

Committee Deliverable Plan

Committee Information

Item	Response
Committee	Communications Committee
Deliverable	Newsletter
Status	☐ Not Started ☐ Planning ☒ On Track ☐ At Risk ☐ Complete
OSWD Liaison	Danielle Lindley, DEW
Lead Organization(s)	A mix of CCWD Organizations
Date Approved	8/21/26
Target Completion Date	9/21/26 and ongoing on a quarterly basis

Deliverable Description

An internal newsletter will be developed to keep the CCWD informed of what is happening within other committees, when there are updates, to highlight the different organizations of the CCWD and their initiatives, and to create a space for op-eds, upcoming events, and marketing materials.

Why This Deliverable Matters

This addresses awareness

Primary Audience

Instructions: Identify the primary users or beneficiaries of the completed deliverable.

Primary Audience	Secondary Audience	Future Audience
CCWD	Their organization	To be determined by the Chair of the CCWD

Desired Outcome

Instructions: List the specific products or outcomes that will exist once this deliverable is complete.

☐ A quarterly newsletter

Organizations Supporting This Deliverable

Instructions: Identify the role each organization will play.

Not applicable for the following: we are breaking it up into ownership by working group and not specific agency. Right now, we have 4 working groups, Writing, Editing, Graphics and Video, and Social Media. Those working groups meet based on deliverable, Writing and Editing are in the Newsletter group and Graphics and Video are combined with the Social Media group for the Social Media Collaboration group. All organizations are equally responsible for doing the work.

Major Milestones

Instructions: List the major implementation milestones.

Quarter	Milestone
1	Launch of the CCWD Newsletter
2	"
3	"
4	" and review analytics/send a survey to adjust if needed

Completion/Success Criteria

Success: Quarterly newsletter continues to go out with assistance and input of content from the CCWD. Success will be dependent on the Constant Contact analytics to include open rate, click through, etc.

Risks and Barriers

Instructions: Identify significant implementation risks and planned mitigation strategies.

Risk	Mitigation Strategy
Lack of submissions	Created a simple to use form submission to share in their orgs
Lack of accountability/engagement	Smaller working groups to encourage discussion and brainstorming
Lack of structure	Created a template for people to easily create content

Assistance Needed

Executive Committee

Instructions: Chair of the CCWD and the Director of the OSWD will need to approve the final newsletter after it completes the Communications Committee review.

Immediate Next Steps

Instructions: List the next activities that should occur before the next committee meeting.

- ☐ **September 7:** Last day to submit content for the newsletter
- ☐ **September 11:** Draft sent out for proofing/edits
- ☐ **September 17:** Edits returned, incorporated, and with approval from Comms Committee Chair, Justin Hancock, sent to CCWD Executive Leadership for approval
- ☐ **September 21:** First Newsletter sent out before the full CCWD meeting!

Committee Information

Item	Response
Committee	Communications Committee
Deliverable	Social Media Collaboration
Status	☐ Not Started ☒ Planning ☐ On Track ☐ At Risk ☐ Complete
OSWD Liaison	Danielle Lindley, DEW
Lead Organization(s)	A mix of CCWD Organizations
Date Approved	8/21/26
Target Completion Date	Ongoing, Workforce Development Month will start collaborating on posts

Deliverable Description

Social Media Collaboration is less a specific deliverable as much as it is the intention to begin interacting with our partners through the FYF Socials. We will be tying these collaborative efforts to the monthly observances, such as WF Development Month, Disability in Employment Awareness, Veterans' Month, etc.

Why This Deliverable Matters

This addresses awareness

Primary Audience

Instructions: Identify the primary users or beneficiaries of the completed deliverable.

Primary Audience	Secondary Audience	Future Audience
CCWD	Public	Same as secondary as it's Social Media

Desired Outcome

Instructions: List the specific products or outcomes that will exist once this deliverable is complete.

- ☐ Collaborative Social Media Videos
- ☐ Tagging FYF and other CCWD organizations as collaborators on Socials
- ☐ Sharing partner information, marketing materials, and upcoming events on behalf of the CCWD members.

Organizations Supporting This Deliverable

Instructions: Identify the role each organization will play.

Not applicable for the following: we are breaking it up into ownership by working group and not specific agency. Right now, we have 4 working groups, Writing, Editing, Graphics and Video, and Social Media. Those working groups meet based on deliverable, Writing and Editing are in the Newsletter group and Graphics and Video are combined with the Social Media group for the Social Media Collaboration group. All organizations are equally responsible for doing the work.

Completion/Success Criteria

Success: at minimum, created content with the Communications Committee once a quarter. Success will be viewed through the social media analytics which will tell us which posts are getting the most engagement.

Risks and Barriers

Instructions: Identify significant implementation risks and planned mitigation strategies.

Risk	Mitigation Strategy
Lack of accountability/engagement	Smaller working groups to encourage discussion and brainstorming
Low Capacity	Pull in organizations that have larger teams and equipment, encourage idea sharing with the understanding that the rest of the Communications Committee can assist in helping this vision come to life.

Assistance Needed

Executive Committee

Instructions: Chair of the CCWD and the Director of the OSWD will need to approve the created content for the FYF social media posts before they are published.

Immediate Next Steps

Instructions: List the next activities that should occur before the next committee meeting.

☐ **September 3:** First Social Media working group, additional next steps to be decided after that first meeting.