



MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD  
Employer Connection Committee

Thursday, April 7, 2022 – 9:30 a.m.

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

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

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**Members Present:** Leah Hill, Ismial Rangel, Subhash Chandra  
(Note: All members present attended via GoTo meeting)

**Members Absent:** Matt Clark

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MEETING

**Call to Order.**

Chair Hill called the meeting to order at 9:33 a.m. and requested a roll call.

**Roll Call.**

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

**Welcome and Opening Remarks.**

Chair Hill welcomed everyone to the meeting.

**Consent Agenda.**

**Meeting Minutes: February 3, 2022.**

Chair Hill asked for a motion to approve the MCWDB Employer Connection Committee February 3, 2022, Meeting Minutes. Subhash Chandra made a motion; Leah Hill seconded the motion.

Chair Hill called for roll call vote:

**In Favor:** Leah Hill, Subhash Chandra

**Opposed:** None

**Abstained:** None

Motion failed due to a lack of majority vote. The item was moved to the next agenda for consideration.

**Chair Report.**

Chair Hill commented on the Committee's progress and looking forward to moving forward.

**Information/Discussion Only.**

**Employer Connection Committee Priorities**

Chair Hill shared with the Committee the priorities discussed at the previous meeting.

- Engagement with small businesses
- Seek possible additional assistance from large businesses

- Marketing
  - Sharing the services available
  - Connecting with individual clients
  - Identifying platform for connecting with clients
  - Mobile Billboard
  - Partner Collaboration/Co-Branding
  - Social Media (LinkedIn – tagging Board Members)
  - TV/Radio
  - Virtual Job Fairs

Chair Hill opened the continued conversation up to the Committee for discussion.

MCWDB Executive Director Steve Clark suggested possibly taking the discussed marketing recommendations to the Marketing Committee, as the Marketing Committee is currently in similar conversations. In addition, the MCWDB Full Board will be discussing marketing, and moving the recommendation through the committees to the Full Board may assist with setting those priorities. The MCWDB Full Board could likely be an overall marketing plan to cover all title partners and inclusion in the developing Strategic Plan.

Committee Member Subhash Chandra agreed with Mr. Clark’s comments that it is important to connect job seekers and employers in order to close the gaps with marketing. Marketing is an excellent idea. One of the gaps in the healthcare industry is finding the right job seekers. Mr. Chandra also noted the following.

- New graduates seeking information on compliance requirements for new jobs.
- Join with healthcare industries to provide better direction for new graduates seeking employment.

Committee Member Ismial Rangel inquired as to the current social media platforms being leveraged to connect job seekers and employers.

MCWDB Management Analyst Nancy Avina noted that staff is currently utilizing Instagram, and LinkedIn and working to launch FaceBook.

Workforce Development Division Assistant Director CJ Williams introduced Workforce Development Division Program Manager Tina Russo who would be sharing the details of the marketing planning for the Title 1B Service Provider.

Workforce Development Division (WDD) Program Manager Tina Russo shared the following marketing strategies for the Title 1B Service Provider.

Workforce Development Division Marketing Work Group

- Assistance of Human Services Department Communications Representative
- Developing a timeline
- Developing top 5 marketing strategies, that focus on.
  - o Outreach
  - o Increased foot traffic
  - o Increased digital footprint
  - o Identifying our audience
  - o Identifying specific tactics for marketing

Mr. Williams noted that WDD is focusing on overall objects before they identify the tactics for carrying out those objectives. Mr. Williams commented that as they develop these objectives and tactics, they should align and be complementary to MCWDB’s marketing plan, not necessarily identical considering the MCWDB’s scope encompasses the other title partners. Mr. Williams also noted that he would follow up with the Committee on the WDD marketing developments.

Chair Hill thanked both Ms. Russo and Mr. Williams and asked that we place the update on the next agenda. Ms. Hill also noted that the Committee could further discuss a few of WDD's identified areas of focus.

- Expand brand of ARIZONA@WORK on various platforms
- Increase youth awareness (social media platforms and YouTube videos – highlighting career options)
- Building and maintaining relationships

Committee Member Ismial Rangel shared how his division has created a 30-minute podcast focusing on veterans. Mr. Rangel also noted that the State of Arizona shares videos of the employees and how their job assists the community.

Chair Hill inquired if we had the resources to produce these videos.

Mr. Williams noted that WDD could possibly utilize County Central Communications for developing those services.

Chair Hill suggested on focusing on the Committee's top 3 strategies that would include all generations.

Mr. Clark noted the Executive Committee's conversations surrounding marketing, which include all audiences. The question becomes, is marketing critical enough to cover all title partners and clients (job seekers and businesses) by going out for procurement to identify a marketing organization that can provide the expertise to all of the audiences. Is this something that the Committee would like to discuss?

Chair Hill agreed that it would be a great idea to discuss.

Mr. Williams noted that down the road WDD will need to procure a professional marketing firm, as well to provide the needed impact. One specific interest would be to gain insights into data through a professional organization.

Committee Member Ismial Rangel noted the impact on staff to try and manage the social media regularly. Having a company that handles these necessary continued updates will assist staff with alleviating some of those responsibilities.

Chair Hill suggested taking an active approach to assist businesses to find job seekers now.

Mr. Clark noted that the marketing discussion will likely continue into the next fiscal year with the Marketing Committee and Executive Committee.

The Committee discussed a few additional platforms and/or marketing uses, including.

- WhatsApp (businesses use to communicate with employees, no noted issues with use, used by hotels to communicate with guests)
- Internet ads
- TV ads

Committee Member Chandra agreed that a marketing firm should be procured to assist with connecting the job seekers and businesses.

Committee Member Rangel agreed that marketing should be a priority, noting that the organization that is out front is the one everyone sees. Additionally, including connecting with individuals through personal platforms (social media/TV/radio).

Chair Hill noted that she would be happy to present the Committee's priorities to the Executive Committee.

Mr. Clark noted that it is likely that the discussion will continue into the next fiscal year.

### Service Provider Update

Workforce Development Division (WDD) Program Manager Tina Russo provided an update on the Service Providers' recent activities. Below are highlights of Ms. Russo's update.

#### Success Stories

##### Lowes

- Lowes hiring event (33 hires)
- Lowes event marketing included flyers/TV ads/ Arizona Republic publication

##### AWAKE (Smart Justice Program)

- March tour
- Assists formerly incarcerated
- Hired 9 people w/ salary and benefits

#### Retention

- Uses the State of Arizona's 2<sup>nd</sup> and 4<sup>th</sup> post services employment numbers

Committee Member Chandra shared his recent meeting with Ms. Russo and was impressed with her team's assistance. Mr. Chandra also noted that while he was impressed with the services, he noted the limitation of locations and believed that there needs to be some sort of expansion to reach all other areas of the population.

Ms. Russo noted that she would share the WDD Scottsdale office information with Mr. Chandra.

Mr. Williams thanked Ms. Russo and noted that he understood the need to expand the site to connect with communities. Mr. Williams also noted that WDD will be connecting with the Chambers to build relationships.

### Call to the Public.

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

### Adjourn.

Chair Hill adjourned the meeting at 10:48 a.m.

*\*For additional information, contact MCWDB staff at: [MCWDB@maricopa.gov](mailto:MCWDB@maricopa.gov)*