



WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE AGENDA

Friday, FEBRUARY 2, 2018
10 AM – 12 PM
100 N. 15th Avenue, Phoenix, AZ 85007, Suite 103
Via Conference Call
1-877-820-7831 Access Code: 103486

Members Present

Cecilia Mata, Chair – AllSource Global Management

Members Present via Phone

Doug Yonko, Vice-Chair – Hensley Beverage Company

Farrell Quinlan – National Federation of Independent Business

Members Absent

Supervisor Steve Chucri – District 2 Supervisor, County of Maricopa

Stephen Gillman – United Goodyear Firefighters Association

1. Call to Order

The Strategic Communications and Partnerships Committee was called to order at 10:02 A.M.

2. Welcome

Chair Cecilia Mata welcomed members of the Committee and public to the meeting.

3. Call to the Public

Kelsie McClendon, Chair of the Maricopa County Workforce Development Board announced his presence and spoke briefly about how the Board can contribute to the goals of the Committee. He also spoke briefly about the Arizona Society for Human Resources Managers.

4. Approval of Minutes

Chair Mata entertained a motion to approve the Committee's October 23, 2017 meeting. The motion was made by Doug Yonko and seconded by Farrell Quinlan. The motion passed.

5. ARIZONA@WORK /DES Communication Team Update

Jillian Seamans, Public Information Officer, Arizona Department of Economic Security, Division of Employment and Rehabilitation Services (DERS) gave a summary of a bi-weekly communications call that she hosts with the ARIZONA@WORK system. She also provided a brief summary of the ARIZONA@WORK website and new tools that have been incorporated into the website, such as the social media feed at the bottom of all pages.

Jillian showed the committee a newsletter that will be released bi-monthly and explained that DERS is working on updating the Job Seeker and Employer videos that are posted online.

Chair Mata thanked Jillian for her work and for sharing all that she has done to continue the communication efforts across ARIZONA@WORK.

6. Discussion and Update of Council's communications plan.

The committee addressed their current communications plan with the Workforce Arizona Council Manager, Ashley Wilhelm. They went through the plan by objectives to analyze completion and update as needed. Chair Mata indicated that several objectives were complete and some were still in progress.

Chair Mata and Council Manager Ashley Wilhelm spoke about the Committee's action plan to engage with local areas. Chair Mata asked Ashley to potentially coordinate informal meetings between committee members and local board members. Doug Yonko commented that committee members could also meet with local board leadership to start the connection.

7. Statewide Convening – Planning Sub-Committee

Council Manager Wilhelm spoke about survey results from the Nov. 2 convening. Chair Mata proposed semi-annual convening meetings, asked the committee members for their input.

Doug Yonko voiced his opinion that semi-annual meetings were too frequent, asked what the goal of convening meetings are.

Chair Mata indicated that semi-annual convening meetings may pose a burden on Council staff.

Chair Mata proposed a single convening meeting with an additional meeting once per year if needed.

Council Manager Ashley Wilhelm indicated that convening meetings are a collaborative event that could drastically improve council communication and local area collaboration. Rosalyn Boxer of the public section expressed support for this sentiment.

Chair Mata proposed a sub-committee to address convening meetings, proposed a semi-annual schedule of May and October.

Doug Yonko commented that meetings should have a wide geographical variety.

- a. Vote to update the Council's communications plan.**
- b. Vote to hold statewide convening twice a year (1) and put together a sub-committee to plan events (2).**

A motion to approve the updates to the Communication Plan to indicate where in the process the Committee is on their objectives and add the details of the convenings was made by Farrell Quinlan and seconded by Doug Yonko. The motion passed.

8. Research State Communication Practices

Ashley presented an overview of communications research in which communications practices from other state-level workforce boards were collected. Ashley spoke briefly about the practices collected from three states, California, Colorado, and Washington.

Ashely gave a brief summary of the questions asked to these states. She asked for comments and if the committee had additional questions they'd like to research. Cecilia recommended hiring additional council staff to facilitate communication efforts in the future.

9. Council Endorsed Project Overview

Ashley gave a brief overview of the Workforce Arizona Council section of the ARIZONA@WORK website including the updates that provide Council members with information on Council-endorsed projects and initiatives.

10. Website Updates – Member Bios

Ashley provided to the committee another website update in which council member biographies will be added to the webpage.

Doug Yonko expressed his support for this change.

Chair Mata instructed Council staff to provide the biography template to Council members to complete and submit for upload to the website.

11. Board Training Opportunity

Ashley presented a board-training tool created by the National Association of Workforce Boards (NAWB). This training focuses on the role of board members and chief elected officials. Ashley indicated that she will continue to search for board training opportunities.

12. Discussion of WAC Communicators' role, opportunities and schedule

Chair Mata proposed to amend the Committee's communicator interaction with local areas to two informal interactions. She commented that this item had already been discussed earlier in the meeting.

13. Committee Next Steps

Chair Mata entertained comments from the Committee members regarding next steps. No comments were made.

Chair Mata expressed that the committee will continue to work towards its goals outlined in the charter.

Rosalyn Boxer of the public section asked the committee for assistance in recruiting a new Workforce Arizona Council member from a Northern Arizona business.

14. Adjournment

Doug Yonko moved to adjourn. Farrell Quinlan seconded. The meeting was adjourned at 11:28 A.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 a meeting, open to the public, on Friday, February 2, 2018 at 10:00 a.m. in the Office of Economic Opportunity 100 N. 15th Ave, Suite 103. For more information, please call (602) 364-0430.

Attention visitors (including agency personnel and members of the public): The Arizona Department of Administration has implemented building security measures at 100 N. 15th Avenue. All visitors who do not have a badge granting access to the building must go to the Badging Office on the first floor to be admitted as a guest. Due to the security measures, agency personnel who routinely submit documents or who wish to attend seminars should either verify that their badges grant access to the building or schedule visits in advance with the Office of Economic Opportunity. Please call (602) 364-0430 with any questions or concerns regarding admittance to the building.

Persons with a disability may request a 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 at the Office of Economic Opportunity, located at 100 N. 15th Avenue, Suite 103, Phoenix, AZ 85007.

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.

STATE-LEVEL WORKFORCE DEVELOPMENT BOARD
COMMUNICATIONS PRACTICES

PLEASE SAVE AS A PDF DOCUMENT.

State Board Information

State:	Maine	State Board Name:	State Workforce Development Board	
Contact:	Garret Oswald	Phone:	207-621-5087	Email: garret.j.oswald@maine.gov

General Communications

1. Please describe the overall communications guidelines utilized by the State Board/Staff.				
All core partners are within the same agency, Maine Dept. of Labor. There are three local areas designed to foster collaboration. Executive Director and managers all work together. Use social media, posts news to digital avenues, newspapers to reach a large population. Maine is still heavily dependent on paper newspapers. Haven't had great success with newsletter, no current iteration. Follow-up each board meeting with summary, but is not a newsletter				
2. Does the State Board have a dedicated communications staff?		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		2a. If so, please describe their responsibilities below. ↓
There are 2 staff, primary responsibility is to the state board. Has previously hired social media people, but don't have any currently. Staff has moved to new positions within the state and haven't filled seat, but staff is great now, works with other dept. of labor staff to get things done too, such as the Dept. of Labor communications director				
3. Does the State Board maintain a website?		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		URL: http://www.maine.gov/swb/
3a. If so, what is published and how frequently?				
Information about the board, meeting information and minutes, membership roster, news and events, etc. information is published as needed or as it comes up. There are no regular publications, such as a newsletter.				

Publications and Documents

4. Does the State Board/Staff publish any documents on a regular basis, such as a newsletter?		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
4a. If so, can you describe the documents and the frequency of which they are published?				
N/A				
4b. Who is the intended audience for each publication?				
N/A				

STATE-LEVEL WORKFORCE DEVELOPMENT BOARD
COMMUNICATIONS PRACTICES

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5. Does the State Board/Staff post publicly their meeting notices, agendas, minutes, and/or supporting documents?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
5a. If so, who is responsible for publication? →	Board Staff

Internal Communication

6. Please describe the process/guidelines for State Board/Staff communication with local Workforce Development Boards?	
There are three local areas. The Bureau of Employment services communicates with local boards directly, there is a group for the managers of the career centers. State level will work with local areas directly as needed	
6a. Who is responsible for communication with local workforce development boards? →	State Staff
6b. What is communicated <i>to</i> local boards (i.e. what do you tell local boards) and how frequently?	
Pertinent information, some information is shared through special committees that focus on specific cohorts in society	
6c. What is communicated <i>from</i> local boards (i.e. what do local boards tell you) and how frequently?	
Local boards work with state staff as needed	
7. Please describe the process/guidelines for State Board/Staff communication with workforce system partners, such as other state agencies, core programs, and community-based organizations.	
All core partners are within the same agency, the Maine Dept. of Labor, so communication is internal. Board staff is only two, but works with other Labor staff to get things done, such as relying on Dept. of Labor communications director to publish information to newspapers	
7a. Who is responsible for communication with partners? →	Everyone
7b. What is communicated <i>to</i> workforce system partners?	
N/A	
7c. What is communicated <i>from</i> workforce system partners?	
N/A	

STATE-LEVEL WORKFORCE DEVELOPMENT BOARD
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State Board Information

State:	Oregon	State Board Name:	Oregon Workforce and Talent Development Board		
Contact:	Todd Nell	Phone:	503-947-2406	Email:	Todd.A.Nell@oregon.gov

General Communications

1. Please describe the overall communications guidelines utilized by the State Board/Staff.		
We send out a communications piece from the board to members and partners monthly that includes state board and system work and results.		
2. Does the State Board have a dedicated communications staff?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	2a. If so, please describe their responsibilities below. ↓
Click or tap here to enter text.		
3. Does the State Board maintain a website?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	URL: http://www.oregon.gov/owib/Pages/index.aspx
3a. If so, what is published and how frequently?		
See link. Published as needed or agreed to.		

Publications and Documents

4. Does the State Board/Staff publish any documents on a regular basis, such as a newsletter?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
4a. If so, can you describe the documents and the frequency of which they are published?	
Click or tap here to enter text.	
4b. Who is the intended audience for each publication?	
Click or tap here to enter text.	

STATE-LEVEL WORKFORCE DEVELOPMENT BOARD
COMMUNICATIONS PRACTICES

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5. Does the State Board/Staff post publicly their meeting notices, agendas, minutes, and/or supporting documents?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
5a. If so, who is responsible for publication? →	Board staff

Internal Communication

6. Please describe the process/guidelines for State Board/Staff communication with local Workforce Development Boards?	
We use the monthly communication piece and email to communicate. We also poll the association that is comprised of all EDs of all local boards monthly , 2-3 weeks prior to the communication piece. If it makes sense, we include the needs revealed from the polling and include language in the communication.	
6a. Who is responsible for communication with local workforce development boards? →	Director of the board, Director of the Oregon Workforce Investment Unit.
6b. What is communicated <i>to</i> local boards (i.e. what do you tell local boards) and how frequently?	
Per above. Status on any new, revised, or deleted policies, any operational issues/solutions/changes, upcoming events, guidance etc.	
6c. What is communicated <i>from</i> local boards (i.e. what do local boards tell you) and how frequently?	
Oregon Workforce Partnership (the association comprised of all Local Board EDs) meets monthly. We attend and communicate with them at these meetings. We also communicate via email. Again and at a minimum, I poll the OWP and local board Executive Directors to better understand what is going well, what they need, what we can reasonably address and help solve, etc.	
7. Please describe the process/guidelines for State Board/Staff communication with workforce system partners, such as other state agencies, core programs, and community-based organizations.	
Same as above.	
7a. Who is responsible for communication with partners? →	Board Staff
7b. What is communicated <i>to</i> workforce system partners?	
Our state has a group called the Workforce System Exec Team that meets weekly to every other week depending on need. Needs on many sides, are communicated at these meetings of which the state board director attends.	
7c. What is communicated <i>from</i> workforce system partners?	

Needs, issues, problems and potential solutions.
8. Please describe the process/guideline for State Board/Staff communication with State Board members. The Director of the state board is the primary contact point with members. Some other staff who lead committee or staff meetings also communicate with the business chairs of those committees or taskforces. Email, text, phone and face to face at meetings as needed or scheduled are utilized.
8a. Please describe the State Board/Staff's communication with its committees and committee members. Email, text, phone and face to face at meetings.
9. Is there a framework or process model to facilitate the State Board/Staff's communications efforts? Please describe here the methods used to share information throughout the workforce system. The communication piece that goes out monthly to all members, state agency partners and local boards.

External/Public Communication

10. Please describe what the State Board/Staff communicates to the public and how frequently. Public meeting law requires info be shared on state board meetings. We really don't communicate publicly that much. However, we will be producing talent assessment every two years which will be for partner and public consumption.
10a. Does the State Board/Staff have a process for public comment? / Please describe the way a member of the public may address the board/staff. It is an agenda item in every public meeting we have. Time is allotted, all meetings are recorded, and minutes taken.

Contact

Samuel Irvin

602-542-2871

STATE-LEVEL WORKFORCE DEVELOPMENT BOARD
COMMUNICATIONS PRACTICES

Arizona Office of Economic Opportunity samuel.irvin@oeo.az.gov

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