



MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD
Marketing and Outreach Committee

Thursday, September 1, 2022 – 2:00 p.m.

GoToMeeting: <https://www.gotomeet.me/MaricopaCountyWDB>

Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

Members Present: Bonnie Schirato, Melissa Boydston, Grenee Martacho, Scott Sudhalter
(Note: All members present attended via GoTo meeting)

Members Absent: Angela Creedon

MEETING

Call to Order.

Chair Bonnie Schirato called the meeting to order at 2:02 p.m. and requested roll call.

Roll Call.

MCWDB Board Liaison Deseret Romero took roll. A quorum was present.

Welcome and Opening Remarks.

Chair Schirato welcomed everyone to the meeting and initiated introductions for each of the Fiscal Year 2023 MCWDB Marketing and Outreach Committee Members.

Consent Agenda.

Meeting Minutes: May 5, 2022

Chair Schirato asked for a motion to approve the MCWDB Marketing and Outreach Committee's May 5, 2022, Meeting Minutes. Grenee Martacho made a motion; Melissa Boydston seconded the motion.

Chair Schirato called for an all-in favor vote:

In Favor: Bonnie Schirato, Melissa Boydston, Grenee Martacho, Scott Sudhalter

Opposed: None

Abstained: None

Motion passed.

Chair Report.

No report.

Informational/Discussion Only.

Predictive Index

Chair Schirato shared the following highlights from the Predictive Index presented at the August 2022 MCWDB Retreat.

- What is the Predictive Index?

- Insights Gained from the Predictive Index.
- Predictive Index Factors.
- How to Read the Predictive Index Report.
- Marketing & Outreach Committee's Predictive Index Recap

Chair Schirato noted that we would send the Predictive Index to Committee Member Melissa Boydston for her participation.

Workforce Development Division Services and Outreach Activities.

Workforce Development Division Program Manager, Tina Luke presented on the Workforce Development Division services and outreach activities. Below are the highlights from her presentation.

- Youth Eligibility Requirements
- Youth Services Provided
- Youth Outreach
- Adult & Dislocated Worker Eligibility Requirements
- Priority of Service
- Adult & Dislocated Worker Services Provided
- Adult & Dislocated Worker Outreach
- Business Services
- Business Services Outreach

The Committee and Ms. Luke engaged in the following discussion.

- Low Income Eligibility
- Apprenticeship Programs
- ARIZONA@WORK best-kept secret
- Annual Program Budget Allocation Breakout/Participants Served

Marketing and Outreach Committee Areas of Focus.

- i. What do you see as some of the most significant gaps between job seekers and employers, and what ideas do you have to bridge these gaps?
Responses:
 - *Identifying partners, like the Phoenix Chamber to work with to fill the gaps.*
 - *Identifying tools, like LinkedIn that can help to fill the gaps.*
- ii. If funding was not an option, what are some ideas for this committee to consider as areas of focus for this FY?
Responses: N/A
- iii. Considering the Strategic Planning goals and committee focus, what resources can the MCWDB staff provide to assist the committees better?
Responses:
 - *Create a pitch deck if one has not already been created.*
- iv. What innovative ideas might be used to create the committees' focus areas?
Responses:
 - *Create awareness on social media.*
 - *Create partnerships with organizations that have the same goals.*
 - *Determine the Committee's objectives that can then be turned into action.*
- v. What are the committees' focus for this fiscal year?
Responses:
 - *Plan an in-person whiteboard session at the next meeting to discuss further.*
 - *Possible areas of focus:*
 - *Veterans*

- *Low Income*
- *Youth, Adult and Dislocated Worker Programs*
- *Increasing center traffic*
- *Focus on the "Middle 60%" (non-university interests – CTE)*
- *Creating a broad marketing campaign (i.e. informing public of available services)*

MCWDB Executive Director Steve Clark noted that staff would work with the Committee to organize the discussed in-person whiteboard session and develop the agenda for consideration.

Call to the Public.

Chair Schirato made a call for public comment. No one spoke.

Adjourn.

Chair Schirato adjourned the meeting at 3:24 p.m.

**For additional information, contact MCWDB staff at: MCWDB@maricopa.gov*