

**WORKFORCE ARIZONA COUNCIL
STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE
Minutes**

Tuesday, July 26, 2022
1:00 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/92893720766>

Members Present

Bill Gates – Maricopa County Board of Supervisors
Brian Rice – HonorHealth

Members Absent

Audrey Bohanan – Adelante Healthcare
James – Centene Corporation

1. Call to Order - 1:06 p.m.

2. Welcome

Committee Chair, Supervisor Bill Gates, welcomed everyone to the meeting.

3. Approval of Minutes for 4-19-22 Committee Meeting - postponed - lack of quorum

4. Call to the Public - none

5. ARIZONA@WORK Brand Policy - Discussion

Ken Mall of EDSI explained that brand policy describes how to use a brand and assists providers and partners in understanding their connection to the brand. The ARIZONA@WORK brand should be used to drive interest in and communicate information about job centers and their services.

Brian Rice asked Ken to define the distinction between partner and provider.

Ken stated that a provider is receiving funding from ARIZONA@WORK for services, such as training job seekers. He went on to say that a partner does not receive funding from ARIZONA@WORK, though they work in tandem with job centers for the benefit of job seekers. Additionally, he defined other entities. Supporters might be those that provide affiliate services, and contributors might be those that contribute complimentary services.

Bill asked if other states' policies explain compliance regulations.

Ken explained that the branding policy should include a style guide and mechanisms to monitor how the brand is being used. He went on to outline the next steps in developing the branding policy over the next few months, which include completing a draft, reviewing the draft, and posting the proposed policy for public comment.

6. Annual Convening Planning - Discussion

Chair Gates commented that the Annual Workforce Convening is a great tradition and one of the most important responsibilities of this committee. He reviewed the most recent convening experiences with the convening held virtually in 2020 and once again in person in late 2021. He acknowledged that they are preparing earlier this year and thanked Oleg Shvets for his excellent work last year and this year.

Oleg reported that a convening planning team met last week and decided that the goal this year was to collaborate with and include Career Technical Education (CTE) partners. He announced the date for the convening will be December 8, 2022 and it will be held at the West Campus of West-MEC, a CTE school, from 10:00 a.m. to 3:00 p.m. The theme will be tied to CTE as our future pipeline of 150,000 students currently.

Oleg went on to explain that preparations are already underway, including a booked keynote speaker, catering by the culinary students, a school tour option, and development of a website for information and registration. A survey for considerations on roundtable discussions and breakout sessions is coming soon.

Bill mentioned the annual awards to be presented and asked all in attendance to think about potential nominees. He also noted that he anticipates the convening for 2023 to be located outside of Maricopa County.

Michael Smith of Mohave County suggested soliciting some student input and considerations for the convening. He also mentioned sharing systems usage and exploring upgrading models to improve communication.

Oleg suggested inviting student leaders of the various CTE student organizations.

7. Council Annual Report Timeline

Stacey Faulkner explained that the Workforce Arizona Council must submit an annual report, due December 1, 2022, which summarizes the performance of all WIOA Title Programs, as well as the community college districts for Program Year 21, comprising July 1, 2021 to June 30, 2022. The OEO Workforce Team is already compiling data for the various sections of the report. A final draft is submitted for approval by November 15, 2022. We are hopeful that a hard copy of the report will be available at the convening on December 8, 2022.

Stacey also mentioned that the OEO Workforce Team has recently hired her as Deputy Administrator, and also hired Erin Gallagher as Workforce Arizona Council Project Manager.

8. Adjournment - 1:53 p.m.

*Pursuant to A.R.S. § 38-431.02, notice is hereby given to members of the Workforce Arizona Council Strategic Communications and Partnerships Committee and to the general public that the Committee will hold an electronic meeting, on **Tuesday, July 26, 2022 at 1:00 p.m.** via zoom.*

Persons with a disability may request 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 by contacting workforce.council@oeo.az.gov.

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.