



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

Thursday, February 3, 2022 – 2:00 p.m.

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

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

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

Members Absent: Brent Downs

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 everyone to the meeting.

Consent Agenda.

Meeting Minutes: November 4, 2021

Chairman Ghelfi asked for a motion to approve the MCWDB Marketing and Outreach Committee's November 4, 2021, Meeting Minutes. Melissa Boydston made a motion; Christine Colon seconded the motion.

Chairman Ghelfi called for an all-in favor vote:

In Favor: Gregg Ghelfi, Melissa Boydston, Christine Colon, Scott Sudhalter

Opposed: None

Abstained: None

Motion passed.

Chairman Report.

Chairman Ghelfi shared the importance of the current workforce environment and the significance of this unique historic landscape.

Informational/Discussion Only.

Referrals and Outreach Overview.

Management Analyst Nancy Avina shared with the Committee the recent request by MCWDB Full Board Chairman McGuire to enlist the MCWDB Committees' assistance with expanding ideas to improve the One-Stop Operator customer

referrals. Ms. Avina noted that the Workforce Development Division is currently gathering research on the current outreach and referrals to the ARIZONA@ WORK system and that MCWDB staff would provide the Committee with an update at a future Committee meeting.

Marketing Overview Discussion.

Human Services Communications Officer Amy Bolton provided the Committee with a marketing overview presentation. Below are the following highlights from Ms. Bolton's presentation.

- Three Marketing Pillars
 - Who (Audiences)
Ensuring that we are reaching the appropriate audiences.
 - What (Services)
Identifying the specific services that we offer.
 - Where (Messages)
Specifically reaching the audiences at their preferred locations. (Examples: Tiktok, Facebook, LinkedIn, etc.)
- Data-Driven
Importance of data-driven information to navigate your marketing plan.
- Basic Questions
Importance of answering the basic questions to outline your marketing plan. (Examples: Who are we talking to? What are our goals?, etc.)

Ms. Bolton and the Committee engaged in the following discussion.

Committee Member Melissa Boydston and MCWDB Executive Director Steve Clark thanked Ms. Bolton for her presentation.

As we continue to identify the appropriate platforms to reach those audiences, Mr. Clark inquired about the type of method that might be used to inform them of the services available, for example, reach youth (16-24 ages). Would we survey them to identify the platforms they use?

Ms. Bolton noted two possible ways to identify the means for identifying the appropriate communication. (1) Understanding and knowing the current marketing trends and (2) meeting with employers to identify the trends they are experiencing.

Mr. Clark thanked Ms. Bolton for simplifying the marketing process and noted how it would help the Committee to identify what potential marketing actions they would like to move forward with in the future.

Chairman Ghelfi, are we duplicating what our Service Provider does?

Mr. Clark noted the continued collaboration with the Human Service and Workforce Development Division and the consistent message of "how we can get the word out to those who need our services." Moving forward, it is essential to start identifying what the focus might be for recommendations to the MCWDB Full Board. Mr. Clark provided a few examples.

- Marketing Contract
- Expand Social Media Platforms

Healthcare and In-Demand Strategist Priorities for Employer Outreach

Mr. Clark provided a brief review of the Healthcare and In-Demand Strategist job descriptions and inquired as to the Marketing Committee's thoughts on the focus of the two new positions.

Committee Member Boydston commented on her excitement to have an intentional focus on the in-demand industries. Ms. Boydston also notes how many groups are attempting to solve the in-demand deficiency but seem to be working in silos. Including a recent report by the Education Leadership Group (ELG) recognizing the “call to action” efforts by a handful of groups. She noted that within the report was a series of “one-off” programs and the importance of collectively solving the problem.

Mr. Clark concurred with the importance of bringing the major players together to start creating systematic programs, whereas the same solutions are no longer working.

Mr. Clark reported on the recent Greater Phoenix Economic Council (GPEC) outreach to Maricopa County about the opportunity to lead a Build Back Better grant focused on the healthcare workforce. Mr. Clark included his recent communications with the City of Phoenix and Pinal County to possibly provide a regional approach. It would require a government institution or non-profit to take the lead, which requires a significant effort.

Ms. Boydston shared her interest in the Valley of the Sun, possibly assisting.

Mr. Clark noted the possible interest in working with the Valley of the Sun if Maricopa County was to move forward with the project.

Chairman Ghelfi inquired as to the possible next steps for the May 5th Marketing and Outreach Committee meeting.

Mr. Clark shared a few possible agenda items for the May 5th Marketing and Outreach Committee agenda.

- GPEC Grant Update
- Marketing and Outreach Committee Next Steps
- Marketing Comparison with Service Provider

Ms. Boydston requested an update on the Mobile Career Center (MCC).

Mr. Clark shared that the Workforce Development Division (WDD) was currently reviewing the MCC to identify staffing needs, service capacity, and other areas. Mr. Clark noted repeated support for the MCC from our Committee and MCWDB Full Board members. Mr. Clark additionally shared that a joint presentation with WDD would be provided to MCWDB Full Board to see if the project is recommended to move forward. The City of Phoenix was recently awarded \$1 million by the Mayor’s Challenge, in addition to the \$500,000 pledge by the City of Phoenix (COP). Mr. Clark noted how he would be monitoring the COP’s mobile unit to learn more.

Call to the Public.

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

Adjourn.

Chairman Ghelfi adjourned the meeting at 2:49 p.m.

**For additional information, contact MCWDB staff at: MCWDB@maricopa.gov*