



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
November 19, 2020 ~ 9:00 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on November 19, 2020.

Committee Members Present

Nicholas Bielinski (Chair)
Steven Cramer (Vice-Chair)
Travis Hardin
Bethany Woodard
Yolanda Bejarano

Committee Members Absent:

Dean Van Kirk (Vice-Chair)
Ryan Young
Kandi Tillman
Zack Hiscock

Public Attendees:

LaSetta Hogans (PBWDB Executive Director)	Demitria Robles
Ricky Duran	Kweilin Waller
Audrey Bohanan	
Silvia Valadez Barba (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 November 19, 2020 meeting to order at 9:12 a.m. Roll call was completed by COC Chair, Nicholas Bielinski and a quorum of five members were present.

2. Approval of COC October 22, 2020 Meeting Minutes:

Communication and Outreach Committee (COC) Chair Nicholas Bielinski suggested a motion to approve the COC meeting minutes, COC member, Travis Hardin made a **motion to approve the COC minutes for October 22, 2020** and COC Vice-Chair, Steven Cramer seconded.

Approved: Nicholas Bielinski, Bethany Woodard, and Yolanda Bejarano.

Opposed: None

Motion passed unanimously

3. Mission, Vision and Goals of the Committee:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski provided the COC with a recap of the committee's mission, vision and goals and encouraged members to bring creative and innovative ideas to the meetings that can help the committee achieve their goals. There is an appointment book and a strategy guide that the committee references for guidance, fortunately that does not place any limitation on the innovation freedoms the committee can take. Essentially strategies eight, nine, ten and twelve of the PBWDB Strategic Plan capture what the committee is trying to achieve. He heartened COC members to brainstorm the best and more efficient ways to bring awareness to people of the jobs and the growth that currently exist. The last two COC meetings focused on creating a calendar of events that will help shine a light on the initiatives that speak to the committee's goals. COC Vice-Chair, Steven Cramer stated that the committee has the exciting prospect of reaching out to Arizona individuals and organizations to communicate the training and development opportunities going on in the community that could benefit them. PBWDB Executive Director, LaSetta Hogans asked COC members to consider what the COC Chair and Vice-Chair just shared and ask that members provide feedback. COC member, Bethany Woodard shared having a good understanding of the committee's mission, vision and goals, however feeling challenged by the online meeting setting. An in-person setting would allow for more collaboration, facilitate brainstorming and provide better access to City of Phoenix staff, who could provide valuable support. PBWDB Executive Director, LaSetta Hogans agreed that having to meet virtually has created some challenges, however for the time being, in-person public meetings are not possible. She recommended thinking about making the meeting more intentional and possibly incorporate icebreakers that would break up the monotony of a virtual meeting; allowing committee members to become more engaged while getting to know each other better. Vice-Chair Steven Cramer thanked COC member, Bethany Woodard for her feedback and shared that some of the initiatives the committee has started to take might help clarify how to practically apply the committee's mission statement. COC Chair, Nicholas Bielinski added that it is important to recognize what the committee is up against. This program year included a strategic change as well as an unprecedented pandemic, not to mention that the news and media outlets are fraught with negativity. The committee's role is to bring awareness of the positive opportunities that exist in the community and that can be challenging. However, with some creativity, COC can accomplish this.

4. ETPL Webinar:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski invited COC Vice-Chair, Steven Cramer to talk about the proposed webinars with the Eligible Trainer Provider List (ETPL) participants. Vice-Chair, Steven Cramer talked about his

recent experience with the ARIZONA@WORK Job Centers. He learned that the job centers are finding it challenging to be fully aware of the various and most recent training opportunities that are available for their clients. Particularly now, with the current COVID situation and the ongoing changes in programming, service provision and staffing; becoming aware of available opportunities has become increasingly difficult. In tandem with that, the ETPL providers don't have a dedicated and clear channel to communicate opportunities and program updates or enhancement to the job centers. This creates an opportunity for the COC and thus, Vice-Chair Steven Cramer proposed an initiative that will create a focused platform for communicating these opportunities: a bi-monthly 30 minute webinar, taking place on the 2nd and 4th Wednesday of the month that connects ETPL participants with job center case managers. During the webinars, ETPL participants will have a five to ten-minute window to talk about their program and services. This will provide a portal for job center case managers to stay abreast of programs and services that can benefit their clients, as well as allow non-profits in the community to support ARIZONA@WORK. Additionally, the webinars will be added to the ARIZONA@WORK calendar, so that all job centers can become aware of them. COC member, Bethany Woodard asked what methodology will be used to reach out to the non-profits. Steven shared that PBWDB City of Phoenix staff is currently putting together a master list of ETPL participants. This list will be used to reach out to them via both email and a phone call informing them of the opportunity to present in the webinars. If the ETPL participant shows an interest in participating, upcoming dates and times will be provided.

COC Chair Nicholas Bielinski suggested a motion to present the ETPL webinars to the Executive Leadership Committee for approval and implementation. Travis Hardin made a **motion to present the ETPL webinars to the Executive Leadership Committee for approval and implementation** and COC Chair, Nicholas Bielinski seconded.

Approved: Steven Cramer, Bethany Woodard, and Yolanda Bejarano.

Opposed: None

Motion passed unanimously

5. Upcoming Events:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski stated that there is starting to be more and more content in the ARIZONA@WORK website calendar of events. The Vice-Chair's proposed initiative is meant to build on this. Customers need to know where to go if they are seeking help in their employment searches. The idea is to continuously have events programmed that can support the job seeker and COC plays a crucial role in driving that information to the ARIZONA@WORK calendar of events. Fortunately, the website already has lots of great content and COC's focus is to continue to build on that momentum.

Vice-Chair, Steven Cramer shared that in his conversations with the non-profits one of the things that stood out was the amount of information and opportunities that are available, it is just a matter of finding a way for the case managers at the job center to assimilate the information and use it to support their clients. Having a comprehensive calendar of events on the ARIZONA@WORK website will help facilitate that and in turn help providers to be more successful. COC can be instrumental in streamlining and making this information more accessible which could result in some changes in the methodology that is used to communicate career development opportunities in the community. Vice-Chair, Steven Cramer requested COC members send him any events taking place in the community that are appropriate for the ARIZONA@WORK calendar of events website.

6. Review Scorecard:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski shared that because COC is held accountable to ensure they are on target to meet their deliverables, the committee is continuously trying to drive their strategic goals. In looking at the committee's goal timelines, COC is on track. As far as deliverables is concerned, there are a certain number of testimonials that the committee needs to have within the year that would be shared with the PBWDB. This will be discussed as a future agenda item to make sure the committee is on track to meet that deliverable. COC member Yolanda Bejarano asked if there was updated ARIZONA@WORK website tracking numbers by hits at specific time intervals of use, which speaks to strategy eight. COC Chair, Nicholas Bielinski stated that this information had been discussed in a previous COC meeting, but an update can be added as an agenda item to the next COC meeting. COC Vice-Chair, Steven Cramer asked PBWDB Executive Director, LaSetta Hogans for a status update on the potential for external marketing support for the COC. Per PBWDB Executive Director, LaSetta Hogans, during the last COC meeting PBWDB Liaison, Christina Edwards had provided an update on what the City of Phoenix did and did not have the ability to do as it relates to marketing. Having a designated social media individual is not something that the City has access to, however if the content is provided, the State can be leveraged to add information to the ARIZONA@WORK social media pages. Nevertheless, it is important to first establish what are the social media platforms are available before considering contracting out a social media person. She recommended COC members revisit the presentation on this topic that was included in last month's packet through Boardbookit. COC Chair, Nicholas Bielinski suggested that this would be a great conversation to have with the Executive Leadership Committee (ELC), just to make sure all existing resources are fully identified as this will help determine what social media branding and outreach will be needed. He requested this be added as an agenda item on the next ELC meeting. Since the City does not have a designated social media individual, COC member, Bethany Woodard volunteered some of her time to assist with social media. Per COC Chair, Nicholas Bielinski, according to the bylaws, as a PBWDB member, she can not do this. This role must be filled by either a City of Phoenix staff member or a paid vendor.

7. Committee Report Form:

COC Chair Nicolas Bielinski stated that he has been taking notes throughout the meeting which he will use to complete the Committee Report form and submit it.

8. Matters for Future Discussion:

- Testimonials required per the strategic plan
- Updated data on the ARIZONA@WORK website traffic

9. Call to The Public:

None

10. Adjournment:

COC Chair Nicholas Bielinski suggested a motion to Adjourn the meeting. COC Vice-Chair Steven Cramer made a **motion to adjourn** and COC member Travis Hardin **seconded**.

Approved:

Nicholas Bielinski, Bethany Woodard and Yolanda Bejarano.

Opposed: None

Motion passed unanimously

The meeting adjourned at 9:49 a.m.