



WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE MINUTES

Monday, April 23, 2018
2 PM – 4 PM
100 N. 15th Avenue, Phoenix, AZ 85007, Suite 103
Via Conference Call
240-454-0879 Access Code: 280-993-715

Members

Cecilia Mata, Chair – AllSource Global Management
Doug Yonko, Vice-Chair – Hensley Beverage Company
Supervisor Steve Chucri – District 2 Supervisor, County of Maricopa
Farrell Quinlan – National Federation of Independent Business
Stephen Gillman – United Goodyear Firefighters Association

1. Call to Order

The Strategic Communication and Partnerships Committee was called to order at 2:03 P.M.

2. Welcome

Welcome was provided by Chair Cecilia Mata.

3. Call to the Public

There were no comments made by the public.

4. Approval of Minutes

Farrell Quinlan moved to approve the minutes from the February 2, 2018 Committee minutes. Doug Yonko seconded, minutes were approved.

5. ARIZONA@WORK /DES Communication Team Update

Jillian Seamans, Public Information Officer with DES updated the committee on her recent activities. She showed two updated videos to the Committee, regarding services for job-seekers and services for employers. She briefed the committee on a workgroup that has been established to review the ARIZONA@WORK websites. She updated the committee on the monthly internal newsletter. Lastly, she spoke about social media efforts. She also briefed the Committee on phase two of the ARIZONA@WORK branding campaign, which will focus on the “proud partner” aspect of the system.

6. ARIZONA@WORK and AZSHRM Alignment Discussion

Marco Garcia, Director of Workforce Readiness for the AZ State Council of the Society of Human Resource Management briefed the committee on the purpose, structure, and

mission of the AZ State Council and SHRM, after a brief introduction. Chair Cecilia asked how SHRM and the Workforce Arizona Council can connect and align themselves. Marco indicated that SHRM can endorse specific activities, the Council can showcase activities at the SHRM statewide conference (Marco indicated that about 1/5 or 1100 of 5000 Arizona SHRM members attend the conference each year). Farrell pointed out that making connections at the local level will be easier through the local chapters of SHRM. (the SHRM State Council is not a local chapter). Farrell stated that SHRM could provide feedback on system activities, plus provide resources and best practices, including system improvements.

6. Statewide Convening – Planning Update

Chair Cecilia and Council Manager Ashley Wilhelm provided an update on the Workforce Statewide Convening. The date for the event is scheduled for June 11, 2018 from 10am to 3pm (5 hours). The location for the event is scheduled at the Hotel Tucson, City Center at 475 N Granada Ave, Tucson, AZ 85701.

Chair Cecilia mentioned that the event is still in the planning phase and that weekly calls occur. She mentioned that event planning is attempting to secure sponsorship, and that All-Source Global Management will sponsor the venue rental, but others may be required. Chair Cecilia also mentioned a keynote speaker that she is aware of that she will reach out to. Ashley mentioned that a Save-The-Date will be sent out soon thereafter.

7. Research State Communication Practices – Update

Ashley updated the committee on other state's communications practices, including new responses to a questionnaire from Maine and Oregon. Ashley indicated that Arizona does not fall behind other states in Communications practices. She also stated that the National Governor's Association was asked to assist in the consolidation of a unified message for workforce development.

8. Committee Next Steps

Chair Cecilia reminded the committee that the next scheduled meeting is June 8, 2018 from 10am to 12pm. She mentioned that this falls shortly before the Workforce Statewide Convening in June, which will provide an opportunity for last minute feedback.

9. Adjournment

With no other comments or discussion, Farrell moved to adjourn. Doug Yonko seconded. The meeting of the Strategic Communications and Partnerships Committee was adjourned at 2:53 P.M.