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

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), Chair

9:00am – 9:30am | Leveraging NASWA’s partnership with LinkedIn on Jobseeker Training

- Guest Speaker: Efrem Bycer, Economic Graph Manager, LinkedIn

Efrem manages a wide array of partnerships with government agencies and government-adjacent groups for LinkedIn’s Economic Graph team. Prior to joining LinkedIn, he led Code for America’s Economic Development team.

9:30am – 10:30am | Policy & Legislative Issues Roundtable

- Integrating new legislative mandates/divisions into workforce agency – Janelle Guthrie (WA), Chair; Cher Haavind (CO), Past Chair
- Workforce Collaboration: Workforce vs State as Whole – Dawn Dovre (SD), Vice Chair, Nate McDonald (UT), Board President Delegate

10:30am – 10:45am | Break

10:45am – 11:45am | Discussion Topics:

- Tips for Leadership Transition – Dawn Dovre (SD), Vice Chair
- Lessons learned: Shutdown - Federal Employees – Tara Hutchison (AL), Vice Chair-Elect

11:45am – 1:00pm | Hosted Lunch
1:00pm – 2:00pm | **How to prepare for a Congressional hearing: Communicating with Congress**

- Guest Speaker: **John Colbert**, Esq., Co-Founder, Capitol Hill Partner

*John specializes in representing national workforce, education and social service programs, as well as individual nonprofits, before Congress, and the Executive branch. His assistance on behalf of clients includes regulatory initiatives, political intelligence, coalition advocacy, as well as communications and grassroots strategy.*

2:00pm – 3:00pm | **Successful practices in the States**

1) Strategic messaging
   - Virtual Asset Alignment - Cory Kelly (IA)
   - UI Modernization/Crisis Comms: Before, during, after – Larry Parker (NC)
   - Changing state agency name – Theresa Blaner (MD)
   - CareerForce rebranding – Shane Delaney (MN)

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)
   - Tennessee Workforce Weekly: weekly workforce videos – Chris Cannon (TN)

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

5) Employer Engagement: Best Practices
   - Cher Haavind (CO), Past Chair
   - Dianne Bell (MS)

6) Labor Market Information Initiatives
   - Dawn Dovre (SD), Vice Chair
   - Grace Johnson (NE)

3:00pm – 3:15 | **Break**

3:15pm – 5:00pm | **Successful Practices in the States (continued topics above)**

6:30pm | **Group dinner @ Public House**

(2 min walk from Gaylord)

199 Fleet Street, National Harbor, MD
**FRIDAY | MARCH 8TH**

7:30am – 8:30am | **Breakfast**

*Note: The Committee meeting will begin at 9:00am today*

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<th>Time</th>
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<tr>
<td>9:00am – 9:15am</td>
<td><strong>NASWA Updates &amp; Need to Know Info</strong></td>
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<td>- Michelle Marshel, NASWA</td>
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<td>9:15am – 9:30am</td>
<td><strong>State of the Workforce Report: Update</strong></td>
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<td>- Nate McDonald (UT), Board President Delegate</td>
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<td>9:30am – 10:00am</td>
<td><strong>Apprenticeship.gov: What is it and how states can leverage it</strong></td>
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<td>- Guest Speaker: Alex Jordan, Information Technology Specialist, Office of Apprenticeship, US Department of Labor (USDOL)</td>
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Alex has served eight years as a federal employee and two prior years as a government contractor, all with the USDOL. He is an expert in wide-ranging subject matter at DOL’s Employment and Training Agency, including international trade analysis, program and data support for the National Emergency Grants system, and as an I.T. specialist and analyst for Registered Apprenticeship.

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<tr>
<td>10:00am – 10:15am</td>
<td><strong>Break</strong></td>
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<td>10:15am – 11:15</td>
<td><strong>Strategic Planning: 2019 Committee Goals, Next Meetings, Leveraging States’ Messaging</strong></td>
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<td>- Facilitator: Communications Committee Leadership Team</td>
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<td>o Janelle Guthrie (WA) Chair, Dawn Dovre (SD) Vice Chair, Tara Hutchison (AL) Vice Chair-Elect, Cher Haavind (CO) Past Chair, Nate McDonald (UT) Board President Delegate</td>
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<td>11:15am – 12:00pm</td>
<td><strong>Peer-to-Peer Discussion</strong></td>
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