



Maricopa County Workforce Development Board – Marketing Workgroup Meeting Minutes

Tuesday, December 11, 2018 at 10:00 a.m.

ARIZONA@WORK Maricopa County West Valley Career Center

1840 N. 95th Ave Ste 160 Phoenix, AZ 85037

<https://bluejeans.com/546993469>

Phone: +1.888.240.2560 Conference ID: 546993469

Members Present: Neal Dauphin, Angie Ferguson (Ph.), Charisse Sink, Tom Colombo, Gabe Cruz

Members Absent: David Drennon, Susan Morris

Call to Order

Marketing workgroup meeting initiated by Workgroup Lead, Neal Dauphin, at 10:10 a.m. Board Liaison, Nancy Avina, took roll; a quorum of the workgroup was present.

Approval of Previous Meeting Minutes

Mr. Dauphin, asked for a motion to approve the previous meeting minutes. Tom Colombo made a motion, Gabe Cruz seconded the motion. All were in favor; motion carried.

Action Item Review

- 1) **Best Practice Research** – Workforce Development Division Assistant Director, Tom Colombo, disseminated packets and reviewed current client intake processes, including youth and adult orientation packets; and various forms. Discussion was held on surveys, a past employer satisfaction survey was shared and employer processes were briefly discussed. Executive Director, Patricia Wallace provided brief remarks. Lead, Mr. Dauphin additionally informed the workgroup of the in-demand sectors selected by the Quality Workforce workgroup.
- 2) **Stake Holder Marketing Efforts** – Board Liaison, Nancy Avina provided a brief update on reaching out to all 4 Title partners on marketing efforts; no response has been received yet. Staff will be following up. Charisse Sink, shared brief information on Title IV (vocational rehabilitation) marketing efforts; marketing is primarily done by word of mouth; brochures and informational documents provided to employers and clients shared. Discussion was held on tracking, collection of data and sharing through a unified system. Tom Colombo added comments on Title 1-B Career Services marketing efforts, including social media platforms such as Facebook, Linked In, Twitter.
- 3) **Value Proposition Statements** – The workgroup reviewed and discussed submitted value proposition statements. Angie Ferguson, shared comments on her value proposition draft. Discussion on job seeker pool. Suggestion was made to develop Employer success videos as marketing tools. The workgroup discussed how Maricopa County sources employers, how the title partners work together and messaging. The workgroup discussed next steps to be to develop an elevator speech; and reaching out and inviting stakeholders. The workgroup additionally discussed the current process of how Business Services connects Employers and Job Seekers.

Complete Strategic Planner Provided Worksheets to set strategy, actions and metrics

Item was not discussed.

Next Steps/Action Items

- Develop an elevator speech at the next workgroup meeting. Think about case studies and testimonials to aid.
- Request OSO to reach out to Core Partners and obtain success stories.

Call to the Public

Workgroup Lead, Neal Dauphin called for public comment. No public comment.

Adjourn

Meeting adjourned at 11:49 a.m.

**For additional information, contact Nancy Avina, Board Liaison at nancy.avina@maricopa.gov.*