



WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS Meeting Minutes

Friday, April 8, 2016, 1:00 – 2:30 p.m.

333 N. Central Avenue, Phoenix, AZ 85004, Saguaro Conference Room

Members Present

Cecilia Mata, Chair – AllSource Global Management
Roz Boxer – Arizona Commerce Authority
Sheryl Hart – Arizona Department of Education
Connie Fraijo – Arizona Department of Economic Security

Members Present via Phone

Dominic Escamilla – Country Financial
Susan Anable – Cox Communications
Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce
John Morales – Arizona@Work Yuma

1. Welcome

- The meeting was called to order at 1:03 p.m.

2. Call to the Public

- No public comment was offered.

3. Committee Charter Discussion

- Staff provided a brief review of the recommendations provided by the State Plan Task Force that led to the creation of this Committee.
- The Committee discussed barriers to public knowledge of the system, communications disconnects within the system and how to address these issues.

a. Communications

i. Council Outreach Strategies

- The Committee discussed how to leverage the networks and organizations that already exist for assistance with promotion and in-person presentations to get the brand of the workforce system in front of business community.
- The Committee requested information regarding the timeline for the Arizona@Work rollout to local areas.
- There were discussions around who the audiences are that the Council should reach out to and the best way to reach them.

- Challenges were identified for reaching out to both individuals and businesses.

ii. Local Board Communications

- Local Boards were identified as key communicators within local areas.
- There was discussion about local boards integrating and communicating with service providers.
- The Committee discussed the notion of creating an overarching strategy that can be adapted to each local areas with assistance from the Committee.
- It was identified that the Council needs to create a communications relationship with the Local Boards.
- Recommendations for the Council were started to be discussed.

b. Partnerships

- Staff was asked to put together a diagram to show the relationships with the internal partners to clarify the communications pathways.

i. Internal Partnerships

- The Committee discussed and identified the internal partners.

ii. External Partnerships

- The Committee discussed and identified the potential external partners.
- There was discussion around the sharing of information across local areas to get a better sense of what the system's external partners are.

4. Next Meeting

a. Review potential dates

- The committee settled on the week of May 9-13 in the morning, but asked staff to solidify the date and time.

5. Adjournment

- A motion to adjourn was made by Rosalyn Boxer and seconded by Connie Fraijo.
- The meeting was adjourned at 2:27 p.m.