



WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATION AND PARTNERSHIP COMMITTEE

Meeting Minutes

Wednesday, July 20, 2016, 1:30 p.m. – 3:00 p.m.

333 N. Central Avenue, Phoenix, AZ 85004

Via Conference Call

1.866.635.4644 Access Code: 7237282

Members Present on Call

Cecilia Mata, Chair – AllSource Global Management
Dominic Escamilla – Country Financial
Roz Boxer – Arizona Commerce Authority
Sheryl Hart – Arizona Department of Education
Connie Fraijo – Arizona Department of Economic Security
John Morales – Arizona@Work Yuma
Farrell Quinlan – NFIB
Lynn Larson – Arizona Department of Economic Security

Members Absent

Susan Anable – Cox Communications
Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce

1. Call to Order

- The meeting was called to order at 1:40 p.m.

2. Welcome

- Roll call was taken by Monica Magoon

3. Call to the Public

- No public comment was offered.

4. Approval of Minutes

- A motion to adopt the minutes from the May 9, 2016 meeting was made by John Morales and seconded by Rosalyn Boxer.
- The meeting minutes from May 9, 2016 were adopted.

5. WAC Community Partnership List & Communication Plan

- There was discussion regarding the WAC Community Partnership List in terms of how the list would be updated, maintained and utilized as well as the Committee needed to obtain permission from the individuals on the list if it was going to be made public.

- Suggestion was made that perhaps an email/letter of agreement be developed that outlines the purpose of the Strategic Communication and Partnership Committee, the reason the list has been developed and why they have been identified as a potential member. In turn, each of the Committee members could then forward the email to the various partners they identified on the list.
- The Committee discussed that in addition to the partners that they have individually identified, the partners from all the local areas should also be included on the list. The Committee agreed and Committee member Ms. Fraijo offered to send out the matrix to all the local area directors and local area presidents asking them to identify any additional partners in the local area that should be included on the list.
- There was discussion regarding the WAC Arizona Local Board Meeting Schedule and how the meetings could be strategically leveraged by the WAC Council members to reach out and exchange communication with the Local Area Boards and partners. The Committee discussed the idea of drafting a more formal or standard approach to support the WAC Council member when they are attend a local Board meeting as well as providing lead time to the local areas for preparation and being able to fully leverage the visit from the WAC Council member.
- There was discussion regarding the timing of all local area websites being intergraded as Arizona@Work . Committee member Ms. Fraijo will follow up on expected timeline and clarification regarding the proposal for when and how other counties are expected to be online fully as Arizona@Work.

6. Committee Next Steps

- Continue to update the WAC Community Partnership List as committee members forward their list of partners.
- Prepare an email / letter of agreement that can be sent out by each committee member to those individuals they have identified as a community partner. The email/letter agreement should include (1) the purpose of the list and ask for the individuals permission to be included on the list, (2) ask for some information about the partner's mission and services, (3) provide an overview of the goals of the Strategic Communication and Partnership Committee and how the list may be used within the context of the overall Communication Plan and (3) highlight Arizona@Work as a possible solution for business hiring needs at no cost.
- Send out an email to local board directors and local board chairs to add any additional community partners to the WAC Community Partnership List.
- Review and update the WAC Arizona Listing of Local Board Meeting Schedule and draft a Master Calendar of meetings for the Committee.
- Draft a template or more formal or standard approach of the process, expectations and plan for aligning WAC Council members with attending local board meetings across the state.

7. Adjournment

- A motion to adjourn was made by John Morales and seconded by Rosalyn Boxer.
- The meeting was adjourned at 2:25 p.m.