



COMMUNICATIONS COMMITTEE MEETING

Gaylord National Hotel, National Harbor, MD

NOTE: You must have a name badge to attend any meetings, sessions and receptions.

TUESDAY | FEBRUARY 24, 2026

5:30 p.m. – 7:00 p.m. | **Welcome Reception** | Woodrow Wilson Lobby

THURSDAY | FEBRUARY 26, 2026

MEETING ROOM: Woodrow Wilson D

7:30 a.m. – 9:00 a.m. | **Breakfast** | **Woodrow Wilson A**

9:00 a.m. – 9:30 a.m. | **Agenda Overview, Ice Breaker, and Approval of Minutes**

Chris Barron, Committee Chair, Communications Director, Washington State Employment Security Department

1. Overview of Agenda
2. Ice Breaker
3. Approve Minutes: [View October Meeting Notes](#) | [View September Meeting Notes](#)
4. Thank you to our 2025-2026 Committee Leadership Team:
 - **Chair:** Chris Barron (WA)
 - **Vice Chair:** Jessica Smith (CO)
 - **Vice Chair Nominee:** Jonathan McNair (AL)
 - **Past Chair:** Diane Watkins (DC)

9:30 a.m. – 10:00 a.m. | **NASWA Updates**

Scott B. Sanders, President and CEO, NASWA

10:00 a.m. – 10:45 a.m. | **Insights from State Agency Leadership | Panel**

Explore how communications teams can work effectively with agency leadership to achieve shared goals. State agency leaders will share what they find most helpful from their communications teams, provide examples of agency-coordinated outreach/campaigns that have delivered positive outcomes in the past, and offer practical advice on building alignment and delivering impactful messaging.

- **Chris Barron, Committee Chair**, Communications Director, Washington State Employment Security Department
- **Cami Feek, Board Chair**, Commissioner, Washington State Employment Security Department

10:45 a.m. – 11:00 a.m. | **Beverage Break**

11:00 a.m. – 11:30 a.m. | **Workgroup Updates**

Workgroup & Resources Updates – Need Members!

- [Onboarding Workgroup](#): **Lisa Fitz-Coy (NASWA)**
- [Outreach Workgroup](#): **Erin Turbitt (WY)** – Lead
- [Resources Workgroup](#): **Dawn Dovre (SD)** – Lead
- [AI Workgroup](#): **Patrice Kendrick (TN)** – Lead
- [Award Workgroup](#): **Cher Haavind (CO)** – Lead

11:30 a.m. – 12:00 p.m. | **Refreshing NASWA's Messaging & Website Experience**

NASWA is evolving how it communicates its value to members and stakeholders. This session will provide an inside look at our updated messaging strategy—highlighting what NASWA offers and how we're making it clearer and more impactful. We'll also share progress on the website refresh, designed to improve usability and better showcase resources and services. Join us to learn what's ahead, why it matters, and how these updates will enhance member engagement.

- **Michelle Marshal**, *Senior Director of Communications & Events, NASWA*

12:00 p.m. – 1:30 p.m. | **Hosted Lunch** | **Woodrow Wilson A**

1:30 p.m. – 3:00 p.m. | **Washington, DC Spotlight**

The District is leveraging its sports ecosystem to create opportunities and foster community impact. Learn how coordinated messaging to stakeholders has amplified these efforts, resulting in positive outcomes for businesses, residents, and the local economy.

- **Diane Watkins**, *Committee Past Chair, Director, Office of Public Affairs, DC Department of Employment Services*
- **Benjamin Fritsch**, *Director of Communications, Office of the Deputy Mayor for Planning and Economic Development, District of Columbia*

3:00 p.m. – 3:15 p.m. | **Beverage Break**

3:15 p.m. – 5:00 p.m. | **Excellence in Communications Award Nominations** | **Showcase**

All nominees are invited to share a brief presentation of their award submissions. Bring examples to share in the form of a presentation, links, or handouts. (5-minute max).

Please email your presentation materials to [Lisa Fitz-Coy](#) to be added to the agenda.

FRIDAY | FEBRUARY 27, 2026
MEETING ROOM: Woodrow Wilson D

7:30 a.m. – 8:30 a.m. | **Breakfast** | **Woodrow Wilson B Lobby**

9:00 a.m. – 9:15 a.m. | **Day 2 Welcome**

Chris Barron, Committee Chair, *Communications Director, Washington State Employment Security Department*

9:15 a.m. – 10:00 a.m. | Legislative Discussion

Chris Barron, Committee Chair, *Communications Director, Washington State Employment Security Department*

10:00 a.m. – 10:15 a.m. | Beverage Break

10:15 a.m. – 11:30 a.m. | State Roundtable

Chris Barron, Committee Chair, *Communications Director, Washington State Employment Security Department*

A roundtable discussion involving updates from each state present (5-minute max). Bring examples to share in the form of a presentation, links, or handouts. Choose one of the following questions:

- What areas do you need additional support in?
- What resources, tools, or advice would help make your work more efficient and/or effective?

11:30 a.m. – 12:00 p.m. | Strategic Goals Discussion

Chris Barron, Committee Chair, *Communications Director, Washington State Employment Security Department*

- SUMMIT Communications Breakout Topics
- Virtual Meeting Topics

12:00 p.m. | Wrap-up and Adjournment

Chris Barron, Committee Chair, *Communications Director, Washington State Employment Security Department*

Upcoming Association Year 2026 Meetings

June Board & Committee Meetings

*Administration & Finance Committee
Board of Directors
Employment & Training Committee
Unemployment Insurance Committee*

June 2-4, 2026
Seattle, WA

Fall Communications Committee Meeting

September 15, 2026

Milwaukee, WI

SUMMIT dates: Sept 16-17