



**NOTICE OF PUBLIC MEETING OF THE  
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD MARKETING AND OUTREACH COMMITTEE**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Maricopa County Workforce Development Board Executive Committee and to the general public that the Maricopa County Workforce Development Board Executive Committee will hold a meeting open to the public on:

**November 4, 2021 – 2:00 p.m.**

Microsoft Teams: [Click here to join the meeting](#)  
Phone: +1 (480) 702-3496; Phone Conference ID: 234 080 990#

The Agenda for the meeting is as follows:  
*\*Indicates materials attached, please review/read prior to meeting.*

1. Call to order.

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2. Roll Call.

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3. Welcome and Opening Remarks.

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4. Consent Agenda.
  - a. Meeting Minutes: September 2, 2021\*

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5. Chairman Report.

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6. Information/Discussion Only.
  - a. In Demand Industries Follow-up Report\*
  - b. At Risk Industries Follow-up Report\*
  - c. Mobile Career Center (MCC) Update
  - d. MCWDB Social Media Progress Update
  - e. Marketing Ideas and Strategies

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7. Call to Public.

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8. Adjourn.

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**NEXT MEETING: FEBRUARY 3, 2022**

*PUBLIC PARTICIPATION AND ACCESS: "The public must be allowed to attend and listen to deliberations and proceedings taking place in all public meetings, A.R.S. § 38-431.01(A); however, Open Meeting Law does not establish a right for the public to participate in the discussion or in the ultimate decision of the public body." Note: Agenda items may be taken out of order*

*"Equal Opportunity Employer/Program." "Auxiliary aids and services are available upon request to individuals with disabilities." A sign language interpreter, alternative format materials, or infrared assistive listening devices will be made available within 72 hours' notice. Additional reasonable accommodations will be made available to the extent possible within the time frame of the request. Arizona@Work: Maricopa County products and services are made available through federal funding provided by the Workforce Innovation and Opportunity Act (WIOA); serving Employers by aiding job seekers, adults, dislocated workers and youth.*



# Consent Agenda.

Meeting Minutes



**MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD  
Marketing and Outreach Committee**

**Thursday, September 2, 2021 – 2:00 p.m.**

GoToMeeting: <https://www.gotomeet.me/MaricopaCountyWDB>

Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

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**Members Present:** Gregg Ghelfi, Melissa Boydston, Brent Downs, Christine Colon  
**(Note: All members present attended via GoTo meeting)**

**Members Absent:** Scott Sudhalter

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**MEETING**

**Call to Order.**

Chairman Gregg Ghelfi, called the meeting to order at 2:03 p.m., and requested roll call.

**Roll Call.**

MCWDB Board Liaison, Deseret Romero took roll. A quorum was present.

**Welcome and Opening Remarks.**

Chairman Ghelfi welcomed the Marketing and Outreach Committee and guests. Chairman Ghelfi also shared a brief summary of the Open Meeting Laws.

**Chairman Report.**

No current report, as this meeting is the initial meeting for the Marketing and Outreach Committee.

**Informational/Discussion Only.**

**2021-2022 Committee Focus.**

Chairman Ghelfi opened the conversation up to the Committee on the following questions.

- i. What is the goal of marketing and outreach?*

Chairman Ghelfi shared the following thoughts on goals for the Marketing and Outreach Committee:

- Ensuring that the community is aware of the At Work Centers.
- Assist workers with training opportunities.
- Connect workers to job opportunities.
- Connect employers with the right employees.

Executive Director Steve Clark shared some additional thoughts:

- Potential for creating a new outreach plan.
- Consider a global marketing perspective.
- Current program year to be a planning year.
- Use marketing as a tool to fill in the gaps with adult and youth services.
- Use marketing as a tool to fill in the gaps for career pathways.

Committee Member Christine Colon liked the idea of identifying areas that have or are going to have shortages.

ii. *Assuming unlimited funding, what are some ideas for this committee to consider as areas of focus for FY22?*

Committee Member Melissa Boydston shared the following thoughts:

- Identifying who the target audience is.
- What are the available resources?
- How do we reach the target audience?

Chairman Ghelfi noted the need to customize the communications for the different audiences.

Ms. Boydston additionally noted the need to identify the industries that have shortages, pinpointing the target audiences.

Chairman Ghelfi was not sure that the overall community knew about the services available.

Executive Director Clark noted that he would work on identifying the “at risk” and in-demand industries and bring the information back to the Committee.

iii. *“Are there any marketing experts we should consider adding to this committee?”*

Chairman Ghelfi suggested bringing in a few marketing experts to present to the Committee.

Executive Director Clark sought the Committee’s thoughts on conversing with Pinal County and the City of Phoenix on the overall global marketing approach.

Several of the Committee members were responsive to this approach.

Ms. Boydston offered to bring in the United Way’s marketing representative.

Executive Director Clark suggested inviting the United Way Representative to the November 4, 2021 Marketing and Outreach Committee meeting.

Committee Member Brent Downs inquired as to the possibility of the MCWDB navigating some of the Governor’s unemployment incentive program.

Executive Director Clark noted that he was unsure how MCWDB could navigate, as the State manages the funding.

**Action Plan for Areas of Focus.**

i. *Next steps to address issues discussed in section A*

Item was not discussed.

**Call to the Public.**

Chairman Ghelfi made a call for public comment. No one spoke.

**Adjourn.**

Chairman Ghelfi asked for a motion to adjourn. Committee Member Brent Downs called for the motion to approve, seconded by Melissa Boydston. Motion passed 4-0. Meeting adjourned.

*\*For additional information, contact MCWDB staff at: [MCWDB@maricopa.gov](mailto:MCWDB@maricopa.gov)*



# Information/Discussion Only.

In Demand Industries Follow-up  
At Risk Industries Follow-up

# MARKETING & OUTREACH COMMITTEE FOLLOW-UP ITEM

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November 4, 2021



# Follow-up Item Review

- October 2, 2020
  1. Groups we serve
  2. In-demand Occupations Review
    - a) needs/gaps
    - b) industries at risk

# Who Do We Serve?

Workforce services are eligible to adults through one of the six core programs authorized by Workforce Innovation and Opportunity Act (WIOA). The Adult program serves individuals and helps employers meet their workforce needs. It enables workers to obtain good jobs by providing them with job search assistance and training opportunities.

- ✓ Businesses
- ✓ Priority populations including recipients of public assistance, other low-income individuals, individuals who are basic skills deficient
- ✓ Veterans
- ✓ Adults (18+)
- ✓ Dislocated Workers
- ✓ Youth (16 – 24)

Additional Info: <https://ion.workforcegps.org/resources/2017/10/05/14/01/WIOA-Desk-Reference>





# In-Demand Industries/Occupations

## 2019 Selected

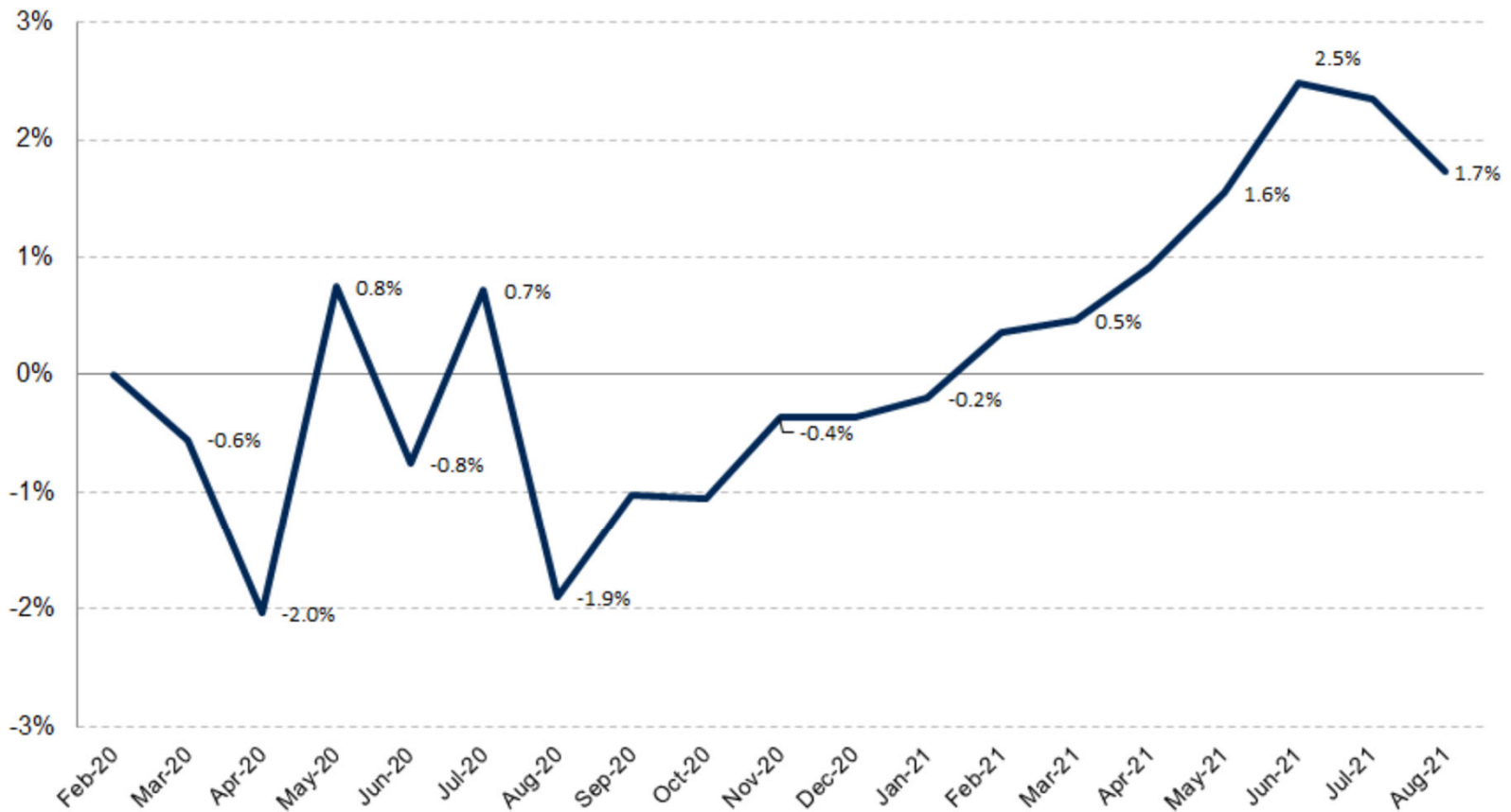
1. Construction
2. Manufacturing
3. Information
4. Healthcare
5. Transportation & Warehousing
6. Finance & Insurance

# Impacts of the COVID-19 Pandemic on Maricopa County

- Nonfarm employment dropped by 222,500 jobs (-11.6%) in one month (Mar. '20 to April. '20)
- The unemployment rate jumped from 4.5% to 13.5% in one month (Mar. 20 to Apr. '20)
- The labor force declined by 31,517 individuals from Mar. '20 to Aug. '20

# Labor Force

Maricopa County Labor Force Change Since Feb. 2020  
Non-Seasonally Adjusted



Source: Produced by the Arizona Office of Economic Opportunity in cooperation with the U.S. Dept. Of Labor, Bureau of Labor Statistics

# Maricopa County Job Gains and Losses from Feb. '20 to Aug. '21

Sector	Jobs Lost	Jobs Recovered	Percent Recovered
Education and Health Services	35.5	37.5	106%
Financial Activities	4.0	5.0	125%
Information	5.2	0.5	10%
Leisure & Hospitality	98.2	73.9	75%
Manufacturing	5.1	5.7	112%
Mining and Construction	4.2	4.5	107%
Other Services	23.9	14.4	60%
Professional & Business Svcs	29.7	37.2	125%
Trade, Transportation & Utilities	36.0	57.0	158%
Government	61.7	45.8	74%
Private Sector	240.6	234.5	97%
Total Nonfarm Employment	246.4	224.4	91%

Source: Arizona Office of Economic Opportunity in cooperation with the U.S. DOL BLS

# Current Landscape “the great mismatch”

- Nationally the labor force has far fewer people than before the COVID-19 pandemic
  - 3.2 million fewer people than in February 2020
  - The labor force participation rate was 61.6% in September, down 1.7 percentage points from February 2020, according to the BLS.
- More job openings than workers
- Shortage of qualified candidates
- Good candidates ignored or offered inadequate pay
- 27 million “Hidden” unemployed or underemployed due to barriers
- All industries have need

# Thoughts? Questions?

