

**Strategic Communications and Partnerships Committee
 Workforce Arizona Council**

Program Year 2016 Charter

Committee Purpose

Build and leverage functional communications strategies and partnerships to share information about the workforce system and encourage the public and business community to utilize the resources available. This includes:

- Strategizing Council communications
 - Communications to businesses and the general public
 - Communication with local boards
- Assisting local boards with how best to communicate to their constituencies
- Building and leveraging partnerships within and outside of the system to accomplish State goals

Membership

Name	Representing
Cecilia Mata, Chair	AllSource Global Management
Susan Anable	Cox Communications
Rosalyn Boxer	Arizona Commerce Authority
Dominic Escamilla	Country Financial
Connie Fraijo	Arizona Department of Economic Security
Sheryl Hart	Arizona Department of Education
John Morales	Arizona@Work Yuma County
Lea Marquez-Petersen	Tucson Hispanic Chamber of Commerce

2016 Goals

1. Establish a State Council communications plan that includes strategies for reaching out to local boards, statewide business organizations, state agencies and partners.
 - Outline the relationships from the state to the local areas
 - Identify the internal and external partners currently involved in the system
 - Identify and develop communications channels from the Council to the local boards
 - Outreach to the local boards by Council Members
 - Identify speakers bureau that can reach out to business organizations
 - Council Members
 - Internal and External Partners
 - Develop digestible collateral for use when Council Members or partners are communicating about the workforce system

2. Identify and share outreach strategies with local boards to engage their communities with the system
 - Create forum for sharing best communications practices across local areas