

## **AGENDA**

**Bay Consortium Workforce Development Board, Inc.  
Communications Committee  
Wednesday, November 6, 2024  
10:00 A.M.**

- I. Call to Order**
- II. Roll Call**
- III. Public Input**
- IV. New Business**
  - A. Communication Plan – Giles Scott, *WIOA Youth Program Influencer***
- V. Old Business**
- VI. Other Topics for discussion**
- VII. Adjournment**

**Bay Consortium Workforce Development Board, Inc.**  
**Communications Committee Meeting Minutes**  
**Wednesday, August 7, 2024**  
**10:00 A.M.**

The Communications Committee met on Wednesday, August 7, 2024, at 10:00 a.m. in person and via Zoom.

**I. Call to Order:** Jackie Davis called the meeting to order at 10:03 a.m.

**II. Roll Call:**

*Communications Committee Attendance*

|                      |                  |
|----------------------|------------------|
| <i>Ramona Wilson</i> | Present          |
| <i>Sara Carroll</i>  | Present          |
| <i>Kyle Allwine</i>  | Present, Virtual |
| <i>Jaclyn Ammons</i> | Absent           |

Also present were Jackie Davis and Giles Scott. There was a physical quorum.

**III. Public Input:** There was no public input.

**IV. New Business**

**A. Chair/Vice Chair:** Ramona Wilson nominated Kyle Allwine to be Chair of the committee and Sara Carroll second that motion. The motion was carried unanimously. Kyle Allwine accepted that position. Kyle Allwine nominated Sara Carroll to be Vice Chair and Ramona Wilson second that motion. The motion was carried unanimously. Sara Carroll accepted the position.

**B. Communication Plan:** Discussed the need to create a communication plan. Research will be done to look at best practices to build from and create a plan by November. Kyle Allwine recommended a Dashboard for communications plan.

**C. BCWDB Virginia Career Works Event Coordination, Branding, and Centralized Promotional Materials Policy:** Jackie Davis described the need for the policy. There are no notable issues, and it was mentioned that branding is in transition at the state level. Sara Carroll made the motion to approve the policy, Ramona Wilson second the motion. The motion was carried unanimously.

**V. Old Business:** There was no old business to be discussed.

**VI. Other Topics for discussion:** There were no topics for discussion.

**VII. Adjournment:** With there being no further business to be discussed, Ramona Wilson made a motion to adjourn the meeting, and Sara Carroll seconded the motion, passing the motion unanimously. Kyle Allwine adjourned the meeting at 10:18 a.m.

Respectfully submitted,  
Giles Scott

## **Communication Plan**

Creating a communication plan for a WIOA Title I program involves ensuring effective information dissemination to various stakeholders, including businesses, job seekers, community organizations, and government agencies. Here's a structured outline for your communication plan:

### **Communication Plan for WIOA Title I**

1. Purpose
  - a. The purpose of the Communication Plan is to bring awareness to the workforce services provided to job seekers and employers throughout LWDA 13, help to foster partnerships, promote job seeker engagement, and business engagement.
2. Target Audiences
  - a. Business: Local employers and industry leaders
  - b. Job seekers: Unemployed and underemployed
  - c. Community Organizations
    - i. Chamber of Commerce organizations
    - ii. Churches and Religious groups
    - iii. Youth Groups and Community Development
  - d. Government Agencies
    - i. Local Government
    - ii. School System
3. Messages
  - a. Benefits of services to business
  - b. Resources available for job seekers
    - i. Training
    - ii. Support services
    - iii. Job search assistance
4. Communication Channels – to share information
  - a. Website – (new website currently under construction)
  - b. Social Media
    - i. Facebook
    - ii. LinkedIn
    - iii. Instagram
    - iv. X (Formerly Twitter)
    - v. TikTok

- c. Newsletters
    - i. Impact Highlights
    - ii. Upcoming events
    - iii. Calendar of events
  - d. Workshops and Events
    - i. Business
    - ii. Job Seeker
    - iii. Career Exploration
  - e. Press Releases
5. Timeline
- a. The process of communicating activities and updates for events
6. Roles and Responsibilities
- a. Content Creation
    - i. Lead creators: Business Services Rep, Youth Program Influencer, Executive Assistant
    - ii. Any staff member with content
    - iii. All staff produced flyers must be approved by Program Manager for compliance.
  - b. Social Media Management
    - i. Youth Program Influencer
  - c. Community Outreach
    - i. One Stop Manager, Youth Program Influencer, Business Services Rep.
  - d. Event Planning
    - i. All staff
    - ii. Team leads determined by event audience
7. Feedback and Evaluation
- a. Create avenues for business, job seekers, schools, youth clubs, etc. to provide feedback.
  - b. Regularly assess the effectiveness of communication efforts to adjust strategies.
  - c. Track engagement metrics
    - i. Website
    - ii. Social media
  - d. Measure the impact

## Conclusion

- Summarize the importance of effective communication in achieving the goals of WIOA Title I and fostering a robust workforce development ecosystem.