



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

Thursday, May 5, 2022 – 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, Christine Colon, Scott Sudhalter  
(Note: All members present attended via GoTo meeting)

Members Absent: Brent Downs

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MEETING

Call to Order.

Chairman Gregg Ghelfi called the meeting to order at 2:02 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: February 3, 2022

Chairman Ghelfi asked for a motion to approve the MCWDB Marketing and Outreach Committee's February 3, 2022, Meeting Minutes. Christine Colon made a motion; Scott Sudhalter 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.

No report.

Informational/Discussion Only.

What's Next for the Marketing Committee.

Chair Ghelfi noted the recent MCWDB Full Board Chair changes and to keep that in mind as the Committee discusses the next steps for the Marketing and Outreach Committee.

### Workforce Development Division Outreach Activities.

Workforce Development Division Program Manager, Tina Russo provided the Committee with an update on the recent marketing planning for the Workforce Development Division (WDD). The following highlights are listed below.

- Human Services Department (HSD) divisions are working to development a communications strategy. The Workforce Development Division is a division of the Human Services Department and is actively working with the HSD Communications Officer to development this communications strategy.
- Top 5 Business Objectives have been outlined to follow WDD’s mission, goals, and values.
  - o Increase community awareness of WDD services in the ARIZONA@WORK brand.
  - o Increase the number of job seekers engaged in the ARIZONA@WORK Maricopa County job placement activities and hiring events.
  - o Increase new and existing enrolled participants’ awareness of services available to maximize their experience as we better prepare them for the workforce.
  - o Create and expand internal divisional relationships with HSD at a frontline level resulting in an increase in cross-divisional referrals.
    - New HSD inter-divisional database system (Dynamics)
    - Development of HSD interactive website, including Frequently Asked Questions (FAQs)
  - o Increase accessibility to services for Spanish-speaking participants.

Chair Ghelfi thanked Ms. Russo and opened up questions to the Committee.

Committee Member Christine Colon inquired if WDD was planning to create promotional videos?

Ms. Russo noted that WDD is still discussing potential options and promotional videos are being considered.

Chair Ghelfi noted that Pipeline AZ is working to create “A Day in the Life” videos and recommended that WDD connect with Pipeline AZ to ensure there is no repetition of efforts. In addition, Chair Ghelfi asked if WDD was working with employers to reach employees with upskilling opportunities?

Ms. Russo noted that with the County’s ARPA funds WDD is processing RFPs for upskilling services and that WDD is meeting with businesses to discuss strategies for events and fairs such as radio, flyers, etc...

MCWDB Executive Director Steve Clark shared a few of the draft Strategic Plan Goal Strategies for the Committee’s review and input. These draft strategies are listed below.

- Goal #5: Increase participation of individual job seekers and businesses served across all Maricopa County Workforce Development Board title partner programs<sup>i</sup>
  - o Strategy 5.A: Develop and implement marketing and outreach strategies to drive participation and public awareness of the title partner programs in the ARIZONA@WORK system.
  - o Strategy 5.B: Build and leverage relationships with community-based organizations and local businesses to encourage partnerships with the title partner programs in the ARIZONA@WORK system.

*Discussion:*  
*Chair Ghelfi inquired if MCWDB staff were still working with the City of Phoenix.*  
*Mr. Clark confirmed that he is still meeting regularly with the City of Phoenix and Pinal County to discuss regional marketing and other workforce initiatives.*
  - o Strategy 5.C: Annually review, identify, and prioritize the in-demand industry sectors in Maricopa County.

*Discussion:*

*Chair Ghelfi inquired if MCWDB staff currently working on the annual in-demand industries report.*

*Mr. Clark confirmed that it is an annual report and this would allow for it to become a strategy in the Strategic Plan.*

- Strategy 5.D: Assess in-demand industry needs and education programs to identify gaps.
- Strategy 5.E: Convene in-demand sector stakeholders to develop career pathways to alleviate labor market shortages.

*Discussion:*

*Committee Member Melissa Boydston inquired about the next steps after the pathways have been developed. How do you inform people?*

*Mr. Clark noted that the next steps would be to have the Board consider marketing the pathways. Marketing could include social media and possibly procurement of a marketing plan to include all title partners.*

Committee Suggestions for Additional Marketing/Ideas/Concepts as we Identify Next Steps for the Committee.

Chair Ghelfi shared his thoughts with regard to the Committee's role related to marketing and that the Committee should stay at a higher level and not get into the title partners' marketing plans.

Chair Ghelfi opened the conversation to the Committee.

No one spoke.

Mr. Clark noted that as the MCWDB Board moved into fiscal year 23, at their August meeting they would likely be discussing the Strategic Plan and the Committee roles.

Chair Ghelfi shared his appreciation for meeting in person to discuss the Strategic Plan and other topics face-to-face.

Call to the Public.

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

Adjourn.

Chairman Ghelfi adjourned the meeting at 2:33 p.m.

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

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<sup>i</sup> Title Partners include Workforce Development Activities (Title I), Adult Education and Literacy (Title II), and Wagner-Peyser Act (Title III), Rehabilitation Act of 1973 (Title IV).