

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

Tuesday, August 3, 2021

1:00 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/93231553895>

**Members Present**

Bill Gates – Maricopa County Board of Supervisors

Brian Rice – Hensley Beverage Company

Will James - Centene Corporation

**Members Absent**

Allison Gilbreath – Arizona Chamber of Commerce

Audrey Bohanan – Adelante Healthcare

**1. Call to Order and Welcome – 1:05 p.m.**

**2. Call to the Public - none**

**3. State Plan Strategies and Modification**

Ashley Wilhelm provided the committee updates and explained there are two strategies that this Committee is overseeing:

1. Communication and outreach
2. Coordination of efforts

**4. Digital Communication Strategies**

Ellen Pierce, Digital Content Director, Arizona Commerce Authority (ACA), presented the importance of using social media to reach the workforce and community regarding program understanding and opportunities. She explained key components to effective social media usage include:

- Knowing your audience
- Strong brand voice
- Cohesive messages
- High-value content
- Consistent presence

Ellen explained that Facebook, LinkedIn, and Twitter are primarily used by the agency since the target audiences most commonly use these platforms.

**a. EmployArizona Campaign**

Ben Flores, Public Information Officer, Arizona Department of Economic Security (DES), introduced the EmployArizona campaign and its goals. The timeline for the campaign is July 6, 2021 to August 6, 2021. The campaign is targeted to job seekers and tied to the ending of the supplemental federal unemployment insurance payments. The content of the campaign focuses on leading job seekers to the resources found at ARIZONA@WORK. Ben showed sample content and initial data analytics from the campaign.

**5. Council Annual Report**

Ashley Wilhelm provided an overview of the annual report to the state legislature, which is due December 1, 2021. The report will outline programs and services provided. This year, the council will work with the ACA and the AC4 committee to provide cohesive content throughout the report. For informational purposes, multiple council partners and government departments will receive a copy of the annual report. The Annual Report will be posted on the Council website. The committee members suggested sending the report to local area agencies, technical colleges, economic development groups, and chambers of commerce.

**6. Annual Council Convening**

Ashley Wilhelm reviewed recent history of the convening and that this year's target date should be targeted for the beginning of December 2021. She outlined some of the key issues the committee should consider, such as location, hybrid offering of in-person and online attendance, programming, and topics.

Chair Gates led discussion, which concluded with agreements that the council should hold the convening in early December 2021 in a location in central Arizona – either Maricopa County or Pinal County. Suggested topics included working from home, how services have shifted during and since the COVID-19 outbreak, Arizona successes despite COVID-19, and hiring and attracting candidates.

**7. Adjournment** – The meeting was adjourned at 2:15 p.m.