Employment First **Communications Work Group** **May 13, 2014 Meeting Notes**				
Members Present:				
X	Karen Fraser	X	Rick Langley	X	Denise McCarthy
X	Brad Strause				

Others Present: None

Agenda Item	Discussion	Action to be Taken
May 9th Coalition Meeting Debrief	Gave a quick update of Coalition meeting last Friday. EF work group projection definitions still have not been reviewed and approved by the full Coalition, but all are progressing in identifying and completing tasks. Concerned about the number of surveys and need to be aware of overlapping content and target audiences, which the Communications group can help with. All Coalition members need to be active and timely in their communications about EF Maine. Karen did present the Communications protocol to the Coalition and there was little feedback, but generally a sense of support for it. We'll need to help support it being put into practice. Both at the Coalition meeting and also today by Brad, it's being recommended that we have an alert system that would notify EF stakeholders when there is EF Maine news, such as meeting reminders, minutes, important announcements, etc. Discussed the use of Constant Contact for this purpose and especially help us meet our time commitments for public notice: 30 day advanced meeting notice to all Coalition members. Meeting Reminder notices – 1 week before meeting Posting minutes - 1 week after meeting The subject line could be used to quickly convey the type of notice, such as "EF Maine Legislative Alert" or "EF Maine Meeting Notice."	1. Rick will look to see if he can use his calendar scheduling to set these up on a recurring basis to make it easier to stay on top of. 2. Karen will reschedule the Communications group meetings, so that 2 Tuesdays before an upcoming EF Coalition or Steering Team meeting, we can meet and help develop the agenda. She will connect with Betsy and see if it would work for her to join this meeting, rather than separately with Rick later in the week. Standing agenda item for us will be to 3. Karen will also reschedule our second monthly meeting to fall on the Tuesday after the Friday Coalition or Steering meeting to help review and ready the Friday meeting minutes for posting. 4. We will give this a try for the next several months and then re-visit for effectiveness,

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	We also discussed how the Communications group can better support Rick and Betsy in developing the Coalition and Steering Team meeting agendas and posting minutes. We agreed to adjust our meeting schedule for better timing around the meetings to that end.	
EF Web Site	It appears that the access problem through Internet Explorer may be resolved, but a little follow-up is still needed. We also discussed web content that is still missing or needs to be updated, including all the minutes from the Communications meetings; good progress has been made overall. Karen also shared a suggestion that she had about the layout of the work group pages to include a brief description about the group's charge at the top and to also remove the blank templates. Rick noted that membership is also still needed.	1. Brad will check to see if he is able to get through IE. 2. Rick will continue to work on getting all the content current and exploring what further enhancements can be made to improve user experience.
Communications Plan Development	Karen provided a few examples and some information on developing a comprehensive EF Maine Communications plan. Rick was able to join the Vision Quest call for Maine yesterday and asked about examples of communication plans. Although none were identified, one of his take-aways from the discussion was about connecting with allies and not to make assumptions about who they might be. We concluded that there's not likely to be a perfect template for us, but we can create something that is meaningful for EF Maine. Definitely having something that maps out events that we've talked about would be helpful.	1. As time allows, the group will look at the examples that Karen provided, as well as any others that can be identified (maybe some of the other EF states have something to consider?). 2. Karen will work on a beginning format and draft.
Next Meeting	June 3rd at 1:00 pm	Agenda: - Plan Steering Team Meeting agenda - Website development - Communications Plan