



Phoenix Business and Workforce Development Board
 Communication & Outreach Committee Meeting
 January 28, 2021
 9:00 am-10:30 am Mountain Standard Time

Webex join by phone: 1-415-655-0001 Meeting number: 133-570-7219#

Meeting Link:

[https://cityofphoenix.webex.com/cityofphoenix/j.php?](https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=mdc60fa5e291614f561b1592fa6b86f25)

MTID=mdc60fa5e291614f561b1592fa6b86f25

Password: 8RaVRwive94

I. Call to Order/Roll Call

(Nicholas Bielinski)

The Communication and Outreach Committee (COC) Chair, Nick Bielinski, will call the COC meeting to order.

Roll call will be completed to ensure a quorum is present.

II. Approval of December 17, 2020 COC Meeting Minutes

(Nicholas Bielinski)

The December 17, 2020 COC Meeting Minutes are recommended for review and approval.

RECOMMENDATION: This item is for information and approval.

III. Committee Liaison Updates

(Bethany Woodard)

The Communication & Outreach Committee member, will provide an update on the visits to the other two Board Committees.

RECOMMENDATION: This item is for information and discussion.

IV. Website Usage Tacking Quarterly Updates

(Nicholas Bielinski)

The Committee will discuss the frequency of the Website Usage Tracking Updates, for the Committee's consideration.

RECOMMENDATION: This item is for information and discussion.

V. Review Scorecard Strategy 8 & 9

(Nicholas Bielinski)

The Communication and Outreach Committee (COC) will review the committee's scorecard, focusing on Strategies 8 & 9.

RECOMMENDATION: This item is for information, discussion and possible action.

VI. Matters for Future Discussion
(Nicholas Bielinski)

VII. Call to the Public and Open Comment
(Nicholas Bielinski)

VIII. Adjournment
(Nicholas Bielinski)



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
December 17, 2020 ~ 1:00 p.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on December 17, 2020.

Committee Members Present

Nicholas Bielinski (Chair)
Steven Cramer (Vice-Chair)
Travis Hardin
Bethany Woodard
Yolanda Bejarano
Kandi Tillman

Committee Members Absent:

Zack Hiscock

Public Attendees:

LaSetta Hogans (PBWDB Executive Director)	Mary Alejandro
Christina Edwards (PBWDB Liaison)	Kweilin Waller
Ricky Duran	
Silvia Valadez Barba (COC Administrative Support Staff)	

Action items taken are noted in **bold** print.

1. Call to Order:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski, called the December 17, 2020 meeting to order at 1:04 p.m. Roll call was completed by COC Administrative Support Staff, Silvia Valadez Barba and a quorum of four members were present.

2. Approval of COC November 19, 2020 Meeting Minutes:

Communication and Outreach Committee (COC) Chair Nicholas Bielinski suggested a motion to approve the COC meeting minutes, COC Vice-Chair, Steven Cramer made a **motion to approve the COC minutes for November 19, 2020** and COC member, Travis Hardin seconded.

Approved: Nicholas Bielinski and Bethany Woodard.

Opposed: None

Motion passed unanimously

3. Ice-breaker-12 Individual Gifts :

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski introduced the ice-breaker-12 individual gifts to the COC members and shared that this exercise would help identify COC members strengths, what they are passionate about and what they would like to focus on moving forward into the next year or two. COC Chair led the exercise by stating that his gift is that of a helper. Being in the role of a helper brings him a lot of excitement. He invited COC member, Travis Hardin to share his gift(s). COC member Travis Hardin shared that his two gifts are, “encouragement” and “serving”. He does his best to live by these two gifts on a daily basis, both in his personal and professional life. COC member, Bethany Woodard, shared that her two gifts are, “knowledge” and “mercy”. Her gift of knowledge is evident in her deep belief in being a learner, consistently speaking out the truth and striving to understand why people do what they do. Her gift of mercy is evident by her desire to show compassion, being non-judgmental and in advocating for people who do not have a voice. COC Vice-Chair Steven Cramer shared that his 2 gifts are, “teaching” and “craftmanship. What he has found is that in some cases people might have ability, but not necessarily have the knowledge, training, connections and tools to be successful. It is personally and professionally gratifying to him to facilitate for people the opportunity to be successful through the proper skillset. COC member, Yolanda Bejarano shared that her 2 gifts are “art” and “teaching”. One of the things she has found to be very effective when teaching is for the student to become a teacher. COC member, Kandi Tillman shared that her 2 gifts are “leadership” and “mercy”.

4. Committee Liaisons:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer stated that one of the challenges that COC has is how to effectively communicate not only to the PBWDB, but the City of Phoenix (COP) and other organization throughout the state. One of the tools that COC can use is a calendar of events that can be migrated into the ARIZONA@WORK website calendar. This mechanism can be used to communicate opportunities not just in Phoenix, but to all of Maricopa County and statewide as well. COC Vice-Chair Steven Cramer and COC Chair, Nicholas Bielinski are looking for a volunteer that would serve as COC Committee Liaison. This liaison would spend a couple of minutes in each of the PBWDB committees actively seeking for events to be placed on the ARIZONA@WORK calendar that are either employment opportunities or training opportunities. COC member, Bethany Woodard shared an interest in this role but wanted to understand how she would know in advance when the meetings took place and when she would be scheduled so that she would not have to be present during the whole meeting. Steven shared that COP staff would have to work with committee chairs, to make sure Bethany Woodard gets placed early on the committees’ agendas. Whatever events are identified would be sent to Vice-

Chair, Steven Cramer, who would work with the COP marketing team to get items placed on the ARIZONA@WORK calendar of events.

Motion passed unanimously

5. Committee Vice-Chair Vacancy:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski shared that Dean Van Kirk has stepped down as COC Vice-Chair, thus there is a vacancy in that role. The individual who fills this role would also be part of the Executive Leadership Committee (ELC). COC Chair, Nicholas Bielinski invited any members that are interested to reach out to him, Vice-Chair, Steven Cramer and/or City of Phoenix (COP) PBWDB staff. Per PBWDB Executive Director, LaSetta Hogans, candidates must be board members and thus ad-hoc members would not qualify for the role. However, the ultimate and final decision is made via appointment from the PBWDB chair.

6. Website Usage Tracking:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski shared with COC members the most recent website usage tracking data. COC member, Bethany Woodard asked what the information is currently being utilized for. Per COC Chair, Nicholas Bielinski the information serves as a measure to see the impact the website is having; a rating card if you will. In general, it identifies how many people are going to the website for information and more specifically it identifies the traffic per segments of particular dashboards on the website. This allows the COC to see where people are going most frequently and where the volume is going. For example, the number one trending informational item that people go to is the locations of our COP one-stop centers. The COC would want to start seeing a trend upward in the calendar of events portion of the website. This data provides the COC a starting point to do an evaluation on the impact on the community. If the numbers look the same in 12 months, what can the COC do differently. Vice-Chair, Steven Cramer suggested that COC identify specifically which pages the committee would like to focus on and determine which pages the committee can increase traffic to. He recommended a workgroup be created within the COC that can focus on looking at this data and determine what areas the COC can focus on. This workgroup would analyze the information and bring recommendations back to the full committee. COC member, Bethany Woodard really liked the idea of focusing on specifics and then re-evaluate the data to see what strategies need to be recalibrated. She agreed to be the lead on this and COC member Kandi Tillman volunteered to also be part of the workgroup.

Communication and Outreach Committee (COC) Chair Nicholas Bielinski suggested a motion to approve creating a workgroup, led by Bethany Woodard to analyze the website usage tracking information and to make recommendations on specific areas of focus for the COC. COC Vice-Chair, Steven Cramer Hardin made a **motion to**

create a workgroup to analyze website usage tracking information and make recommendation to the COC and COC member, Travis Hardin seconded.

Approved: Nicholas Bielinski, Bethany Woodard, Yolanda Bejarano an Kandi Tillman

Opposed: None

7. Review Scorecard Strategy 8:

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski introduced strategy 8 of the scorecard. Based on the analytics provided in agenda item number six above COC is following the identified actions, metrics and timelines. COC Vice Chair, Steven Cramer stated that particularly agenda item number 4 above will facilitate compliance of this strategy.

8. Matters for Future Discussion:

- Committee Liaisons
- Website Usage Tracking Workgroup

9. Call to The Public:

None

10. Adjournment:

COC Chair Nicholas Bielinski suggested a motion to adjourn the meeting. COC Vice-Chair Steven Cramer made a **motion to adjourn** and COC member Kandi Tillman **seconded**.

Approved:

Nicholas Bielinski, Travis Hardin, Bethany Woodard and Yolanda Bejarano.

Opposed: None

Motion passed unanimously

The meeting adjourned at 1:48 p.m.

Goal 3: ARIZONA@WORK is the recognized workforce authority in the region.

Strategies	Actions	Metrics	Timelines	Completed	
8. Raise external awareness of ARIZONA@WORK City of Phoenix.	Use ARIZONA@WORK website.	Track usage by hits at specified time intervals	Beginning 07/2020		
	Use City of Phoenix website and print media (at no cost)	Track usage by hits at specified time intervals	Beginning 07/2020		
	Explore inventory of available vehicles for building awareness.	Examine and report to staff and Board	Beginning 09/2020		
	Use social media as appropriate.	Track usage of City and State platforms and report quarterly	Quarterly starting		
	Use Economic Development outlets to expand awareness.	Track connections in Community and Economic Development and push out messaging for employers (including handout distribution). Report usage.	Quarterly starting 12/2020		
	Use email blasts to selected groups to expand awareness.	Track sending by groups and measure awareness by Constant Contact.	Beginning 09/2020		
	Increase awareness of the value and services of the ARIZONA@WORK system.	Number of articles published in media and related avenues (Communications Manager).	Beginning 09/2020		
	Convey to employers the value through focused outreach (Association presentations, bagels and business, etc.)	Continue to track through Business Services Team (Rob). Share information with Board and staff.	Beginning 07/2020		
	9. Build an internal communication strategy.	Initiate and expand awareness among Workforce Development Board, staff, and partners to ensure clarity about capacity to deliver.	(1) Design client referral system (workforce partner director). (2) Use quarterly partner meetings (OSO provided) to increase awareness.	Beginning 09/2020	
		Use email blasts to selected groups to expand awareness.	Track responses to email blasts.	Beginning 09/2020	
10. Identify and reach the populations we intend to serve and connect them w/resources and services.	In-School Youth	Number of youth reached; number participating in education and/or job seeking/work experience.	Beginning 09/2020		
	(Adult and Out of School Youth) Justice-Involved)	Number reached; number participating in education/training and/or job seeking/work experience.	Beginning 09/2020		
	(Adult and Youth Developmentally Disabled)	Number reached; number participating in education/training and/or job seeking/work experience.	Beginning 09/2020		
	(Trauma)	Number reached; number participating in education/training and/or job seeking/work experience.	Beginning 09/2020		
	(Veterans)	Number reached; number participating in education/training and/or job seeking/work experience.	Beginning 09/2020		
	Individuals Experiencing Homelessness	Number reached; number participating in education/training and/or job seeking/work experience.	Beginning 09/2020		
	Foreign-born Individuals	Number reached; number participating in education/training and/or job seeking/work experience.	Beginning 09/2020		
	Emphasize mutual benefits to employers and job seekers, including monetary value.	Dollar savings per company and benefit per job seeker	Quarterly starting 12/2020		
	12. ARIZONA@WORK is the single point of contact for hope and direction.		Increase employment, retention, and earnings to create economic prosperity and high quality of life.	Quarterly starting 12/2020	