

# Communications and Community Relations Committee

## Zoom Meeting

### April 13, 2023

<b>Committee Members Present</b>		
Chairman Danny Burau	Ron Wild	Nicky Harper
Mark Madsen		
<b>Committee Members Absent</b>		
Phil Cornella	Senator Fred Baldwin	Eric Trowbridge
Mayor Matt Hall		
<b>Staff Present</b>		
Jennifer Wilch	Kari Eakins	Nancy Whiting
Tricia Mansfield	Jacob Bustos	Yvonne Adekale
Erin Turbitt	Trevor Mansfield	Michael Moore

**Convene**

Chairman Danny Burau called the meeting to order at 11:02 a.m. Jennifer Wilch called attendance and noted that we did not have a quorum. However, another member joined the meeting after roll call, and formed a quorum.

**October 13, 2022, November 03, 2022, and January 12, 2023 Minutes Review**

**Mark Madsen moved to approve the minutes from October 13, 2022, November 03, 2022, and January 12, 2023. Nicky Harper seconded and the motion carried.**

**DWS Comms Presentation – DWS Staff**

Erin Turbitt and Tricia Mansfield presented Brand Messaging information for the WWDC. Beginning with a summary of WWDC responsibilities, the presentation included information on eight core functions: Benefit payments, Revenue Collections, Employee Career Guidance and Training, Employment and Recruitment, Rehabilitation, Regulatory and Compliance Enforcement, Communication and Education, and Collaboration.

After defining “workforce development system,” they discussed how DWS, the WWDC, and the One Stop Centers work together to support the Wyoming workforce.

Stakeholder Communication avenues include email, social media, press releases, websites, public meetings, and client relations. Especially useful were succinct “Elevator Pitches” (clear, short statements that help to explain what these entities do) for WIOA, WWDC, and the One-Stop Centers.

The presentation concluded with Council Next-Steps—identify target audiences and develop calls to action.

Chairman Burau suggested that this presentation, especially the Elevator Pitches, be made available to the committee members.

Nicky Harper asked if vocational rehabilitation could be added to the Elevator Pitches. Kari Eakins suggested that specific program mentions should come into the Target Audience and the Calls to Action, since multiple programs have very specific target audiences. Nicky Harper pointed out that Title I and III are represented, but not VR, which is Title IV, and that VH brings in a diversity, equity, and accessibility component that is important in WIOA.

#### **Board Software Update – Jennifer Wilch**

Jennifer Wilch told the Committee that the Board Software contract is at the AG’s Office. The AG’s Office sent the contract back to the contractor for approval of AG Office edits in the contract language, and it was returned to the AG’s office after contractor approval. The contract could be signed any day now. She has been assured by OnBoard that the system can be turned on and accessed as soon as the contract is signed.

She asked if anyone would like to be involved in training sessions or software beta testing. ET has volunteered to make training videos and will be our internal technical assistant, even though OnBoard will do that as well. Chairman Burau volunteered for beta testing.

#### **Open Discussion**

Kari Eakins suggested that, since it’s a packed schedule for the May Quarterly meeting, we won’t have a breakout for the committees. However, committee chairs will have the opportunity to provide updates. Kari Eakins suggested that Chairman Burau present the Elevator Pitches for this Committee’s update.

#### **Adjourn**

Ron Wild moved we adjourn. Mark Madsen seconded. Chairman Burau adjourned the meeting at 11:23 p.m.