

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

Tuesday, October 25, 2022  
1:00 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/99983800304>

**Members Present**

Bill Gates – Maricopa County Board of Supervisors  
Brian Rice – HonorHealth

**Members Absent**

Audrey Bohanan – Adelante Healthcare  
Will James – Centene Corporation

**1. Call to Order**

Meeting started at 1:03pm.

**2. Welcome**

Committee chair, Supervisor Bill Gates, welcomes all to the 4<sup>th</sup> quarter SCPC Committee meeting.

**3. Approval of Minutes for July 26<sup>th</sup> 2022 Committee Meeting**

No quorum.

**4. Call to the Public**

None

**5. ARIZONA@WORK Brand Policy, Ken Mall- Discussion**

In the previous committee meeting, Ken Mall of EDSI discussed how to use the ARIZONA@WORK brand and how to assist providers and partners to understand their connection to the brand.

This committee meeting Ken Mall will be updating the ARIZONA@WORK brand policy.

There is a draft of the brand policies ready. Currently, working on strengthening the brand and design to bring together the workforce system. Also, continuing to work with other

states for research, approximately over 20 other states. The brand style guide was updated 2021.

2022 style guide recommendations.

New logos from 2021 brand style to better identify location and state organization, and innovative workforce solutions. America Job Center is where the changes may happen.

Recommendations: Create a new logo that recognizes partners (not necessarily AJC) but rather a partner of Arizona Workforces. New logos should be used for those supporting the Arizona Workforce System. Recommending to move forward with drafted brand policy, to add a 4<sup>th</sup> to give more flexibility and focus.

Comment: Brian Rice shared that he thinks a 4<sup>th</sup> edition will give more flexibility and focus with the brand.

## **6. Council Policy Revisions - Discussion**

Stacey will be working closely with Ken Mall, to create a plan by March 2023, establishing workforce staff with council and committee members.

But Ken and Stacey are working together to revise the policies. Issues: Some date are several years old and should be looked at every 2 years. This will help to ensure language is updated and our workforce is as robust as needed, to make processes and procedures easier.

Working on a project plan, mainly one of Kennedy Riley's, the new Performance Manager, and Stacey responsibilities. They will be working on getting as many policies approved by March 2023, to ensure the board has the most updated information as possible. Determined it would be best to create a workgroup that would help develop and grow these policies, along with DES.

Questions: No questions, Brian Rice and Bill Gates support and think it will be a goal to accomplish.

## **7. Annual Convening Planning - Discussion**

Annual Convening will be on December 8<sup>th</sup>, WestMEC Campus in Buckeye. Food is provided, **no** gluten free options available.

Program considerations Keynote speakers: Brain Wright. Workshops: afternoon breakouts sessions (CTE, Apprenticeships, ACRC, AZ Future Economy)

Link: <https://olegshvets9.wixsite.com/2022convening>

Registration is up and running – 40 people are registered. Most of the information is online. Oleg is excited that this convening is very CTE exclusive. Hoping for many people to apply for one of 4 awards and anyone can apply on the website. Registration will be open for

awards up until the 1<sup>st</sup> week of December. As a committee we will decide which award will work. Please send photos to Oleg for slideshow of pictures during the convening that should include local workforce board and all that we do!

## **8. Council Annual Report – Discussion**

This report is due December 1<sup>st</sup> to the governor office and currently on target to meet that deadline. The report has been sent to the marketing and communications team and will have a full review by Nov. 9<sup>th</sup>. All 4 title partners will be sent this report and the final edits will be submitted by Nov. 10-15 to send over to Nov. 16<sup>th</sup> and have 50 copies for governor and our council members by the 29<sup>th</sup> to meet the Dec. 1 deadline

## **9. Council Restructure – Discussion**

Committees vs. Workgroups -- Beginning 1st Quarter 2023

Effectiveness and Efficiency

Statewide Collaboration

Strategic Plan

Initiatives and Priorities

Compliance vs. Statewide Expectations and Impact

Workgroups will allow more area and flexibility to focus on one initiative or priority and move these forward. Currently, it seems the council is more compliance focused and should be more collaborative, conquer initiatives and move priorities forward. Nationally workgroups are a more successful and efficient model rather than multiple committees to accomplish the same goal

### **Feedback/Discussion:**

Brian Rice: Question about workgroup vs. committee.

Stacey Faulkner: workgroups allow 0 open meeting law.

Example: work based learning, WAC has the opportunity to work with other areas of the state that can help train other local areas or advance that initiative

Brian Rice: How is work group supervised? OEO has a robust workforce team, there would be a workforce manager in every workforce group.

Supervisor Bill Gates: Does this make sense to make this decision right before a new governor comes in? Or is that part of the thinking? Generally makes a lot of sense and Bill is supportive

Stacey: Attendance could be a lot better, but we understand it is all volunteer based, and now the council is more compliance focused rather than pushing initiatives forward.

Stacey Faulkner: We need to do this right and to move forward as a state, partners and workforce board.

Workgroup based forum allows more flexibility and opportunity to move plans forward.

Willie Higgins: Will Stacey and the team be providing guidance and content for the WAC when new governor is elected?

Stacey Faulkner: First we wanted to have the conversation before moving forward with our new restructure. Things need to change such as policies and bylaws. Workforce committee leaders will be informing all, governor office to ensure we are all on the same page.

## **10. Adjournment**

Supervisor Bill Gates moves to adjourn the meeting. Brian Rice seconds motion. The passes unanimously.

Meeting adjourned at 1:47pm.

*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 an electronic meeting, on **Tuesday, October 25, 2022 at 1:00 p.m.** via zoom.*

*Persons with a disability may request 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.*