



WorkSource Brand & Media Group

April 8, 2020 – MEETING NOTES

I. Roll Call

- ☐ **Attending:** Kelly Fujimoto (WDA 2), Brian Mercurief (WDA 3), Joe Taylor (WDA 5), Joanna Rasmussen (WDA 6), Todd Wurl (WDA 8), Michelle Smith (WDA 9), Anne Buchan (WDA 10), Andrea Hixson (WDA 12), Curt Wilson (ESD)
- ☐ **Absent:** Mike Robinson (WDA 1), Joy Emory (WDA 4), Julia Maglione (WDA 7), Tiffany Scott (WDA 11)
- ☐ **Guests:** n/a
- ☐ **Facilitator:** Brian Mercurief (stand-in for Joy), **Scribe:** Joe Taylor
- ☐ **Review Prior meeting notes** – approved

II. Review and Status of Work Plan and Action Items

- i. **2020 Workplan Goal 2a– 508 standards discussion/update – Brian/all**
 - a. Brian: we agreed last time that areas would follow best practices and make an effort to determine what is best for their areas; as we move forward we will continue to evaluate accessibility standards in the WorkSource system.
 - b. Andrea shared a Wordpress plug-in being used by WorkSource Spokane and WDC site that adds basic accessibility functionality (text zoom, contrast).
- ii. **2020 Workplan Goal 2a– Focus Groups action item update – Michelle/all**
 - a. Focus group to better understand information about our audiences
 - b. Michelle: deciding what focus groups want to address (employer engagement, youth engagement, brand experience), deciding on standard format for questions/methodology in order to make apples-apples comparisons across areas. Went over main feedback from focus groups from a previous effort—talked about frustrations with WorkSourceWA, bad experiences with the brand, etc. Brian asked if she would have changed anything about the focus group. Michelle suggests in-person groups, would have a partner conduct instead of someone internal. Better done through the WDC than through the WS staff (ESD staff).
 - c. Question around whether common resources gathered for focus groups could be archived for BAM group members to use and reference. Curt says absolutely. Share so we can all digest it, think about how it should be presented, how it should be presented to leadership. Andrea points out this resource should be focused on feedback for statewide resources, brand, as opposed to focus on local-area resources.

- iii. **Rapid Response materials – communications update/Donna Mack**
 - a. Donna formed a workgroup, Michelle is also part of it, working on a virtual Rapid Response. WWA is taking a lead, initial meeting to figure out a virtual format—what needs to be included, required elements, as short and succinct, worker retraining, UI, dislocated worker, what is WorkSource, veterans priority of service
 - b. Joe mentioned other related COVID-response workgroups forming statewide, Curt mentioned upcoming communications meeting, hoping to coordinate virtual job fair, rapid response, etc. Todd mentioned increase in WARN notices coming in, emphasizing how RR work is essential
- iv. **Maintain WorkSource Brand Basecamp Goal 2c – Updates? – Curt/All**
 - a. Working on fixing some preview file links
 - b. Edited door signage for COVID closures – do we communicate out? Curt recommends putting them on Base Camp behind password. Two signs—UI-focused, ESD-branded + “WorkSource Closed” sign template w/ editable information. Focused on creating something with consistent design and information, especially around how to access UI
- v. **Youth-focused materials – Banner?**
 - a. Came up before things went haywire—still a priority but other stuff came up. A few pieces in motion but nothing to share at this time
- vi. **ESD creative support bandwidth – Office Depot/List update – Curt/All**
 - a. Hiring new creative capacity

III. Emergent Opportunities Identified

- i. **COVID-19 Communications – Emergency Response Process – Curt/All**
 - a. Brian: How do we respond better in a moment of crisis. Create some kind of emergency response process. How do we handle a crisis situation when something needs to be reviewed and approved quickly? What are our priorities and responsibilities? How can we move quickly?
 - b. Curt: important to understand what our channels are (web page, door sign, social media, etc), and how to update those quickly when a moment arrives. So we can have an awareness of when things need to be updated (in waves, etc.) to catch up with changing information
 - c. Joe asked about updates to WorkSourceWA location information—hasn’t been able to get closure information on the site
 - d. Curt is involved in a NasWA group thread sharing a lot of information across the state. Hoping to report our best practices to the group and outside WorkSource.
 - e. Todd mentioned lack of single coordinator on social media as a challenge for responding during a crisis, and also the need for Spanish-translated resources for his area—decided to create a separate Spanish-speaking Facebook group to avoid creating duplicate pages
 - f. Joe mentioned the need to have significantly more languages translated for King County—struggle between state and local level on who is the best actor in

translating, what is the most efficient approach for translating ESD resources. Curt mentioned having one translator on staff, the state having a Spanish FB page, and the need for areas with large Spanish populations to have Spanish resources.

- ii. **Social media marketing – WorkSourceWA updates, local updates – Curt/All**
 - a. Michelle: lost some experienced Facebook people, so the page management has been centralized, mostly posting about UI because that's what everyone is asking about. Having one person manage the pages has been good, even though it's very time-consuming. More important than ever to keep public record. Curt asked if we are responding to questions about UI questions on social media, because ESD is doing a lot of that to balance phone lines. Michelle says they are pointing people to specific information from ESD. "Thank you for your patience." People are happy someone is responding to them.
 - b. Andrea: Spokane is looking in the future to do virtual featured employer events through a "Hiring Group" on Facebook page. Ask people who are looking for a job to join this group, and then have featured employers on a timed basis. Employers talk about their business, job openings, people can ask questions on the Facebook feed, and then can transfer to a phone or zoom interview

IV. Open Forum

- a. Kelly is no longer a temp—committed to the group full-time. Welcome Kelly! Feel free to reach out to Brian or anyone in the group to get questions answered about WorkSource brand and messaging.

V. Wrap-Up and Adjourn

- a. **Next facilitator – Joe and Scribe – Joanna**

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