

**Minutes of the South Carolina Coordinating Council for Workforce Development
(CCWD) Communications Committee Meeting**

8/5/26, 2 - 4 PM, Edgar Brown Building

Attendees:

Justin Hancock	Julia Pearl	Brandon Wilson	Matt McColl
Sarah Hopkins	Jadai Bergolla	Staci Gouveia	Nicole Joch
Abbey Smith	Derek Phillips	Courney Trammell	Tenell Felder
Madison Herig	Mary Kate Olivas	Allison Gallagher	Karen Potter
Maliek Fowler	Alex Sanders	Janet Parenti	Josie Bedenbaugh
Tyler Livezey	Landon Masters	Mark Swart	Danielle Lindley

AGENDA ITEMS

- Welcome/Introductions
- Upcoming CCWD Projects
 - Newsletter
 - Social Media Collaboration
- Working Groups
- Next Meeting/Meeting Cadence
- Next Steps and Action Items

KEY DISCUSSION POINTS

- *Objectives:* increase awareness of the CCWD and its initiatives, increase engagement through various calls to action, highlight individual agencies and their contributions, and promote upcoming events and partner programs/media
- *Key Initiatives:* quarterly internal newsletter and collaborating on social media campaigns and monthly observances.
- Discussed the history of the CCWD and the Comms Committee, brainstormed sections for the upcoming newsletter, who the target audience is, what the goals of the newsletter are, and decided on a cadence for the newsletter. We also discussed working groups and the need for identifying backups.

- Each working group shared its brainstorming ideas, and the committee worked to turn those into actionable next steps.
- Structured deliverables and meeting cadence were discussed, with working groups to meet once a month and the in-person meetings with the full committee to be quarterly, in alignment with the CCWD full meetings. The next full meeting will be held in December, with a poll to decide on the 2nd, 3rd, or 4th.
- **COMMITTEE OBJECTIVES and Initiatives**
- *Objective 1 — CCWD Newsletter, September Launch*
 - Lead Working Groups: Writing and Editing/Proofing
 - Focus: Creating and editing content for the newsletter that looks ahead for the quarter.
- *Objective 2 — Social Media Collaboration*
 - Lead Working Group: Social Media and Videography
 - Focus: Create, collaborate, and share information across the FYF socials AND our individual organizations

NEWSLETTER NOTES:

- *Sections*
 - Op-Ed
 - Data/Research
 - Agency Spotlight
 - Success Story
 - Program/Initiative Highlight
 - Upcoming Events
 - Marketing/Promotional Materials
 - Call to Action
 - External Resources
- *Submission Guidelines/Form*
 - Created through Microsoft forms:
<https://forms.cloud.microsoft/g/dPDGMKV7Vg>
 - Please provide feedback!

- *Wireframe*
 - To be through Constant Contact, with SCDEW to be the lead on sending but with the **sender to be listed as the CCWD Communications Committee**
 - Draft Design to be sent out by 8/18 for feedback!
- *Newsletter Deadlines*
 - **September 7th**: Last day to submit content for the first newsletter.
 - **September 11th**: Draft sent out for proofing/edits to the Editing Working Group
 - **September 17th**: Edits returned, incorporated, and with approval from Comms Committee Chair, Justin Hancock, sent to CCWD Executive Leadership for approval
 - **September 21st**: First Newsletter sent out before the full CCWD meeting!

MEETING CADENCE

- In-person meetings to be held quarterly, before the full CCWD meetings
- Working Groups to meet monthly, with the first meetings to be established in collaboration with the Comms Committee chair

WORKING GROUPS

Writing: Justin Hancock, Julia Pearl, Brandon Wilson, Matt McColl, Sarah Hopkins, Jadai Bergolla, Staci Gouveia, Josie Bedenbaugh

Editing/Proofing: Derek Phillips, Courtney Trammell, Allison Gallagher, Karen Potter, Janet Parenti, Mark Swart

Graphic Design: Alex Sanders

Social Media: Abbey Smith, Tenell Felder, Madison Herig, Nicole Joch, Mary Kate Olivas

Videography: Maliek Fowler, Landon Masters

Next Steps

- Please send out who you would like to be included in the newsletter. We would love to include your stakeholders!

- **BY August 21: Take this poll for the next in-person meeting in December:** <https://whenisgood.net/zf8n94t>
 - *Wear an ugly sweater, and there will be food! More information to follow!*
 - Potentially at SCETV
- **BY August 21:** Identify your backups, if possible, or people you would like to serve on the different working groups, if you cannot attend