

**Employment First
Communications Work Group
March 3, 2015 Meeting Notes**

Members Present:

X	Karen Fraser		X	Rick Langley			Denise McCarthy
X	Brad Strause		X	Kelly Osborn			

Others Present:

Agenda Item	Discussion	Action to be Taken
February 13th Steering Team Meeting Follow-up	<p>The meeting minutes were posted on the website, as well as the EF Summit audience feedback.</p> <p>We looked at the minutes and discussed agenda items for the March Coalition meeting and also what might be helpful in better communicating the Year One Work Plan items in terms of status and progress towards completion. Right now, it's difficult to pull that out quickly and clearly from the various documents on the website.</p>	<ol style="list-style-type: none"> 1. Kelly will send some examples of templates that might be helpful in capturing and sharing the Work Plan Action items. 2. Karen will see if what Betsy compiled for the Year One Work Plan can be organized into one of the templates that Kelly shares or some variation thereof.
Preparation for March 13th Coalition Meeting	<p>Discussed agenda items for the meeting. One thing that we talked about is the earlier plan to have a "Hot Topic" at each meeting and time also for general information sharing from state agencies and other attendees. The last few meetings haven't had much time for this, but from a communications perspective, it is really important to take time to build common knowledge among all of the Coalition members for us to collectively move together on employment being the first and preferred option for people with disabilities in Maine. Discovering Personal Genius, WIOA and ACT teams were a couple examples of topics that might be helpful if kept within the scope of the work that the Coalition has committed to do.</p>	<ol style="list-style-type: none"> 1. Rick will follow-up with Lisa Sturtevant and Rachel Dyer for specifics on what needs to be shared from their groups when the agenda goes out. (I.e. if there is a vote or input needed, we need to allow time as possible for Coalition member to share with the groups they represent.) 2. Rick will also send out the quick list of agenda items to the Communications group and Betsy for feedback before finalizing and sending out notification on Friday, March 6th. 3. Karen will reach out to the Work Group chairs and remind them that their help is needed at the meeting to discuss the audience feedback from the Summit.
Website	<p>The latest draft of the sub-minimum wage bill from the Revisor's office was received on March 2nd and has been posted on the home EF Maine page.</p>	<p>None noted.</p>

Agenda Item	Discussion	Action to be Taken
Sharing Success Stories	We revisited the discussion from the February Steering meeting and some examples of success stories that were identified, but didn't really come to conclusion about how best to capture and share these in a planned messaging approach. We definitely see this being in the Communications scope of work, but content needs to come from other Coalition members.	1. Further discussion is needed, but the regular and targeted sharing of success stories to promote EF Maine could be an action item on the EF Communications work plan.
Communications Plan	While discussing the Sharing of Success Stories, Karen referenced the EF Maine Communications Plan. Although still unfinished, it does identify milestone events, news blasts and stakeholder information dissemination, so maybe they could be further defined in the Plan.	1. The Communications Plan is a work in progress at all times!
Next Meetings	<p>3/13/15 – EF Maine Coalition Meeting</p> <p>3/17/15 – EF Communications Workgroup</p> <p>3/31/15 – EF Communications Workgroup</p> <p>4/10/15 – EF Maine Steering Team Meeting</p>	<p>March 17th Proposed Agenda:</p> <ul style="list-style-type: none"> • De-Brief and Action Items March 13th Coalition Meeting • Web Site • Success Stories • Communications Plan