



## 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.

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. | **NASWA Services**

Hear highlights on current services NASWA offers to its member agencies at no cost.

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

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

**Diane Watkins, Committee Past Chair**, Director, Office of Public Affairs, DC Department of Employment Services

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.

#### 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

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#### **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