March 7 - 8, 2019
Gaylord National Harbor Hotel & Convention Center
National Harbor, MD

Draft AGENDA

All Communications Directors and Staff are welcome to attend the meeting.

THURSDAY | MARCH 7TH

7:30am – 8:30am | Breakfast

8:30am – 9:00am | Welcome & Introductions
  • Janelle Guthrie (WA), Committee Chair

9:00am – 10:30am | Policy & Legislative Issues Roundtable
  • Integrating new legislative mandates/divisions into workforce agency
  • Workforce Collaboration: Workforce vs State as Whole

10:30am – 10:45am | Break

10:45am – 11:00am | NASWA Update
  • Michelle Marshel (NASWA)

11:00am – 12:00pm | Discussion Topics:
  • Tips for Leadership Transition
  • Lessons learned: shutdown - federal employees

12:00pm – 1:30pm | Hosted Lunch

1:30pm – 3:15pm | Best practices in the States
  1) Strategic messaging
     • Virtual Asset Alignment - Cory Kelly (IA)
• UI Modernization/Crisis Comms: Before, during, after – Larry Parker (NC)

2) Internal communications
• 1) DWD Insider Newsletter and 2) All-Employee Meeting Series – Bob Birge (IN)

3) Using Innovative Solutions to Change the Game
• Virtual Job Fairs: Collaborations with other state agencies – Bob Birge (IN)

4) Social Media Best Practices

5) Transition Planning

6) Marketing Campaigns: Best Practices from A-Z
• Tara Hutchison (AL), Vice Chair Elect

7) Employer Engagement: Best Practices
• Cher Haavind (CO), Past Chair

8) Labor market information
• Dawn Dovre (SD), Vice Chair

3:15pm – 3:30 | Break

3:30pm – 4:45pm | Best Practices in the States (continued topics above)

4:45pm - 5:00pm | State of the Workforce Report: Update
• Nate McDonald (UT), Committee President Delegate

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**FRIDAY | MARCH 8**

7:30am – 8:30am | Breakfast

Visit to Capitol Hill: How to best prepare for a Congressional Hearing and other communications questions

- Meet with Congressional Legislative / Policy Staff
- Meet with Congressional Communications Staff

*More information will be coming soon on this. It takes approximately 20 minutes to commute from the Gaylord to the Capitol via car.*