



WorkSource Brand & Media Group

March 11, 2020 – MEETING NOTES

I. Roll Call

- ☐ **Attending:** Mike Robinson, Brian Mercurief, Joe Taylor, Todd Wurl, Michelle Smith, ESD/Curt Wilson
- ☐ **Absent:** WDA 2/Kelly Fujimoto, WDA 6/Joanna Rasmussen, WDA11/Tiffany Scott, WDA7/Julia Maglione, WDA10/Anne Buchan, WDA12/Andrea Hixson
- ☐ **Guests:** n/a
- ☐ **Facilitator:** Brian Mercurief, **Scribe:** Christy Page (stand-in for Joy Emory)
- ☐ Review Prior meeting notes – accepted

II. Review and Status of Work Plan and Action Items

i. 508 Standards and Focus Groups – Brian

- a. Brian discussed with Gay Dubigk on the issue of the 508 standards after exploratory research; currently all areas are responsible for bringing their area up to standard to the best of their ability, using their best judgement. It is understandable that not all areas have control over all aspects of their marketing/outreach materials so the ability to directly implement changes could be limited; to some extent we need to rely on the WWA relationship with ESD.
- b. ESD got their website up to date for 508 compliance; however, Monster did work on WorkSourceWA and they would need to be contacted through the ESD IT department for further information.
- c. Work plan goal 3:a Focus Groups is to gather different information and data about audiences. Holding focus groups doesn't seem to be a priority in any area yet but if we are going to move forward we should ensure we develop common questions so we are collecting data that is similar across the state. First, we need to identify the intent of the focus groups – what are we trying to accomplish? Michelle has a list of questions that were used in focus groups in her area two years ago – those results helped shaped outreach in their area.
 - a. **ACTION:** Brian will continue to follow up with Gay; anyone else who has examples of what they are doing that can be shared out, please submit to group.
 - b. **ACTION:** Michelle (and any other region who has performed focus groups) to send out the focus group questions her area used for review; will lead a subcommittee to identify a list of topics (e.g. business, youth) so we can determine if this is something we want to spend our energy on.
 - c. **ACTION:** How we would fund focus groups (per region?); Curt to research DES connection and if/how they can help with the focus groups (i.e. provide space)

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

- a. Donna Mack shared with ESD the Rapid Response materials via email, reinforcing individuals should connect with their BAM representative if they have any questions. BAM Groups wondered if we'd like to promote the Rapid Response materials in another way, perhaps a Newsnet article.
 - 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.
 - b. **ACTION:** There should be a Newsnet article about Brand Basecamp/Rapid Response materials, possibly after the COVID-19 pandemic; BAM representatives should continue to promote the materials as much as possible in whatever way they see fit.

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

- a. The form is working well, please continue to use it.

iv. **ESD creative support bandwidth/WDC Billing – Curt**

- a. So far, he isn't overwhelmed and hopefully any new hires will make his job easier. However, there has been an issue with ESD getting all the WDC's invoices when they order through Office Depot; this has been an ongoing issue which creates more work for ESD.
 - a. **ACTION:** Curt will supply BAM representatives a list of designees approved to order from Office Depot; we should all go through the list to ensure it is up to date, including people and addresses. We should have a regular schedule (e.g. monthly, quarterly) where BAM looks at the list to ensure it is accurate. Curt to plan a schedule and send it out via email.

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

- a. Mike talked about need for youth-focused outreach material. Joe talked about YouthSource in King County and how it's has more youth friendly 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. Curt talked about how we could come together and put together brand standards for youth, it's just hasn't been done before due to time and priorities. Mike doesn't have the resources in his area to design/execute area-specific marketing but thinks as a state overall, we should focus on youth as the next generation of customers. We should decide if this is a priority and if so, we should put it on our Work Plan and then we can dedicate time and resources. There is also a larger conversation that should be had though, how do we capture the youth across all platforms (e.g. digital, social media, etc.); is that something that we should put time and energy into?
 - a. **ACTION:** Michelle should include youth research in the focus groups to ascertain the need.
 - b. **ACTION:** Mike to send Curt an exact list of his current needs and Curt will see if/when he can fit in it.

III. Emergent Opportunities Identified

i. Follow-up conversation social media – Michelle

- a. Michelle expressed how positive social media has been for events in Yakima. Curt followed up with Caitlin about backup of public record; she responded that social media platform's keep a running history so unless there
 - a. **ACTION:** Curt will forward Caitlin's response to the group.

ii. New ideas

- a. COVID-19 communication: part of BAM's purview is to be the main point of contact for media, unless an area has another media designee. Joe has a dedicated webpage for King County to update site closure daily. Is there anyway of putting a banner on WorkSourceWA about site closure? ESD site has been changed to include COVID-19 information, per the Governor's request.
 - a. **ACTION:** Curt put in a change ticket to Monster to change the banner to include WorkSource site closure information.

IV. Open Forum

- a. Gov delivery bulletin to FB? Curt doesn't remember the context but if someone could remind him, he'll look into it.
- b. Consistency on the BAM name – Brain sent out an email regarding that. Curt will do a search and send it out to ensure we all have the same information.

V. Wrap-Up and Adjourn

a. New work teams/assignments/projects recapped

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