



Workforce Arizona Council Communication Plan

Goal

Implement strategies to both strengthen communication between internal workforce stakeholders as well as expand awareness among the business community and employers of the workforce system and the resources available.

Audience

Internal Stakeholders (within the workforce system)

- Local Boards/Local Areas
- Education
- Training Providers
- State Agencies
- State Policymakers (House of Representatives, Senate, Governor, JLBC)

External Stakeholders

- Business Partnerships and Employers

Assets

Existing Communication Channels Being Utilized

- ARIZONA@WORK website/portal that links to local area sites that then has information on Local Area Boards, meetings and etc. as well as programs for job seekers and employers.
- Arizona Association of Workforce Directors.
- Workforce Arizona Council information posted on ARIZONA@WORK on "About" tab.
- Staff provides an informal monthly update to Local Area Directors.
- WAC Committee and Council meetings open to public

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2017 Objectives and Actions

Objectives	Activities	Responsible	Deadline	Partners / Resources
Objective 1. Build effective communication and collaboration channels with Local Boards.	<ul style="list-style-type: none"> • Create a team from the Council to attend Local Board meetings. 	WAC Communicators – Ed Oxford; Doug Yonko; David Martin; Thomas Winkel; Dawn Grove; Cecilia Mata OEO Workforce Manager		
	<ul style="list-style-type: none"> • Develop unified messaging and a “toolkit” for when members are attending a meeting and/or conducting outreach efforts on behalf of the Council. <ul style="list-style-type: none"> ○ Create a “one pager” collateral piece as a resource for members to use when attending meetings. ○ Develop a power point presentation that members can utilize when conducting outreach visits. 	Committee Workgroup <ul style="list-style-type: none"> • Cecilia Mata • John Morales • Susan Anable <i>OEO staff to prepare top four to five priorities</i>	Feb 2017	ARIZONA@WORK Website Local Areas DES (Possible PPT)
	<ul style="list-style-type: none"> • Formalize a regular email communication channel from Council to local boards, and local area directors. 	WAC Staff Communications Committee	ASAP	WAC/Committee Chairs State Partners (ADE, DES, VR)
Objective 2. Produce, present and publish the Council’s Annual Report	<ul style="list-style-type: none"> • More coordinated communication among state agencies in regards to the data gathering process. <ul style="list-style-type: none"> ○ Work with the Measuring Effectiveness Committee to better develop a more 	WAC Staff Measuring Effectiveness Committee	Dec. 1, 2017	State Partners (ADE, DES, VR)

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	coordinated and timely process for gathering of data with state agencies.			
	<ul style="list-style-type: none"> Once prepared, post annual plan on website as well as distribute to internal stakeholders. 	WAC Staff Communications Committee/Communicators	December 2017	State Partners Local Areas
Objective 3. Strengthen Council members understanding of the workforce system and the tools available.	<ul style="list-style-type: none"> Periodic presentation on key aspects of the workforce system from both the job seekers perspective as well as the employers' needs Create a library of presentations for on-going training opportunities 	Committee Workgroup to ID Priorities <ul style="list-style-type: none"> Sheryl Hart Connie Fraijo WAC Staff State Partners – The four core partners identified in WIOA	Ongoing <i>Start ASAP</i>	State Partners Local Areas Community/Industry Partners
Objective 4. Develop an effective, more transparent channel for public and stakeholders to access WAC information, policies and updates.	<ul style="list-style-type: none"> Assist partnership agencies with linking to WAC site and information Explore web-based options Determine what key information should be accessible via determined channel. Evaluate effectiveness of channel via feedback loop (survey) 	(Consider Committee Workgroup) WAC Staff	Nov. 30, 2017	DES OEO State Partners Local Areas

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<p>Objective 6. Share information about the workforce system and resources available with business associations and chambers of commerce.</p>	<ul style="list-style-type: none"> • Continue to expand and add to the Strategic Partnerships Master List. <ul style="list-style-type: none"> ○ Survey Council members of who are their partners/boards they interface with. ○ Draft letter to identified Partners on list and send out to get approval from individual to be on list as well as build awareness about Council and if there are any upcoming outreach/meeting opportunities. 	WAC Staff	February 2017	Council Members Local Areas
	<ul style="list-style-type: none"> • At each Strategic Communication and Partnership Committee meeting, ask members for any updates to list, discuss upcoming outreach opportunities and determine who should attend on behalf of Council. • Coordinate outreach meetings with identified partners when Council members are visiting Local Board meetings. 	Communications Committee	Ongoing	Committee Members Local Areas State Partners
	<ul style="list-style-type: none"> • Share the Council’s communication strategies with local boards encouraging them to strengthen their outreach and communication efforts among their perspective stakeholder groups. 	Consider Committee Workgroup	November 2017	Local Areas State Partners Community/Industry Partners

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	<ul style="list-style-type: none"> ○ Toolkit of best practices of what local areas are utilizing for outreach to employers ○ Make available the standardized power point presentation about the Council, it's purpose, structure, policies and committee charters and goals. 			
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