



**NOTICE OF PUBLIC MEETING OF THE
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD MARKETING AND OUTREACH COMMITTEE**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Maricopa County Workforce Development Board Marketing and Outreach Committee and to the general public that the Maricopa County Workforce Development Board Marketing and Outreach Committee will hold a meeting open to the public on:

September 1, 2022 – 2:00 p.m.

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

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

The Agenda for the meeting is as follows:

**Indicates materials attached, please review/read prior to meeting.*

1. Call to order.

2. Roll Call.

3. Welcome and Opening Remarks.

4. Consent Agenda.

- a. Meeting Minutes: May 5, 2022*
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5. Chair Report.

6. Information/Discussion Only.

- a. Predictive Index
 - b. Workforce Development Division Services and Outreach Activities*
 - c. Marketing and Outreach Committee Areas of Focus
 - 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?
 - If funding was not an option, what are some ideas for this committee to consider as areas of focus for this FY?
 - Considering the Strategic Planning goals and committee focus, what resources can the MCWDB staff provide to assist the committees better?
 - What innovative ideas might be used to create the committees' focus areas?
 - What are the committees' focus for this fiscal year?
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7. Call to Public.

8. Adjourn.

PUBLIC PARTICIPATION AND ACCESS: "The public must be allowed to attend and listen to deliberations and proceedings taking place in all public meetings, A.R.S. § 38-431.01(A); however, Open Meeting Law does not establish a right for the public to participate in the discussion or in the ultimate decision of the public body." Note: Agenda items may be taken out of order

"Equal Opportunity Employer/Program." "Auxiliary aids and services are available upon request to individuals with disabilities." A sign language interpreter, alternative format materials, or infrared assistive listening devices will be made available within 72 hours' notice. Additional reasonable accommodations will be made available to the extent possible within the time frame of the request. Arizona@Work: Maricopa County products and services are made available through federal funding provided by the Workforce Innovation and Opportunity Act (WIOA); serving Employers by aiding job seekers, adults, dislocated workers and youth.



Consent Agenda.

Meeting Minutes



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

Thursday, May 5, 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: Gregg Ghelfi, Melissa Boydston, Christine Colon, Scott Sudhalter
(Note: All members present attended via GoTo meeting)

Members Absent: Brent Downs

MEETING

Call to Order.

Chairman Gregg Ghelfi 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.

Chairman Ghelfi welcomed everyone to the meeting.

Consent Agenda.

Meeting Minutes: February 3, 2022

Chairman Ghelfi asked for a motion to approve the MCWDB Marketing and Outreach Committee's February 3, 2022, Meeting Minutes. Christine Colon made a motion; Scott Sudhalter seconded the motion.

Chairman Ghelfi called for an all-in favor vote:

In Favor: Gregg Ghelfi, Melissa Boydston, Christine Colon, Scott Sudhalter

Opposed: None

Abstained: None

Motion passed.

Chairman Report.

No report.

Informational/Discussion Only.

What's Next for the Marketing Committee.

Chair Ghelfi noted the recent MCWDB Full Board Chair changes and to keep that in mind as the Committee discusses the next steps for the Marketing and Outreach Committee.

Workforce Development Division Outreach Activities.

Workforce Development Division Program Manager, Tina Russo provided the Committee with an update on the recent marketing planning for the Workforce Development Division (WDD). The following highlights are listed below.

- Human Services Department (HSD) divisions are working to development a communications strategy. The Workforce Development Division is a division of the Human Services Department and is actively working with the HSD Communications Officer to development this communications strategy.
- Top 5 Business Objectives have been outlined to follow WDD’s mission, goals, and values.
 - o Increase community awareness of WDD services in the ARIZONA@WORK brand.
 - o Increase the number of job seekers engaged in the ARIZONA@WORK Maricopa County job placement activities and hiring events.
 - o Increase new and existing enrolled participants’ awareness of services available to maximize their experience as we better prepare them for the workforce.
 - o Create and expand internal divisional relationships with HSD at a frontline level resulting in an increase in cross-divisional referrals.
 - New HSD inter-divisional database system (Dynamics)
 - Development of HSD interactive website, including Frequently Asked Questions (FAQs)
 - o Increase accessibility to services for Spanish-speaking participants.

Chair Ghelfi thanked Ms. Russo and opened up questions to the Committee.

Committee Member Christine Colon inquired if WDD was planning to create promotional videos?

Ms. Russo noted that WDD is still discussing potential options and promotional videos are being considered.

Chair Ghelfi noted that Pipeline AZ is working to create “A Day in the Life” videos and recommended that WDD connect with Pipeline AZ to ensure there is no repetition of efforts. In addition, Chair Ghelfi asked if WDD was working with employers to reach employees with upskilling opportunities?

Ms. Russo noted that with the County’s ARPA funds WDD is processing RFPs for upskilling services and that WDD is meeting with businesses to discuss strategies for events and fairs such as radio, flyers, etc...

MCWDB Executive Director Steve Clark shared a few of the draft Strategic Plan Goal Strategies for the Committee’s review and input. These draft strategies are listed below.

- Goal #5: Increase participation of individual job seekers and businesses served across all Maricopa County Workforce Development Board title partner programsⁱ
 - o Strategy 5.A: Develop and implement marketing and outreach strategies to drive participation and public awareness of the title partner programs in the ARIZONA@WORK system.
 - o Strategy 5.B: Build and leverage relationships with community-based organizations and local businesses to encourage partnerships with the title partner programs in the ARIZONA@WORK system.

Discussion:

Chair Ghelfi inquired if MCWDB staff were still working with the City of Phoenix.

Mr. Clark confirmed that he is still meeting regularly with the City of Phoenix and Pinal County to discuss regional marketing and other workforce initiatives.

- o Strategy 5.C: Annually review, identify, and prioritize the in-demand industry sectors in Maricopa County.

Discussion:

Chair Ghelfi inquired if MCWDB staff currently working on the annual in-demand industries report.

Mr. Clark confirmed that it is an annual report and this would allow for it to become a strategy in the Strategic Plan.

- Strategy 5.D: Assess in-demand industry needs and education programs to identify gaps.
- Strategy 5.E: Convene in-demand sector stakeholders to develop career pathways to alleviate labor market shortages.

Discussion:

Committee Member Melissa Boydston inquired about the next steps after the pathways have been developed. How do you inform people?

Mr. Clark noted that the next steps would be to have the Board consider marketing the pathways. Marketing could include social media and possibly procurement of a marketing plan to include all title partners.

Committee Suggestions for Additional Marketing/Ideas/Concepts as we Identify Next Steps for the Committee.

Chair Ghelfi shared his thoughts with regard to the Committee's role related to marketing and that the Committee should stay at a higher level and not get into the title partners' marketing plans.

Chair Ghelfi opened the conversation to the Committee.

No one spoke.

Mr. Clark noted that as the MCWDB Board moved into fiscal year 23, at their August meeting they would likely be discussing the Strategic Plan and the Committee roles.

Chair Ghelfi shared his appreciation for meeting in person to discuss the Strategic Plan and other topics face-to-face.

Call to the Public.

Chairman Ghelfi made a call for public comment. No one spoke.

Adjourn.

Chairman Ghelfi adjourned the meeting at 2:33 p.m.

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

ⁱ Title Partners include Workforce Development Activities (Title 1), Adult Education and Literacy (Title II), and Wagner-Peyser Act (Title III), Rehabilitation Act of 1973 (Title IV).



Information/Discussion Only.

Workforce Development Division Services and Outreach Activities

****Note: Presentation is forthcoming****