



WorkSource Brand & Media Group

July 8, 2020 – MEETING NOTES

I. Roll Call

- **Attending:** Mike Robinson (WDA 1), Kelly Fujimoto (WDA 2), Brian Mercurief (WDA 3), Joe Taylor (WDA 5), Joanna Rasmussen (WDA 6), Julia Maglione (WDA 7), Todd Wurl (WDA 8), Michelle Smith (WDA 9), Anne Buchan (WDA 10), Andrea Hixson (WDA 12), Curt Wilson (ESD)
- **Absent:** Christy Page (WDA 4), Tiffany Scott (WDA 11)
- **Guests:** Katie Pope, Stephanie Schram
- **Facilitator:** Kelly Fujimoto
- **Scribe:** Todd Wurl
- **Review Prior meeting notes** – approved

II. Review and Status of Work Plan and Action Items

- a. 2020 Workplan Goal 2a – 508 standards discussion/update
 - i. Tabled until more specifics come up
- b. Rapid Response Virtual Presentation – update
 - a. Rapid Response team worked with Hannah Melo who Produced video
 - b. Worked with Curt and Bill to add to page
 - c. Introduced to group
 - d. Discussion on how to approve items
 - e. Process goes to WWA (sponsor) for approval
 - f. Send to WWA for approval
 - g. Look at local vs. state functionality
 - i. Local not screened via BAM but statewide needs to be approved
 1. Local needs screened through local BAM designee
 - h. Joanna will send this to WWA with Brian's help
- c. Maintaining the Brand Basecamp
 - a. Remove as a standing item
 - b. Lucid Press
 - i. Signed the contract for a year
 - ii. Everything is in there/still active
 - iii. Curt pursuing whether ESD (Sarah) has support
- d. ESD Creative Support Bandwidth
 - a. Sarah is getting acquainted with Brand Basecamp
 - b. Managed by Communications Director
 - c. Bill Tarrow officially retired
 - d. Action item: send a card from the group

- e. Prioritization Criteria Emergency Response
 - a. What to do in crisis situations where we need to get items through quickly
 - b. Minor edits
 - c. Can Katie give us temporary approval for getting things through quicker
 - i. Situation like COVID-19 where we need a quick response to approving materials
 - ii. Reach out to Sandra Miller for guidance and put items through
 - iii. Brian to look at edits and move it forward to WWA for approval

III. Emergent Opportunities Identified

- a. COVID-19 Communications – impacts, best practices, going forward
- b. Communications Workstream
- c. Virtual Job Fairs with Brazen
 - i. Joanna using different platform than Brazen on July 15
 - ii. Joanna will share link-
<https://hirepiercecounty.easyvirtualfair.com/>
 - iii. Easy Virtual Fair-Similar to Brazen
 - iv. Virtual job fairs looks like they will continue as a best practice
 - v. Translation/Interpretation – UI Materials & Fact Sheets
 - vi. Social media marketing - WorkSourceWA updates, local updates

IV. Open Forum

- a. Return to work toolkit-Madcap Marketing
 - a. <https://www.seekingwdc.org/covid-19-employment-impact>
 - a. Stephanie Schramm-Marketing Director for MadCap Marketing
 - b. Currently working with Pac Mtn
 - c. Recently signed on with WWA for marketing solutions
 - d. Attending as a representative with WWA
 - e. Reopening toolkit
 - f. Different templates that are easy to use
 - g. Pull template to use that has been approved by WWA
 - h. They will build out the templates
 - i. PPT or edible PDF
 - j. Social media posts ads
 - k. Assist with press releases
 - l. Website banner messaging
 - m. Google business pages as a platform
 - n. Live how-to Google page
 - o. Stephanie's email: Stephanie@madcapmarketing.com
 - p. Next steps:
 - q. Shareable Google doc with all locations
 - r. Look at if we can see an active
 - s. Get it up on basecamp or site

- t. Michelle Smith, Curt Wilson, Joanna Rasmussen will work with Stephanie on the toolkit
- b. **Translation/Interpretation (Joe Taylor)**
 - a. <https://www.worksourceskc.org/covid-19-employment-resources>
 - b. King County had a list of ranked top languages
 - c. Used this to translate information
- c. **Social Media/Marketing**
 - a. Michelle discuss managing Facebook and local challenges
 - b. How do we better rein in staff?
 - c. This is our role to govern our WorkSource brand
 - i. Kelly has a process that helps
 - ii. They set up social media workgroup to help support and regulate activity
 - iii. Supported by Madcap Media and social media contractor

V. **Wrap-up and Adjourn**

- **Next facilitator**-Todd Wurl
- **Scribe**-Michele Smith

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