

**WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND  
PARTNERSHIP COMMITTEE AGENDA**

Thursday, July 16, 2020

1 pm

Via Zoom:

<https://azcommerce.zoom.us/j/95423394886?pwd=Nk8rUFpoZ3lMVU1SZjdIMnZkQTdJUT09>

**Members**

Bill Gates – Maricopa County Board of Supervisors  
Audrey Bohanan – Adelante Healthcare  
Allison Gilbreath – Arizona State Chamber of Commerce  
Willard James – Centene Corporation  
Brian Rice – Hensley Beverage Company

- 1. Call to Order**
- 2. Welcome and Meeting Logistics**
- 3. Call to the Public**
- 4. Branding – Discussion and Possible Action**
  - a. **Overview - History**
  - b. **WIOA – Single Identifier**
  - c. **Expectations for Brand Usage**
    - i. **Core Partners**
    - ii. **One-Stop Partners**
    - iii. **3<sup>rd</sup> Party**
- 5. State Plan Executive Overview – Discussion and Possible Action**
- 6. State and Local Board Calls – Discussion**
- 7. Statewide Workforce Leaders Convening – Discussion**
- 8. Adjournment**

*Pursuant to A.R.S. § 38-431.02, notice is hereby given to members of the Workforce Arizona Council Strategic Communications and Partnership Committee and to the general public that the Committee will hold an electronic meeting, on **Thursday, July 16, 2020 at 1:00 p.m.** via zoom.*

*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 by contacting [workforce.council@oeo.az.gov](mailto: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.*