Employment First
Communications Work Group
June 5, 2014 Meeting Notes

Members Present:

X	Karen Fraser		X	Rick Langley			Denise McCarthy
X	Brad Strause						

Others Present: Betsy Hopkins

Agenda Item	Discussion	Action to be Taken
Planning Steering Team Agenda	Betsy joined the meeting and we worked through a proposed agenda for the EF Steering Committee's meeting on Friday, June 13th, to include the work group report outs; identification of "hot topic" suggestions to bring to the full EF Coalition; planning departmental updates; and housekeeping items, such as membership. The May Coalition meeting minutes have been posted. One recommendation is to standardize the order of the work group report outs, so the presenters can plan accordingly.	1. Rick will send out a meeting reminder. 2. Since Karen will be unable to attend the meeting on the 13th, Rick and Brad will tag team the report out for the Communications work group.
EF Web Site	Progress continues to be made. The site now seems to be working properly for Internet Explorer users. We need to find the final draft of the "elevator speech" and get that posted. Other items still needed are membership lists and work group meeting dates for the calendars.	1. Rick will continue to work on getting all the content current and exploring what further enhancements can be made to improve user experience. 2. He will request ongoing communication from the work group chairs on memberships and meeting dates at the Steering meeting, so that the web site can be updated in a timely manner.
Communications Protocol	Briefly discusses questions that we've gotten from Rachel Dyer and others about the timing of notification and for requesting accommodations.	1. Rick will talk with the EF Steering Team to nail down timelines for posting materials, providing meeting notification, requesting interpreters, etc.
Communications Plan	Karen has sent out an outline of an EF Maine Communications Plan that she's pulled from looking at	1. Communications group members are asked to look at the outline before the next work

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Development	several other examples. It needs to be rounded out and much content added, but we first need to determine if it's headed in the right direction.	group meeting.
General Discussion	We had some general discussion about EF Maine communication that included targeting some milestones for public messaging and also how/when information goes out through the Constant Contact mechanism. As we think about the information that needs to go out to keep EF on everyone's radar screen, distribution lists are key. There may be a need to better target information based upon variables, like EF role, etc. One idea was to establish a "Friend of EF Maine" for people who are very interested in the effort, but are not part of the Coalition or a work group. Brad and Karen have both had success using Excel for this function because it's easily sorted, but Constant Contact may also be able to do something similar.	1. Rick will do a cross check to see if everyone on the Coalition also participates in a work group. 2. He'll also look into Constant Contact capacity to have sub-groups for information messaging.
Next Meeting	June 17th at 1:00 pm	Agenda: - Plan Steering Team Meeting Minutes - Website development - Further discussion about information blasts, such as press releases, e-mails and newsletters - Communications Plan