

**Strategic Communications and Partnerships Committee
Workforce Arizona Council
Program Year 2017/2018 Charter**

Workforce Arizona Council Committees' Guiding Principle

Build a pro-growth economy supported by a high quality workforce capable of meeting the needs of employers in Arizona

Strategic Communications and Partnership Committee Purpose

Raise the awareness of the Arizona workforce system. This includes:

- Ensuring Workforce Arizona Council members and all Communicators are well informed and have a full understanding of the Workforce System
- Strategizing Council communications
 - Communications to businesses and the general public
 - Communication with local boards
- Assisting local boards with how best to communicate with their constituencies
- Leveraging existing and fostering new partnerships within and outside of the system
- Continuously improving and expanding the use of multiple avenues of media to reach targeted populations.

2018 Committee Members

Name	Representing
Cecilia Mata, Chair	AllSource Global Management
Doug Yonko, Vice-Chair	Hensley Beverage Company
Supervisor Steve Chucri	District 2 Supervisor, County of Maricopa
Farrell Quinlan	National Federation of Independent Business
Stephen Gillman	United Goodyear Firefighters Association

2018 Communicators

Name	Representing
Cecilia Mata	AllSource Global Management
David Martin	AZ Association of General Contractors
Dawn Grove	Karsten Manufacturing
Doug Yonko	Hensley Beverage Company
Mark Gaspers	Boeing
Thomas Winkel	AZ Coalition for Military Families

Agency/Organization Representatives that Support the Work of the Committee

- Arizona Department of Education, ADE
- Arizona Department of Economic Security, DES
- Arizona Office of Economic Opportunity, OEO
- Local Workforce Development Board Representatives (Board Members/Board staff)
- Chambers of Commerce
- Economic Development (local and groups)

**Strategic Communications and Partnerships Committee
Workforce Arizona Council
Program Year 2017/2018 Charter**

2018 Committee Meeting Schedule

- Regular Committee Meetings are tentatively scheduled for:
 - *Friday, February 2; Friday, April 6; Friday June 8 and Friday, September 14*
- If necessary, an additional meeting may be called between regular scheduled committee meetings

2017/2018 Goals

- Review, update and support the implementation of the Council's communications plan.
- Establish on-going training/tools to assist the Council members and Communicators with becoming ambassadors for the Arizona@Work brand.
- Benchmark national best practices of other workforce communications and marketing venues.
- Communicators engage with a minimum of 15 organizations, including companies, organizations, and associations.
- At the end of the year, evaluate the effectiveness of the toolkit and make recommendations accordingly.