



## WorkSource Brand & Media Group

### September 9<sup>th</sup>, 2020 – MEETING NOTES

#### I. Roll Call

- ☐ **Attending:** Mike Robinson, Brian Mercurief, Kelly Fujimoto, Christy Page, Joe Taylor, Todd Wurl, Michelle Smith, Anne Buchan, Andrea Hixson, ESD/Curt Wilson.
- ☐ **Absent:** WDA 6/Joanna Rasmussen, WDA 7/Julia Maglione, WDA11/Tiffany Scott
- ☐ **Guests:** Katie Pope, ESD; Rebecca.....?
- ☐ **Facilitator:** Michelle Smith, **Scribe:** Anne Buchan
- ☐ Review Prior meeting notes – accepted

#### II. Review and Status of Work Plan and Action Items

- i. **ESD Creative Support 2020/Curt**
  - a. Curt sent out COVID signage created by Sara for us to review.
  - b. New Communications employee, Sarah, is on the job and up and running.
- ii. **Prioritization Criteria and Sponsor Update/Brian**
  - a. Brian sent invitation to Gay and Katie Condit.
- iii. **Rapid Response Communications Plan – Joe/All**
  - a. Michelle sent slide deck from Steve Ruggles on RR. Please review. Curt needs final version and will upload to base camp.
  - b. Video: Joe modified with banner about locations. Uploaded to SEAKING YouTube page.
  - c. We need to reach consensus as a group. You will need to update any saved URL you have once Curt updates.
- iv. **Annual In-Person Meeting/Brian**
  - a. We won't be in-person this year. Extended Zoom meeting. Joanna would put together and absent today. Brian has been communicating via email with Joanna. Is there a need to do a yearly meeting in October? What would we meet for? Workloads have gone up for most of us. We could carve out extra time in meetings for annual plan? Ask WWA for extension of annual plan? Shorter planning session and refresh with request for extension? Possible in-person spring meeting if COVID improves.

**ACTION:** Brian to add an hour to the next couple meetings to address work plan and proposal for adjustments to WWA.

### III. Emergent Opportunities Identified

- i. **COVID-19 update to WorkSourceWA.com locator pages/Curt & Rebecca**
  - a. Curt submitted most recent edit with Spanish today.
  - b. Monster in process of evaluating what it will take to implement our updates. Curt marked as urgent.
  - c. Rebecca: Monster brought in additional developer to assist. Yellow banner first, locator pages next. Locate banner should update tonight.
  - d. Curt is working on a form for us to use to submit tickets for changes. Will let us know when it's complete. Make sure you provide the correct URL for Facebook.
- ii. **Google Business pages**
  - a. People are still working on getting into the business pages for all their offices.
  - b. Keep on agenda for next meeting.
- iii. **Toolkit and reopening WorkSource centers**
  - a. EO statement to be added.
  - b. Concern over "droplets spread" language on mask portion. WA State HR is also working on language around this. Julia's suggestion was "required unless unable due to a medical condition". Curt is happy to edit.

**Action: Curt will add edited documents to Basecamp once completed and Brian will send to Joanna to move forward.**

### IV. Open Forum

- i. **Share best or promising practices with others**
  - a. Todd: if anyone has a Facebook posting process in place please send to Todd. Some challenges coming up with a process/protocol. Andrea's area uses a Trello board for Facebook requests.
- ii. **Other**
  - a. Updates: ESD EC staff transitioning back to reemployment services next Monday. Services will be virtual. Looking at outreach and what that will look like. Phones are moving to live human answering in as many offices as possible.
  - b. Michelle's area is looking at virtual outside event utilizing tents. Andi's area has had non-ESD staff on-site that triage when people show up (even though they're closed).
  - c.

**ACTION: Please review all the documents Curt has sent out for upload to basecamp**

### V. Wrap-Up and Adjourn

- a. **Next facilitator – Anne and Scribe – Tiffany**

2:42 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

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