



Phoenix Business and Workforce Development Board  
 Communication & Outreach Committee Meeting  
 February 25, 2021  
 9:00 am-10:30 am Mountain Standard Time

**Webex join by phone: 1-415-655-0001 Meeting number: 133-570-7219#**

**Meeting Link:**

**[https://cityofphoenix.webex.com/cityofphoenix/j.php?](https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=mdc60fa5e291614f561b1592fa6b86f25)**

**MTID=mdc60fa5e291614f561b1592fa6b86f25**

**Password: 8RaVRwive94**

**I. Call to Order/Roll Call**

*(Nicholas Bielinski)*

The Communication and Outreach Committee (COC) Chair, Nick Bielinski, will call the COC meeting to order.

Roll call will be completed to ensure a quorum is present.

**II. Approval of January 28, 2021 COC Meeting Minutes**

*(Nicholas Bielinski)*

The January 28, 2021 COC Meeting Minutes are recommended for review and approval.

**RECOMMENDATION: This item is for information and approval.**

**III. Committee Liaison Update**

*(Bethany Woodard)*

The Communication & Outreach Committee member, will provide an update on the visits to the other two Board Committees.

**RECOMMENDATION: This item is for information and discussion.**

**IV. Website Usage Tacking**

*(Nicholas Bielinski)*

The Committee will review the ARIZONA@WORK Website Usage Tracking Analytics for the month of January.

**RECOMMENDATION: This item is for information and discussion.**

**V. One-Stop Operator Client Referral System Presentation**

*(Stacey VanErnst)*

The One-Stop Operator will review data points that are used in the Client Referral System.

**RECOMMENDATION: This item is for information and discussion.**

**VI. Arizona Commerce Authority (ACA) Collaboration**

*(Steven Cramer)*

COC Vice-Chair will talk about his collaboration with the Arizona Commerce Authority (ACA).

**RECOMMENDATION: This item is for information and discussion.**

**VII. Review/Consolidate Scorecard Strategies' Actions and Metrics**

*(Nicholas Bielinski)*

The Communication and Outreach Committee (COC) will review their scorecard and consolidate actions and metrics as appropriate.

**RECOMMENDATION: This item is for information, discussion and possible action.**

**VIII. Matters for Future Discussion**

*(Nicholas Bielinski)*

**IX. Call to the Public and Open Comment**

*(Nicholas Bielinski)*

**X. Adjournment**

*(Nicholas Bielinski)*