



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
August 27, 2020 ~ 8:30 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on August 27, 2020.

Committee Members Present

Nicholas Bielinski (Chair)
Dean Van Kirk (Vice-Chair)
Jenna Kohl
Bethany Woodard
Yolanda Bejarano
Ryan Young
Kandi Tilman
Zack Hiscock

Committee Members Absent:

Steven Cramer (Vice-Chair)
Travis Hardin

Public Attendees:

LaSetta Hogans (PBWDB Executive Director)	Demitria Robles
Christina Edwards (PBWDB Liaison)	Ricky Duran
Kweilin Waller	

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

1. Call to Order:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski, called the August 27, 2020 meeting to order at 9:03 a.m. Roll call was completed by PBWDB Liaison, Christina Edwards, and a quorum of eight members were present.

2. Approval of COC July 23, 2020 Meeting Minutes:

COC Chair Nicholas Bielinski suggested a motion to approve the COC meeting minutes, COC Vice-Chair, Dean Van Kirk made a **motion to approve the COC minutes for July 23, 2020** and COC member Jenna Kohl seconded.

Approved: Nicholas Bielinski, Bethany Woodard, Yolanda Bejarano, Ryan Young, Kandi Tilman and Zack Hiscock.

Opposed: None

Motion passed unanimously

3. ARIZONA@WORK Website Member Profile Consistency:

Christina Edwards, PBWDB Liaison, demonstrated PBWDB member profiles on the City of Phoenix (COP) ARIZONA@WORK PBWDB website. Chair Nicholas Bielinski shared that, based on COC's scorecard, it is important to make sure members' profiles are up to date and current. Additionally, he requested COC members ensure that their City of Phoenix (COP) ARIZONA@WORK PBWDB member profiles be consistent to their LinkedIn profiles. If any updates are required, he requested that they be communicated to Christina Edwards as soon as possible.

4. Website Usage Tracking:

COC Chair Nicholas Bielinski shared that during last month's COC meeting there was mention, based on the scorecard, of looking at the COP ARIZONA@WORK website track usage. Therefore, COC members were provided with two reports that captured the COP ARIZONA@WORK website analytics data for their review. The date range for the first report was from January 1, 2020 through July 31, 2020 and the second report date range was from May 1, 2020 through July 31, 2020. The reports captured: the amount of page reviews per page; the amount of unique page reviews per page; the average time spent on a page per page; the entrance amount per page; the bounce rate per page; the percent of exit per page; and the page value per page.

COC Chair Nicholas Bielinski shared the importance of making sure the committee understands the information. Some questions to consider when looking at the data is:

- How can this information be tied to the scorecard?
- Can the data be tied to specific events?
- Can things be done throughout the calendar year that will help produce spikes in the numbers?
- What events are going on and do we need to do more or less of them?
- Specifically, how can we tie these traffic numbers to events in the community?
- Are these numbers satisfactory?
- What drives these numbers and what can we do to actively drive the numbers upwards?
- After an event takes place, what, if anything, keeps individuals from taking ownership and researching other resources and assistance that the City does offer?
- Can the data be looked at more interactively so as to directly correlate events to number of hits?

- Can the reports be broken down to identify specific demographics; who is coming to the site; where are they coming from?
- How does the data tie to overall benchmarks?

5. Review COC Scorecard:

COC Chair Nicholas Bielinski invited COC member to review the COC scorecard to determine if any edits or changes were necessary. It was determined that no changes were necessary and COC is on track to meet the scorecard metrics and timelines.

6. Matters for Future Discussion:

- COC Vice-Chair Dean Van Kirk asked if there was any indication of when in-person committee meetings might resume. PBWDB Liaison, Christina Edwards agreed to inquire from COP leadership.

7. Call to The Public:

None

8. Adjournment:

COC Chair Nicholas Bielinski suggested a motion to Adjourn the meeting. COC Vice-Chair Dean Van Kirk made a **motion to adjourn** and COC and member Kandi Tilman **seconded**.

Approved: Nicholas Bielinski, Jenna Kohl, Bethany Woodard, Yolanda Bejarano, Ryan Young, and Zack Hiscock.

Opposed: None

Motion passed unanimously

The meeting adjourned at 9:30 a.m.