



WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE AGENDA

Friday, FEBRUARY 2, 2018
10 AM – 12 PM
100 N. 15th Avenue, Phoenix, AZ 85007, Suite 103
Via Conference Call
1-877-820-7831 Access Code: 103486

Members

Cecilia Mata, Chair – AllSource Global Management
Doug Yonko, Vice-Chair – Hensley Beverage Company
Supervisor Steve Chucri – District 2 Supervisor, County of Maricopa
Farrell Quinlan – National Federation of Independent Business
Stephen Gillman – United Goodyear Firefighters Association

- 1. Call to Order**
- 2. Welcome**
- 3. Call to the Public**
- 4. Approval of Minutes**
- 5. Arizona@Work /DES Communication Team Update**
Jillian Seamans, Public Information Officer, Arizona Department of Economic Security, Division of Employment and Rehabilitation (DERS)
- 6. Discussion and Update of Council's communications plan.**
 - a. Vote to update the Council's communications plan.**
- 7. Statewide Convening – Planning Sub-Committee**
 - a. Vote to hold statewide convening twice a year and put together a sub-committee to plan events.**
- 8. Research State Communication Practices**
- 9. Council Endorsed Project Overview**
- 10. Website Updates – Member Bios**
- 11. Board Training Opportunity**
- 12. Discussion of WAC Communicators' role, opportunities and schedule**
- 13. Committee Next Steps**
- 14. Adjournment**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to members of the Workforce Arizona Council Strategic Communications and Partnerships Committee and to the general public that the Committee will hold a meeting, open to the public, on Friday, February 2, 2018 at 10:00 a.m. in the Office of Economic Opportunity 100 N. 15th Ave, Suite 103. For more information, please call (602) 364-0430.

Attention visitors (including agency personnel and members of the public): The Arizona Department of Administration has implemented building security measures at 100 N. 15th Avenue. All visitors who do not have a badge granting access to the building must go to the Badging Office on the first floor to be admitted as a guest. Due to the security measures, agency personnel who routinely submit documents or who wish to attend seminars should either verify that their badges grant access to the building or schedule visits in advance with the Office of Economic Opportunity. Please call (602) 364-0430 with any questions or concerns regarding admittance to the building.

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by calling (602) 364-0430. Requests should be made as early as possible to allow time to arrange the accommodation.

A copy of the material provided to Committee members (with the exception of material relating to possible executive sessions) is available for public inspection at the Office of Economic Opportunity, located at 100 N. 15th Avenue, Suite 103, Phoenix, AZ 85007.

Under A.R.S. § 38-431.03(A)(3), the Committee may vote to go into executive session, which will not be open to the public, for the purpose of obtaining legal advice on any item on the agenda.



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Members Present

Cecilia Mata, Chair – AllSource Global Management

Members Present via Phone

Doug Yonko, Vice-Chair – Hensley Beverage Company

Farrell Quinlan – National Federation of Independent Business

Members Absent

Supervisor Steve Chucri – District 2 Supervisor, County of Maricopa

Stephen Gillman – United Goodyear Firefighters Association

1. Call to Order

The Strategic Communications and Partnerships Committee was called to order at 10:02 A.M.

2. Welcome

Chair Cecilia Mata welcomed members of the Committee and public to the meeting.

3. Call to the Public

Kelsie McClendon, Chair of the Maricopa County Workforce Development Board announced his presence and spoke briefly about how the Board can contribute to the goals of the Committee. He also spoke briefly about the Arizona Society for Human Resources Managers.

4. Approval of Minutes

Chair Mata entertained a motion to approve the Committee's October 23, 2017 meeting. The motion was made by Doug Yonko and seconded by Farrell Quinlan. The motion passed.

5. ARIZONA@WORK /DES Communication Team Update

Jillian Seamans, Public Information Officer, Arizona Department of Economic Security, Division of Employment and Rehabilitation Services (DERS) gave a summary of a bi-weekly communications call that she hosts with the ARIZONA@WORK system. She also provided a brief summary of the ARIZONA@WORK website and new tools that have been incorporated into the website, such as the social media feed at the bottom of all pages.

Jillian showed the committee a newsletter that will be released bi-monthly and explained that DERS is working on updating the Job Seeker and Employer videos that are posted online.

Chair Mata thanked Jillian for her work and for sharing all that she has done to continue the communication efforts across ARIZONA@WORK.

6. Discussion and Update of Council's communications plan.

The committee addressed their current communications plan with the Workforce Arizona Council Manager, Ashley Wilhelm. They went through the plan by objectives to analyze completion and update as needed. Chair Mata indicated that several objectives were complete and some were still in progress.

Chair Mata and Council Manager Ashley Wilhelm spoke about the Committee's action plan to engage with local areas. Chair Mata asked Ashley to potentially coordinate informal meetings between committee members and local board members. Doug Yonko commented that committee members could also meet with local board leadership to start the connection.

7. Statewide Convening – Planning Sub-Committee

Council Manager Wilhelm spoke about survey results from the Nov. 2 convening. Chair Mata proposed semi-annual convening meetings, asked the committee members for their input.

Doug Yonko voiced his opinion that semi-annual meetings were too frequent, asked what the goal of convening meetings are.

Chair Mata indicated that semi-annual convening meetings may pose a burden on Council staff.

Chair Mata proposed a single convening meeting with an additional meeting once per year if needed.

Council Manager Ashley Wilhelm indicated that convening meetings are a collaborative event that could drastically improve council communication and local area collaboration. Rosalyn Boxer of the public section expressed support for this sentiment.

Chair Mata proposed a sub-committee to address convening meetings, proposed a semi-annual schedule of May and October.

Doug Yonko commented that meetings should have a wide geographical variety.

- a. Vote to update the Council's communications plan.**
- b. Vote to hold statewide convening twice a year (1) and put together a sub-committee to plan events (2).**

A motion to approve the updates to the Communication Plan to indicate where in the process the Committee is on their objectives and add the details of the convenings was made by Farrell Quinlan and seconded by Doug Yonko. The motion passed.

8. Research State Communication Practices

Ashley presented an overview of communications research in which communications practices from other state-level workforce boards were collected. Ashley spoke briefly about the practices collected from three states, California, Colorado, and Washington.

Ashley gave a brief summary of the questions asked to these states. She asked for comments and if the committee had additional questions they'd like to research. Cecilia recommended hiring additional council staff to facilitate communication efforts in the future.

9. Council Endorsed Project Overview

Ashley gave a brief overview of the Workforce Arizona Council section of the ARIZONA@WORK website including the updates that provide Council members with information on Council-endorsed projects and initiatives.

10. Website Updates – Member Bios

Ashley provided to the committee another website update in which council member biographies will be added to the webpage.

Doug Yonko expressed his support for this change.

Chair Mata instructed Council staff to provide the biography template to Council members to complete and submit for upload to the website.

11. Board Training Opportunity

Ashley presented a board-training tool created by the National Association of Workforce Boards (NAWB). This training focuses on the role of board members and chief elected officials. Ashley indicated that she will continue to search for board training opportunities.

12. Discussion of WAC Communicators' role, opportunities and schedule

Chair Mata proposed to amend the Committee's communicator interaction with local areas to two informal interactions. She commented that this item had already been discussed earlier in the meeting.

13. Committee Next Steps

Chair Mata entertained comments from the Committee members regarding next steps. No comments were made.

Chair Mata expressed that the committee will continue to work towards its goals outlined in the charter.

Rosalyn Boxer of the public section asked the committee for assistance in recruiting a new Workforce Arizona Council member from a Northern Arizona business.

14. Adjournment

Doug Yonko moved to adjourn. Farrell Quinlan seconded. The meeting was adjourned at 11:28 A.M.

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