

Communications

Co-Leads: Michelle Marshel (DWD) and Rick Farrant (Region 3)

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Responsibilities:

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| <ul style="list-style-type: none"> ■ Coordination of communications with FSSA/VR ■ Development of communications guidelines and policy ■ Plans for and implementation timeline for the common one-stop identifier (after Secretary determines) |
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Updates:

1-15-15, First Meeting

- Meeting opened with discussion on supportive role of committees. Nina stressing that the communications group will be the key group in communicating WIOA between agencies, to internal staff and to external groups.
- Branding was discussed. At this point, just waiting to see what the national identifier will be and how federal will direct states to use.
- DWD developing WIOA web site – Work Group will help oversee development
Research other states: Illinois www.illinoisworknet.com; ‘WIOA works’ for Illinois; also look at Arizona
- Discussion of WIOA implementation of aligning interagency policies and more will come when the final regs are published.
Group will review FSSA, DWD and Office of Management and Budget communications, media and branding policies before the next meeting.
- DWD will be updating social media as well as branding guidelines.
- VR update was given on WIOA changes that go into effect and they are trying to determine those specific changes now and will report back to the group.
- Review of VR, eligibility on disability, POS contracts for consumers –employment, education, etc.
Group will receive further information on VR 101.
- Group will have an email distribution list for future communications.

- Next set of meetings: phone, in-person, email? Rick suggested email and phone first and then meet in-person as needed. Tyler suggested a set meeting every month and if we need it, have it, if not, skip that month. Alicia suggested the next meeting to be a webinar to discuss the policies. This was agreed upon.
- Meeting adjourned.

WIOA Communications Work Group Minutes

Feb. 12, 2015 Call-In

1. WIOA website review.
 - a. Some have and some have not reviewed Indiana's WIOA web site. Those that did thought it was straightforward and easy to navigate. Comparable to other states.
2. Review of FSSA, DWD and OMB communications, media and branding policies.
 - a. Committee did not receive the OMB communications. Rick Farrant will follow up on that and send out to the group. Tyson Runkle sent FSSA branding guidelines to Rick. Rick will forward to the group.
3. Vocational Rehab 101 Information.
 - a. Really good information. It was recommended that this PowerPoint be available to all WorkOne staff to review. Acacia proposed that DWD have something produced to give to all VR staff. Kristina Blankenship mentioned that VR is planning to travel the state to talk about VR. Kristina stated DWD and VR have decided to do cross training. The intent is to make sure everyone is on the same page and knowledgeable about each agency.
4. Other states' websites, resource pages.
 - a. Indiana is comparable to other states.
 - b. In addition to Illinois and Arizona, others to look at are California, Massachusetts, Iowa, Kentucky and Maryland. Oregon may be trying to develop a separate website (not sure if it's state-supported or private).
5. Proposed other considerations. After the last meeting, Rick mentioned that a small group met and thought the following might be good things to consider:
 - A process for exchanging draft policies and comment among all the agencies involved. Who should get drafts? Turnaround time? Resolving conflicts?
 - A process for releasing joint policies and other information. Joint letterhead? Other forms of communication?

- A joint website for the entire workforce delivery system; transparency for customers across the board for all partners. Might be best accomplished in two phases, one for information specific to WIOA and then a second, more expansive stage.

6. Proposed subcommittee structure. Initial proposal:

- a. Media communications: Media strategy – initially getting information out about the WIOA transition; determining media strategy beyond that; and establishing consistent media policy.
- b. Internal administration communications: Policy, common and uncommon documents.
- c. Customer communications: All individuals, except employers.
- d. Customer communications: Employers

7. Specific tasks of the committees:

- a. Media: Policies, consistencies between partners, communicating with each other. Who are the contacts? How are we going to get information out? Marketing strategies for customers: website, print, digital?
- b. Internal/External: Branding for consistency. Joint letterhead? Joint signature? Will it come under WorkOne? Think about language and visuals. Print, digital?

The work group eventually suggested that the group focus on specific tasks that can be done now, looking at both internal and external communications and individuals and employers. Following is the adjusted subgroup lineup and tasks:

- **Social/Media Communication: (Lead Acacia) Jennifer Montgomery, Tyson, Kristina**
 - **Look at both agencies' social media and media policies. Make recommendations on integrating policies.**
- **Overall Marketing: (Lead Stephanie Genrich) Rick Farrant, Barb Grimsgard, Alishea Hawkins**
 - **Communication strategy, including media, marketing collateral, branding, etc., with WorkOne as the face of the integrated result.**
- **Web Group: (Lead Joe Frank) Brooklyn Burton**
 - **WIOA website. What can we do to improve Indiana's page?**
- **Interagency internal communication: (Lead Tyson) Need to get a contact from DWD side.**
 - **Process for exchanging information between agencies.**

Next step: Reconvene in 30 days, perhaps via video conference, with subgroup reports.