



Innovative Workforce Solutions

WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE MINUTES

Friday, January 20, 2017
1:30 – 3:30 PM
100 N. 15th Avenue, Phoenix, AZ 85007, Suite 103
Via Conference Call
1-877-820-7831 Access Code: 103468

Members

Cecilia Mata, Chair – AllSource Global Management
Roz Boxer – Arizona Commerce Authority

Members Present Via Phone

Susan Anable – Cox Communications
Sheryl Hart – Arizona Department of Education
Connie Fraijo – Arizona Department of Economic Security
John Morales – Arizona@Work Yuma
Steven Thompson – Uber
Lyn Larson – Department of Economic Security

Members Not Present

Ed Oxford, Co-Chair - Goodwill
Dominic Escamilla – Country Financial
Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce
Farrell Quinlan – NFIB

1. Call to Order

- The meeting was called to order at 1:34 p.m.

2. Welcome

- Paul Shannon, Director of the Arizona Office of Economic Opportunity welcomed the Committee and showed a short video clip.

3. Call to the Public

- There was no Call from the Public.

4. Approval of Minutes

- A motion to adopt the previous meeting minutes was made by John Morales and seconded by Rosalyn Boxer.
- The October 20, 2016 meeting minutes were adopted.

5. Finish Communication Plan

- The chair walked the committee members through the revised Communications Plan. After some discussion, the following updates were proposed by the Committee:
 - Add numbers to the objectives
 - Work group for Objective #1 – Cecilia Mata, John Morales, Susan Anable
 - Work group for Objective #3 – Sheryl Hart and Connie Fraijo
- A motion to approve the WAC Strategic Communications Plan with the changes as discussed was made by Rosalyn Boxer and seconded by John Morales.
- The WAC Strategic Communications Plan was approved.

6. Training for Council Communicators for Outreach

- This committee thanked John Morales for sending the information he uses in Yuma and the committee suggested that this be included in the “electronic library” that the Committee is launching.
- The Committee suggested that the first step in outlining the training for the Council Communicators was to create a one pager that highlighted the key points about the Arizona Workforce system and the role of the WAC.
- Committee asked if OEO staff could provide three of four points that should be the foundation for the one pager. It is expected that the new WAC Director will help with the training. From there the newly work group felt they could draft the document and power point presentation.
- Committee briefly discussed what should be in the Council Communicators’ Toolkit to ensure that they are adequately equipped to visit a local area board meeting and/or a potential partner.

7. Review results of survey to Council members asking to identify potential partners/associations

- Consultant reported that the two question survey utilizing SurveyMonkey program was sent to all WAC Council members and to date only one response was received.
- Consultant will resend the link to survey through individual emails to each Council member as well as follow up with a phone call as needed.

8. Committee Next Steps

- Develop the three to four key points to include in messaging and forward to members of Objective #1 Workgroup (OEO staff)
- Coordinate a meeting of Workgroup #1 to discuss drafting of one pager and pptx.
- Objective #3 Workgroup to forward a template/presentation that they currently use by their perspective agency (Depart. Of Education and DES) for the training library.
- Objective #3 Workgroup to reach out to two other core partners and inquiry about any template or presentation that could be added to training library.
- Begin to draft Council Communicators “toolkit”.
- Send out a poll for scheduling next Committee meeting between February 16 and June 1, 2017 (OEO staff)
- Send out another link to the SurveyMonkey survey to WAC members. (OEO staff)
- Draft letter to be sent to identified partners asking for permission to be on Communication Master Partnership List and brief partners are WAC and role. (OEO staff)

- Reach out to metro area (Arizona@Work Maricopa County, Phoenix and Pima) asking for an example of the presentation they use to be added to “electronic library.” (OEO staff)

9. Adjournment

- A motion to adjourn was made by John Morales and seconded by Rosalyn Boxer
- Meeting was adjourned at 2:45 p.m.

*Pursuant to A.R.S. § 38-431.02, notice is hereby given to members of the WAC Strategic Communications and Partnerships Committee and to the general public that the Committee will hold a meeting, open to the public, on **Friday, January 20, 2017 1:30 p.m.** in the Office of Economic Opportunity 100 N. 15th Ave, Suite 103. For more information, please call (602) 364-0430.*

Attention visitors (including agency personnel and members of the public): *The Arizona Department of Administration has implemented building security measures at 100 N. 15th Avenue. All visitors who do not have a badge granting access to the building must go to the Badging Office on the first floor to be admitted as a guest. Due to the security measures, agency personnel who routinely submit documents or who wish to attend seminars should either verify that their badges grant access to the building or schedule visits in advance with the Office of Economic Opportunity. Please call (602) 364-0430 with any questions or concerns regarding admittance to the building.*

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by calling (602) 364-0430. Requests should be made as early as possible to allow time to arrange the accommodation. A copy of the material provided to Committee members (with the exception of material relating to possible executive sessions) is available for public inspection at the Office of Economic Opportunity, located at 100 N. 15th Avenue, Suite 103, Phoenix, AZ.

Under A.R.S. § 38-431.03(A)(3), the Committee may vote to go into executive session, which will not be open to the public, for the purpose of obtaining legal advice on any item on the agenda.

At its discretion, the Committee may consider and act upon any agenda item out of order. Members of the Committee may appear by telephone.