **Erin Turbitt**, Communications Lead, Policy, Research & Communications, Wyoming Department of Workforce Services
 - Sharing a detailed template for planning crisis communications and discussing strategies around developing a plan for crisis communications.

2:50 p.m. – 3:00 p.m. | **Open Forum/Q&A**

Upcoming Association Year 2025 Meetings

Summer Meeting

June 4-5, 2025

Location: Denver, CO

Fall Meeting

September 9, 2025

Dallas, TX

SUMMIT dates: Sept 10-11