

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

Monday, October 23, 2017  
1:00 – 3:00 PM  
100 N. 15<sup>th</sup> Avenue, Phoenix, AZ 85007, Suite 103  
Via Conference Call  
1-877-820-7831 Access Code: 103468

**Members Present**

Cecilia Mata, Chair – AllSource Global Management  
Stephen Gillman – United Goodyear Firefighters Association

**Members Present Via Phone**

Doug Yonko, Vice-Chair – Hensley Beverage Company

**Members Absent**

Farrell Quinlan – National Federation of Independent Business  
Supervisor Steve Chucri – District 2, County of Maricopa

**1. Call to Order**

- The meeting was called to order at 12:59 p.m.

**2. Welcome**

- Cecilia Mata, Chair, welcomed council members to the meeting. Cecilia indicated the committee has recently undergone restructuring at the request of the Council Chair and that some members present at the meeting were new to the committee. Mata also indicated that some of the members who served on committee prior to restructuring continued to serve.

**3. Call to the Public**

- There were no comments from the public.

**4. Approval of Minutes**

- A motion to approve the minutes was made by Doug Yonko and seconded by Stephen Gilman.
- Minutes from July 21, 2017 meeting were approved.

**5. ARIZONA@WORK /DES Communication Team Presentation**

Jillian Seamans, Public Information Officer, Arizona Department of Economic Security, Division of Employment and Rehabilitation (DERS)

- Jillian Seamans, Public Information Officer with AZ Department of Economic Security, Division of Employment and Rehabilitation Services, gave a presentation on the recently upgraded ARIZONA@WORK website (arizonaatwork.com). She began the presentation by providing background information on the website, what it has historically offered, and its basic function/reason before sharing information on its newly reengineered platform and its new capabilities.

- Cecilia Mata asked about data analytics regarding website traffic. Seamans replied that view counts and navigation throughout the website could be tracked.
- Committee members Stephen Gilman and Cecilia Mata asked about DES' efforts to market/promote the website. Seamans indicated that DES is currently making efforts to market the website on social media, specifically Facebook and Twitter, and in-person at DES presentations and physical locations.
  - Jillian indicated that DES is not seeking promotion through other social media platforms, per the question asked by Gilman.
  - Jillian hosts a bi-weekly informational conference call in which questions and answers about the website can be provided to partners attending the call.

## **6. Discussion and Adoption of 2017/2018 Draft Charter**

- Cecilia Mata asked all council members present to review proposed charter and share any changes or revisions they saw fit.
  - a. Vote to adopt 2017/2018 Charter**
    - Stephen Gilman moved to approve and adopt the charter as revised, seconded by Doug Yonko
    - Motion passed and charter was adopted.

## **7. Discussion of WAC Communication Plan, Partnership list and letters, WAC Synopsis**

- Cecilia Mata asked Ashley Wilhelm, Council Manager, to explore and expand marketing efforts through the creation of a synopsis for Council sponsored initiatives, similar to the Council Synopsis, that could be distributed to partners.
- Cecilia Mata asked committee members and communicators to continuously improve communications by identifying different categories of entities that could receive Council and committee communications.

## **8. Information on November 2 WIOA Board Convening Meeting**

- Cecilia Mata shared information briefly on the November 2 WIOA board convening meeting and encouraged those who could attend to do so.

## **9. Committee Next Steps**

- Cecilia Mata asked other council members if they had any next steps for the committee that they would like to share with the committee; Gilman directed a question to Jillian Seamans, PIO with DES regarding using an app for a mobile device to make the ARIZONA@WORK website more accessible.
  - Jillian replied that all ARIZONA@WORK webpages are mobile friendly
  - Stephen and Jillian agreed that using intern workforce would be a possible way to develop a mobile app if the committee/DES were to move forward with the project, although Jillian indicated that she did not know if DES currently had the resources needed to sponsor such a project.
  - Stephen also introduced the idea of partnering with local technical schools that specialize in computer science to generate a mobile app.
- Cecilia spoke briefly about the role of the committee's communicators in 2018 and their responsibilities in engaging with businesses.

- Jillian included that DES has produced stickers that could be distributed to businesses that wish to label themselves as a partner of the ARIZONA@WORK system.
- Doug Yonko asked if there is a synopsis created on the local boards or one place they can go to get more information about the local boards. Ashley answered that there is not one place to find all local boards but they should all have a page on the ARIZONA@WORK webpage and should be using their space to place all of their board information so it is easily accessible. Not all local boards currently have the space dedicated for them on the site and DES is working towards getting all local areas a presence on the website.

## **10. Adjournment**

- Doug Yonko moved for adjournment, seconded by Stephen Gilman.
- The meeting was adjourned at 1:51 p.m.

*Pursuant to A.R.S. § 38-431.02, notice is hereby given to members of the WAC Strategic Communications and Partnerships Committee and to the general public that the Committee will hold a meeting, open to the public, on **Monday, October 23, 2017 at 1:00 p.m.** in the Office of Economic Opportunity 100 N. 15<sup>th</sup> Ave, Suite 103. For more information, please call (602) 364-0430.*

***Attention visitors (including agency personnel and members of the public):** The Arizona Department of Administration has implemented building security measures at 100 N. 15th Avenue. All visitors who do not have a badge granting access to the building must go to the Badging Office on the first floor to be admitted as a guest. Due to the security measures, agency personnel who routinely submit documents or who wish to attend seminars should either verify that their badges grant access to the building or schedule visits in advance with the Office of Economic Opportunity. Please call (602) 364-0430 with any questions or concerns regarding admittance to the building.*

*Persons with a disability may request a 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 at the Office of Economic Opportunity, located at 100 N. 15th Avenue, Suite 103, Phoenix, AZ 85007.*

*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.*