



Innovative Workforce Solutions

WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE MINUTES

Friday, April 7, 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

Rosalyn Boxer – Arizona Commerce Authority

Dominic Escamilla – Country Financial

Lyn Larson – Department of Economic Security

Members Present Via Phone

Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce

Farrell Quinlan – NFIB

Steven Thompson – Uber

Members Not Present

Ed Oxford, Co-Chair – Goodwill

Susan Anable – Cox Communications

Sheryl Hart – Arizona Department of Education

Connie Fraijo – Arizona Department of Economic Security

John Morales – Arizona@Work Yuma

1. Call to Order

- The meeting was called to order at 1:37 p.m.

2. Welcome

- Cecilia Mata, Chair, welcomed the Committee members and public to the meeting.

3. Call to the Public

- There was no Call received from the Public.

4. Approval of Minutes

- A motion to adopt the previous meeting minutes was made by Rosalyn Boxer and seconded by Dominic Escamilla.
- The January 20, 2017 meeting minutes were adopted.

5. Communication Toolkit Workgroup Update

- The chair walked the committee members through what the work group put together for Objective #1. She explained that the workgroup has been working with Ashley on putting together the one-page document as well as presentations to the local workforce boards.

- a. **Collateral Document (One-Pager)** – Cecilia presented the one page document to the Committee. There were several suggested changes mentioned.
- b. **Introduction to Workforce Arizona Council Presentation** – Ashley presented the presentation that gives the background, vision, mission and standing committee description and goals of the WAC.
- c. **WIOA Local Governance Presentation** – Cecilia explained that the workgroup modified a portion of the presentation prepared by Paul Shannon, Director of Office of Economic Opportunity. During the presentation, Paul provided clarification on several points within the presentation for the Committee.

6. Communicator Visits

a. Agenda for Visits

- Ashley will work with the local boards on setting up the agenda for the visits to the local areas by the Communicator team.

b. Local Area Workforce Board Calendar

- Ashley will send the calendar of the local board meetings to the communicators to plan what meetings each would be able to attend for a long-term schedule. Ashley can then set up the arrangements with the board directors and chairs.

c. Identify Ways to Support Local Areas

- Cecilia asked the Committee to continue to think of ways that the Council can support the local areas. One suggestion was to indicate where the Council members reside so that they can connect to the local board members within their community.

7. Resource Library

- Ashley indicated that documents can be put on the Council website when they are identified and provided.

8. WAC Community Partner Master List Letter

- Cecilia presented a sample partner letter drafted by Ashley that would be sent to those cited on the WAC Community Partner List. It was suggested that the letter be sent by those Committee Members who recommended the inclusion of the organization or agency. It was also suggested that a sentence be added to the letter that would go with the link to be used by the partner agencies.

9. Committee Next Steps

- Ashley will reach out to the Communicators to schedule training before starting to go out to the local areas.
- Provide a list of the LWDB members with their organization for each local area.
- Identify the Communicators for the Committee
- Make suggested changes to the presentations, one-page document and partner letter
- Continue to add documents to the resource library
- Send poll with dates to hold next Committee meeting in late June or early July

10. Adjournment

- A motion to adjourn was made by Lea Marquez-Petersen and seconded by Dominic Escamilla
- Meeting was adjourned at 2:40 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, April 7, 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.