



"In 2023, I was new to the workforce space and immediately saw the value of NASWA's Communications Committee. It helped equip me with resources and best practices that strengthened our outreach. Even more valuable are the connections built with trusted peers across the country, in other states and territories. Participating in the committee is a tremendous way to enhance your agency's communications, build your skills, get great ideas and expand your professional network."



Chris Barron

Communications Director

Washington State
Employment Security
Department
Chair

COMMITTEE LEADERSHIP

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

Jessica Smith, *Vice Chair*
Communications Manager, Colorado
Department of Labor and Employment

Jonathan McNair, *Vice Chair*
Nominee
Communications Specialist, Alabama
Department of Workforce

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

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COMMUNICATIONS COMMITTEE

The NASWA Communications Committee serves as a forum for the Communications Directors and staff from the 50 states, three territories, and District of Columbia workforce agencies to increase and enhance communications between NASWA and member states, bring attention to and advocate for the work being undertaken on important workforce and unemployment insurance activities and policies nationally and in the states, and leverage messaging at the state and national levels.

COMMITTEE OBJECTIVES

Engage with Members. Continue to engage all state workforce agency communications staff to strategically leverage communications at both state and national levels.

Facilitate Committee Workgroups. Build member engagement in three workgroups: Social Media Outreach; Building Committee Resources; New Member Onboarding.

Communicate with NASWA Board of Directors. Provide quarterly updates to the board.

Share Promising Practices. Through meetings and calls, participate in informed discussions around the best practices for routine and specific outreach needs and agency initiatives.

Educate Target Audiences. Inform Congress, Federal Agencies, White House, Intergovernmental Organization partners, Media, Think Tanks, and other policy makers on the role of NASWA as the voice for state workforce agencies that provides expertise on workforce development policy.

Collaborate with NASWA Committees. Engage a strategy of internal communication to ensure NASWA membership and staff understand and actively work to advance NASWA's agenda.

ENGAGEMENT OPPORTUNITIES

The NASWA Communications Committee holds two in-person meetings each Association Year. Each attendee is encouraged to bring a practice to share with the committee.

Engagement opportunities are also available through one of five Workgroups: AI, Awards, Onboarding, Outreach, & Resources. Please email naswa@naswa.org to learn more.

To find out more about upcoming meetings, visit the [NASWA website](#).

MEMBER RESOURCES

There are many resources available to committee members through our Resources & Chat Portal in Microsoft Teams. This includes presentations from prior meetings on state practices, a member contact list, information from quarterly calls, and more.

For access to the [Communications Committee](#) resource page on the [NASWA website](#) or the Teams channel email naswa@naswa.org.

JOIN THE COMMITTEE

NASWA Administrators are required to submit an email request to appoint staff to NASWA Committees. Appointments to the NASWA Communications Committee can be emailed to naswa@naswa.org. Please include the appointed staff contact information and specify the NASWA Communications Committee.