

WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE MINUTES

Friday, July 21, 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 Present

Cecilia Mata, Chair – AllSource Global Management

Rosalyn Boxer – Arizona Commerce Authority

Lynn Larson – Department of Economic Security

Sheryl Hart – Arizona Department of Education

Patricia (Pat) Ray – Arizona@Work Yuma

David Martin – Arizona Chapter of the Association of General Contractors

Members Present Via Phone

Dominic Escamilla – Country Financial

Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce

Farrell Quinlan – NFIB

Members Not Present

Susan Anable – Cox Communications

Steven Thompson – Uber

1. Call to Order

- The meeting was called to order at 1:30 p.m.

2. Welcome

- Cecilia Mata, Chair, introduced new members of the Committee, David Martin and Patricia (Pat) Ray who is replacing John Morales representing the local area of Yuma. She also welcomed the other Committee members and the public to the meeting.

3. Call to the Public

- There were no comments received from the Public.

4. Approval of Minutes

- A motion to adopt the previous meeting minutes was made by Pat Ray and seconded by Rosalyn Boxer.
- The April 7, 2017 meeting minutes were adopted.

5. Business Services Outreach Presentation

- Monica Magoon, Workforce Program Manager, Office of Economic Opportunity, explained that she is working with the Department of Economic Security (DES), the City of Phoenix and Maricopa County Business Services teams to coordinate services that are offered to businesses. Before they initiated the coordination meetings each entity had their own approach to businesses and there was no coordinated approach. She explained that they put together a regional presentation that any of the agencies could give to individual businesses or business

groups. The presentation is a high-level overview that gives a unified message no matter who is giving the presentation.

6. Communication Toolkit Workgroup Update

a. Collateral Document (One-Pager)

- Cecilia explained that this document was presented to the Committee in April as well as the Communicators at their training in May. This second draft incorporated the changes that were discussed by both groups.
- Cecilia asked Ashley Wilhelm, WAC Manager, to explain the changes between the two drafts. Ashley explained that the second draft has made the focus of the document solely on the Workforce Arizona Council to try to mitigate any confusion that could be caused by incorporating the WIOA law and the core partners. The projects that were included on the second draft were changed to only workforce council endorsed projects.
- The Committee asked to have the blue colors lightened to ensure visibility of the lettering, add (WAC) in the first paragraph after the Workforce Arizona Council, and add “WAC Endorsed” to the statewide initiatives.
 - i. Vote to recommend Workforce Arizona Council approve the one-page collateral document**
 - David Martin moved to approve the document with the changes. The motion was seconded by Rosalyn Boxer.
 - Motion was approved.

b. Presentation

i. Vote to recommend Workforce Arizona Council approve the Introduction to the Workforce Arizona Council Presentation

- David Martin moved to approve the presentation. The motion was seconded by Sheryl Hart.
- Motion was approved.

c. Partner Organization Letter

- The Committee suggested that the third paragraph to the last paragraph of the letter and to add “Workforce Arizona Council” in every place in the letter that states “Council”.
 - i. Vote to recommend Workforce Arizona Council approve the Partner Organization Letter**
 - David Martin moved to approve the letter with changes. The motion was seconded by Rosalyn Boxer.
 - Motion was approved.

7. Committee Next Steps

- Cecilia explained that the Communicators will be attending their first local board meeting on July 27th in Pinal County. Ashley will be sending the Communicators more dates to get on their schedule.
- Cecilia asked the Committee to think about what type of presentation should be given to the chambers to help compliment what the local areas are doing.
- Cecilia asked Ashley to send out a poll to schedule the next Committee meeting.

8. Adjournment

- A motion to adjourn was made by Rosalyn Boxer and seconded by Pat Ray.
- Meeting was adjourned at 2:25 p.m.