



The Senate of Maryland ANNAPOLIS, MARYLAND 21401

I am Senator Simonaire presenting **SB 309 – Revisions to Dept Veterans and Military Families’ Communications, Outreach, and Advocacy Program**

This bill does 2 main things:

- Updates the Dept’s Communications, Outreach and Advocacy Program to align with their mission statement and new Dept title, and
- Provides the General Assembly insight into what and how the Dept is communicating and reaching out to Veterans, Service member and their family members.

Why needed:

- Current law limits the Dept’s Communications, outreach and advocacy program to just veterans. This bill aligns law with the Dept’s mission statement to support veterans, service members and military families:

Mission Statement says: “*The Maryland Department of Veterans and Military Families was created ... with the mission of leading veterans, service members, and their families through life’s transitions.*”

I understand in-person contact is more effective, but found out 99.8% of Dept’s outreach is done via digital communications; therefore, it’s important to understand the Dept’s outreach communications.

However, given the fiscal landscape, I have committed to work with the Department over the interim to come up with solutions.

In addition to aligning with the Department’s mission statement, this bill will provide valuable insight into our veterans’ online outreach program.

For all these reasons, I ask for your favorable consideration.”

Support Information:

Currently, the Dept of Veterans and Military Families has an uncodified online registry with limited capability but lacks key data and an underlying framework to achieve targeted outreach.

Yes, govDelivery allows users to export data, particularly subscriber lists and engagement reports, in a CSV file format, which can be downloaded for further analysis or sharing within an organization; you can export data like subscriber details, open rates, click-through rates, and more depending on the report you choose to generate.

Key points about exporting data in govDelivery:

- Data types:

You can export subscriber information like email addresses, contact details, subscription preferences, and engagement data from sent bulletins like open rates and click-throughs.

☐ ☐ File format:

Exported data is usually in a comma-separated values (CSV) file format, which can be easily opened in spreadsheet applications.

☐ ☐ Access control:

Only authorized administrators within the govDelivery account can access and export data.