WorkSource Brand & Media Group
February 12, 2020 – MEETING NOTES

I. Roll Call

- **Attending:** Mike Robinson, Brian Merculief, Joe Taylor, Julia Maglione, Todd Wurl, Michelle Smith, Anne Buchan, Andrea Hixson, ESD/Curt Wilson
- **Absent**: WDA 2/Vacant, WDA 6/Vacant, WDA4/Joy Emory, WDA11/Tiffany Scott
- **Guests**: n/a
- **Facilitator**: Julia Maglione, **Scribe:** Brian Merculief
- Review Prior meeting notes – accepted

II. Review and Status of Work Plan and Action Items

i. 2020 Workplan status with WWA and Executive Sponsor – Brian

a. Gay reported there was unanimous agreement on the BAM 2020 Work Plan from WWA. BAM 2020 Work Plan approved. WWA had several questions about the prioritization protocols that Gay answered accordingly. Most WWA members had sufficient briefing by their Designees. Michelle asked if we are still committed to 508 standards training (work plan goal 2:a), and Brian said we are, one way or another whether formal training or individual WDA training specific to area services, but no response from sponsor Gay Dubigk yet on potential training options. Michelle mentioned her area is aware of 508 standards, like all areas are, and will make good faith efforts to meet standards, but her area will not be able to meet some standards out of their control (like braille). Michelle also asked about work plan goal 3:a Focus Groups. She suggested the BAM Group create common questions for potential focus groups, realizing areas will also need to ask specific questions related to their services, but wanted to emphasize the need for overview of the WorkSource system as a whole. She also mentioned the need to know how focus groups will be conducted.

   a. **ACTION:** Move Michelle's Work Plan questions forward to March agenda for discussion.

ii. Final status of Rapid Response materials – Brian/Curt/Michelle

a. Curt said final edits have been made and Rapid Response materials have been uploaded to Brand Basecamp along with instruction on how to download and use. Lucid Press contract has been renewed and there is potential to have the Rapid Response materials there also, but not now due to lack of creative resources within ESD. Curt also mentioned there may not be the need to house on Lucid Press because the current files on Brand Basecamp are editable. Group agreed.

   a. **ACTION:** Monitor usage and report any issues.

iii. **Rapid Response Communications Plan - Brian**

a. Brian reported that email was sent to the BAM Group with a form letter attached that announces new Rapid Response materials, how to access them on brand Basecamp and usage requirements. BAM Designees and their Directors (and ESD) will be responsible for communication in their areas. The letter helps us do this in a consistent, brand-approved way. Donna Mack with ESD requested to be copied on individual WDA communications so she can consistently report out to ESD on Rapid Response materials. She also wants to create a WebEx for WDA Rapid Response leads that reviews products and how to access. BAM Group questioned Donna Mack's plans and how ESD communications would playout across the state where individual WDA needs differ. BAM Group also voiced the need to be the lead on Rapid Response communications and review any plans Donna may have. Curt will follow up with Donna Mack and report back to the group. Curt has noticed inconsistent BAM Group name usage and asked for clarification on BAM Group title in regards to communications (WorkSource Brand and Media Group or WWA Brand and Media Group).

a. **ACTION:** Curt to follow up with Donna Mack about ESD RR communications plans. Designees to move forward with individual area communications plan in coordination with their director. Brian to follow up with Gay about BAM Group title.

iv. **Maintain Brand Basecamp Goal 2c – Curt**

a. Curt talked about balancing time and resources when making updates/edits to Brand Basecamp. ESD going through staffing changes. Curt not actually hired as graphic designer, but performing work in order to get jobs done. BAM Group still has concerns about reliability of Curt/ESD being the only resource for WorkSource/Brand Basecamp creative work, and the need for backup or succession plan in case ESD cannot perform these functions. Curt asked that any copy/creative request being submitted be content ready in order for him to execute as fast as possible.

a. **ACTION:** BAM Group submit content ready requests as needed.

v. **Online Design Platform (Lucid Press) Subscription Goal 2d - Curt**

a. Discussed under Final Status of Rapid Response Materials. Lucid Press continues to be a resource for customizing WorkSource marketing materials.

a. **ACTION:** Continue to monitor use of this resource. Evaluate potential overlap with Brand Basecamp.

vi. **Youth Focused Materials Discussion Goal 3b – Mike**

a. Mike presented justification for the need to make youth focused marketing materials a priority based on filtering through Prioritization Criteria/Work Plan (provides market responsive products, emergent opportunities, ongoing needs assessment for specific under-represented audiences, potential customers). He mentioned the need exists around the state. Mike talked about original need for youth focused pop-up banner for outreach. BAM Group also discussed importance of youth focused marketing materials (images and copy) for other mediums. Mike shared samples of his local youth outreach materials. He also talked about the lack of outreach to youth that refers them to WorkSource for guidance on career

pathways/education related to college and more importantly, other options that may help prevent flip-flop lifestyle after high school that delays entry into career. Andrea mentioned need to also create focused materials for other important demographics.

a. **ACTION:** Move discussion forward to next month and start to evaluate the need for subgroup exploration. All areas will share out existing youth materials to the group before next meeting.

III. Emergent Opportunities Identified

i. Follow-up conversation social media – Michelle

a. Michelle expressed the need to continue oversight of social media backup/public records. She proposed adding to agenda for continued discussion. Creation of common practices. Researching options for backup from existing platforms.
    a. **ACTION:** Adding to March agenda. Curt will ask Caitlin about backup options.

ii. New ideas

a. Michelle: working with Town Square Media on digital marketing and geofencing. Placed geofences around DSHS and local pub in White Salmon and has seen increase in foot traffic at WorkSource.
b. Curt requested option of rescheduling BAM Group meetings. Proposed moving meetings to 1:45 – 3:15 for remainder of year. Group agreed.
    a. **ACTION:** Brian to send out new meeting notices

IV. Open Forum

a. Brian will check on vacant designee positions and share with group when he has information. Keep an eye on the scribe/facilitator duties with several designee spots open.

V. Wrap-Up and Adjourn

a. New work teams/assignments/projects recapped

i. 508 discussion; have several asks out to WWA and Gay. Waiting for response.

b. Next facilitator – Brian and Scribe – Joy

3:50 p.m. Meeting Adjourned

Team Management Standards:

1. Facilitator: Draft agenda sent two weeks in advance of meeting date with agenda item solicitation
2. Facilitator: Prior meeting's notes sent to members two weeks in advance of next meeting date
3. Members: Agenda items due to Facilitator one week prior to meeting date, with estimated times & discussion leader identified
4. Facilitator: Final agenda sent to team six days prior to meeting date

5. Members: ZOOM connection with camera and microphone is preferred method of connection