



## **WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE AGENDA**

Monday, April 23, 2018  
2 PM – 4 PM  
100 N. 15<sup>th</sup> Avenue, Phoenix, AZ 85007, Suite 103  
Via Conference Call  
240-454-0879 Access Code: 280-993-715

### **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. ARIZONA@WORK and AZSHRM Alignment Discussion**  
Marco Garcia, Director, Workforce Readiness AZSHRM State Council
- 7. Statewide Convening – Planning Update**
- 8. Research State Communication Practices – Update**
- 9. Committee Next Steps**
- 10. 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.*



## **WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE MINUTES**

Monday, April 23, 2018  
2 PM – 4 PM  
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### **Members**

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#### **1. Call to Order**

The Strategic Communication and Partnerships Committee was called to order at 2:03 P.M.

#### **2. Welcome**

Welcome was provided by Chair Cecilia Mata.

#### **3. Call to the Public**

There were no comments made by the public.

#### **4. Approval of Minutes**

Farrell Quinlan moved to approve the minutes from the February 2, 2018 Committee minutes. Doug Yonko seconded, minutes were approved.

#### **5. ARIZONA@WORK /DES Communication Team Update**

Jillian Seamans, Public Information Officer with DES updated the committee on her recent activities. She showed two updated videos to the Committee, regarding services for job-seekers and services for employers. She briefed the committee on a workgroup that has been established to review the ARIZONA@WORK websites. She updated the committee on the monthly internal newsletter. Lastly, she spoke about social media efforts. She also briefed the Committee on phase two of the ARIZONA@WORK branding campaign, which will focus on the “proud partner” aspect of the system.

#### **6. ARIZONA@WORK and AZSHRM Alignment Discussion**

Marco Garcia, Director of Workforce Readiness for the AZ State Council of the Society of Human Resource Management briefed the committee on the purpose, structure, and

mission of the AZ State Council and SHRM, after a brief introduction. Chair Cecilia asked how SHRM and the Workforce Arizona Council can connect and align themselves. Marco indicated that SHRM can endorse specific activities, the Council can showcase activities at the SHRM statewide conference (Marco indicated that about 1/5 or 1100 of 5000 Arizona SHRM members attend the conference each year). Farrell pointed out that making connections at the local level will be easier through the local chapters of SHRM. (the SHRM State Council is not a local chapter). Farrell stated that SHRM could provide feedback on system activities, plus provide resources and best practices, including system improvements.

#### **6. Statewide Convening – Planning Update**

Chair Cecilia and Council Manager Ashley Wilhelm provided an update on the Workforce Statewide Convening. The date for the event is scheduled for June 11, 2018 from 10am to 3pm (5 hours). The location for the event is scheduled at the Hotel Tucson, City Center at 475 N Granada Ave, Tucson, AZ 85701.

Chair Cecilia mentioned that the event is still in the planning phase and that weekly calls occur. She mentioned that event planning is attempting to secure sponsorship, and that All-Source Global Management will sponsor the venue rental, but others may be required. Chair Cecilia also mentioned a keynote speaker that she is aware of that she will reach out to. Ashley mentioned that a Save-The-Date will be sent out soon thereafter.

#### **7. Research State Communication Practices – Update**

Ashley updated the committee on other state's communications practices, including new responses to a questionnaire from Maine and Oregon. Ashley indicated that Arizona does not fall behind other states in Communications practices. She also stated that the National Governor's Association was asked to assist in the consolidation of a unified message for workforce development.

#### **8. Committee Next Steps**

Chair Cecilia reminded the committee that the next scheduled meeting is June 8, 2018 from 10am to 12pm. She mentioned that this falls shortly before the Workforce Statewide Convening in June, which will provide an opportunity for last minute feedback.

#### **9. Adjournment**

With no other comments or discussion, Farrell moved to adjourn. Doug Yonko seconded. The meeting of the Strategic Communications and Partnerships Committee was adjourned at 2:53 P.M.