



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
July 23, 2020 ~8:30 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on July 23, 2020.

Committee Members Present

Nicholas Bielinski (Chair)
Steven Cramer (Chair)
Dean Van Kirk (Vice-Chair)
Jenna Kohl
Travis Hardin
Bethany Woodard
Ryan Young
Kandi Tilman

Committee Members Absent:

Yolanda Bejarano

Public Attendees:

LaSetta Hogans (PBWDB Executive Director)	Mark Carr
Christina Edwards (PBWDB Liaison)	Sheila Murphy
Ricky Duran	Eric Toll
Tim Patterson	Stan Flowers
Kweilin Waller	Tracy Regenold
Demitria Robles	
Silvia Valadez (COC Administrative Support Staff)	

Action items taken are noted in **bold** print.

1. Call to Order:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski, called the July 23, 2020 meeting to order at 9:03 a.m. Roll call was completed by COC Administrative Support, Silvia Valadez, and a quorum of eight members were present.

2. Communications Plan/Return Stronger Presentation:

Chair Nicholas Bielinski invited City of Phoenix (COP) ARIZONA@WORK Business Systems Analyst, Ricky Duran to provide an overview of the current Communications Plan. Both Ricky and Demitria Robles, COP ARIZONA@WORK Administrative

Assistant I, presented the plan. COP ARIZONA@WORK staff went over the purpose and objectives of the 2020/2021 Communications Plan. They talked about how the existing “Return Stronger Campaign” process facilitated their service provision, given the impact COVID-19 has had on direct services. Through the campaign, as of July 30, 2020, 1,835 leads have been received and of those, 107 have received services. This translates to a conversion rate of 5.8%, which is more than double the average conversion rate for digital advertisements. While evaluating the existing marketing process, it was determined that there was room for improvements which included: messaging development; content creation; website management; marketing material approval and distribution; campaign development; event promotion and digital marketing management. Additionally, COP ARIZONA@WORK staff reviewed the marketing strategies that the communications work group will implement with the current Communications Plan, as well as provided an overview of communication projects planned for 2020/2021 such as: developing clear, concise and unified messaging; developing marketing approval and dispersal process; reformatting the ARIZONA@WORK COP website and developing an event promotion process. The Communications Plan also entails creating a calendar of events for recurring events, activities, and industry specific focus topics. Lastly, COP ARIZONA@WORK staff went over the various benefits of having a marketing plan.

COC members, Bethany Woodard and Chair Nicholas Bielinski asked if there was a marketing budget set aside. PBWDB Executive Director. LaSetta Hogans shared that marketing efforts would be paid through COP employees’ time. However, there are very limited funds available, through the Department of Labor that could be used for outreach. City of Phoenix, Human Services Department (HSD) Deputy Director, Kweilin Waller shared that there is a budget on the program side for things like flyers, pens, and printing materials. Additionally, she shared that there is a City Department that does design and that could be leveraged.

Chair Nicholas Bielinski suggested that marketing be outsourced to a firm or someone who specializes in community outreach and connections, and City staff could be charged with oversight of it. City of Phoenix, Human Services Department (HSD) Deputy Director, Kweilin Waller shared with the COC that this would entail working through the COP Communications Office and it would likely have to be contracted out. A funding source outside of the ARIZONA@WORK budget would have to be identified and it would have to be included as part of next years’ procurement plan.

It was proposed by the COC that the current communications plan be piloted this year while looking for a budget to outsource marketing next year. Chair Nicholas Bielinski will bring this idea to the Executive Committee.

3. Ad-Hoc Membership Application Review:

The committee had the opportunity prior to the meeting to review the ad-hoc membership application for the Communication and Outreach Committee (COC).

COC member Steven Cramer made a **motion to approve the ad-hoc membership application** and Chair Nicholas Bielinski seconded.

Approved: Dean Van Kirk, Jenna Kohl, Travis Hardin, Bethany Woodard, Ryan Young and Kandi Tilman

Opposed: None

Motion passed by majority

4. Review COC Scorecard:

PBWDB consultants, Dr. Sheila Murphy and Tracy Regenold were invited to help work through the COC scorecard review process with the COC. Dr. Sheila Murphy praised the COC on their work on the strategic plan and the scorecard. She encouraged the COC to focus their efforts on the actions, metrics, and timelines in the scorecard while keeping in mind what they are trying to achieve. She stated that using any additional budget resources could be used toward specific scorecard actions. She recommended the COC have a discussion around the specific actions, as they relate to the strategies, to determine if they are adequate and appropriate for what the COC wants to achieve. Tracy Regenold encouraged the COC to focus on their strengths, utilizing the brain trust created by both the COC members and the City staff, to start working on an implementation plan and then get specific on the budget resources that it will require.

Chairman Bielinski thanked them for their feedback and recommended the COC focus on the two actions with the upcoming deliverable dates: tracking usage on the ARIZONA@WORK website by hits on specific time intervals and ensuring that board members bios are updated on the website.

5. Matters for Future Discussion:

COC member, Ryan Young, posed the question to the COC whether to add foster youth to the metrics in the scorecard. PBWDB Executive Director, LaSetta Hogans asked the COC if it made sense to list the multiple populations within the scorecard or to leave it more general, particularly given that there are three buckets that are served based on funding, which are: adult, dislocated worker and youth. Foster youth would be a sub-set of these identified populations. Additionally, she shared that if the COC wanted to know the metrics for specific sub-demographics, Arizona Job Connection can be used to run reports for the committee.

COP ARIZONA@WORK Business Systems Analyst, Ricky Duran shared that he is currently in the process of developing monthly and quarterly reports with various matrices that will be presented to the Program Excellence Committee (PEC) in September. On October 1, 2020 a preliminary quarterly report will be presented to the PEC and on November 12, 2020 the PBWDB will be provided with a formal quarterly

report. For the time being Chairman Nicholas Bielinski opted to not make changes to the actions and matrices as he would like to see outcomes to the current metrics and actions.

6. Call to The Public:

None

7. Adjournment:

COC Chair Nicholas Bielinski suggested a motion to Adjourn the meeting. COC member Steven Cramer made a **motion to adjourn** and COC and member Ryan Young **seconded**.

Approved: Nicholas Bielinski, Dean Van Kirk, Jenna Kohl, Travis Hardin, Bethany Woodard and Kandi Tilman

Opposed: None

Motion passed unanimously

The meeting adjourned at 10:20 a.m.