



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
January 28, 2021 ~ 9:00 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on January 28, 2021.

Committee Members Present

Steven Cramer (Vice-Chair)
Travis Hardin
Bethany Woodard
Yolanda Bejarano
Kandi Tillman
Zachary Hiscock

Committee Members Absent:

Nicholas Bielinski (Chair)

Public Attendees:

LaSetta Hogans (PBWDB Executive Director)	David Chavez
Christina Edwards (PBWDB Liaison)	Kweilin Waller
Ricky Duran	Tim Paterson
Demitria Robles	
Silvia Valadez Barba (COC Administrative Support Staff)	

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

1. Call to Order:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer, called the January 28, 2021 meeting to order at 9:03 a.m. Roll call was completed by COC Administrative Support Staff, Silvia Valadez Barba and a quorum of six members were present.

2. Approval of COC December 17, 2020 Meeting Minutes:

Communication and Outreach Committee (COC) Vice-Chair Steven Cramer suggested a motion to approve the COC meeting minutes, COC member, Travis Hardin made a **motion to approve the COC minutes for December 17, 2020** and COC member, Yolanda Bejarano seconded.

Approved: Steven Cramer, Bethany Woodard, Kandi Tillman and Zachary Hiscock.

Opposed: None

Motion passed unanimously

3. Committee Liaison Update:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer shared with the COC that the committee liaison initiative has not officially kicked off yet. He invited Bethany Woodard to speak to this agenda item. COC member, Bethany Woodard shared that the idea is to be a communication bridge between community organizations and the Phoenix Business Workforce Development Board's (PBWDB) committees. Identifying and raising awareness of events being held in the community and in turn proactively promoted them to those who can benefit from them. This week the committee liaison workgroup actively did outreach to the Eligible Trainer Providers (ETP).

COC Vice-Chair, Steven Cramer shared that he received the ETP list provided by the City of Phoenix (COP) ETPL coordinator. The ETP are offered the opportunity to be part of a webinar to talk about their programs and services. This is a standing webinar that takes place on the 2nd and the 4th Wednesday of every month. Through the COP marketing team, these webinars are being posted on the ARIZONA@WORK website calendar. Each provider will have about five minutes to talk about their services and programming. The hope is that several ARIZONA@WORK and non-profits will participate in the webinars so they can learn about the opportunities and be able to relay them to their clientele. COC member, Kandi Tillman asked for clarification on the COC's outreach goal(s) versus the COP outreach goal(s). LaSetta Hogans, PBWDB Executive Director, shared that COP staff do not currently outreach to the ETP because staff is not permitted, by law, to show favoritism to a specific ETP. As a result, ETP are often trying to figure out how to make their programs and services more visible to their clients. This is precisely why this initiative is so valuable. COC Vice-Chair, Steven Cramer, posed a question, from a marketing perspective, can the ETP webinars on the ARIZONA@WORK calendar be pushed out consistently through some media format via the COP marketing team? LaSetta Hogans, PBWDB Executive Director, shared that this could be a possibility. COC member, Zack Hiscock, shared, from his perspective as an ETP, that getting the word out about their programs is a challenge and raising awareness through the ETP webinars is a great strategy.

4. Website Usage Tracking Quarterly Updates:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer introduced agenda item number four. LaSetta Hogans, PBWDB Executive Director, shared with the COC that the website usage tracking analytics is provided by the state of Arizona and it is up to the COC how often they would like this information to be pulled. In the past, there were discussion on having the information pulled on a quarterly as well as on a monthly basis. Vice-Chair, Steven Cramer opened it up to the COC to provide recommended time frames on this agenda item. COC member,

Kandi Tillman suggested having the data pulled on a monthly basis, prior to the monthly COC meetings. This would allow COC members time to evaluate the data. She shared the importance of the COC evaluating the data on a consistent basis. The rest of the COC members agreed with her suggestion. Vice-Chair, Steven Cramer requested that the information be made available to the COC members at least two weeks prior to the monthly COC meetings. LaSetta Hogans, PBWDB Executive Director, concurred and informed the COC that this information will be posted on the BoardBookit platform two weeks before the monthly COC meetings; to allowing members sufficient time to review it. Additionally, COC member Kandi Tillman recommended that as part of the data pull, any recently promoted events be flagged. This would allow the COC to be able to see if promoting events has a direct impact on website visits. PBWDB Executive Director, LaSetta Hogans agreed to ask the state of Arizona if this specific information can also be pulled and provided.

5. Review Scorecard Strategy 8 & 9:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer, shared that many of the current agenda items speak to both strategy eight and nine of the scorecard. He proceeded to review the various actions and metrics that fall under strategy eight of the scorecard and the specific agenda items that address them. For action number three, "Use economic development outlets to expand awareness", he shared that this is an open discussion and additional follow-up with the City of Phoenix (COP) marketing team might be necessary. For action number five, "Increase awareness of the value and services of the ARIZONA@WORK system", he shared that the blast email that went out to the ETP and the ETP webinars speak to this action item, however he would like to engage in a conversation with COP staff on getting the information out to the clients that are under the ARIZONA@WORK system and to the clients of non-profits. PBWDB Executive Director, LaSetta Hogans offered to meet with the Vice-Chair and other COC members to brainstorm and explore this option. She will schedule a follow-up meeting at a later date. COC Vice-Chair, Steven Cramer, shared that as far as the last action item to strategy eight, he is currently in conversations with the Arizona Commerce Authority (ACA) to do some outreach to the corporation that they work with who are looking for people to employ. The details of the outreach are yet to be developed but there are efforts underway.

Steven Cramer proceeded to review strategy nine and pointed out that many of the actions and metrics interwind and there may be some opportunity to collapse some of items to one-line items as opposed to multiple. He will have a conversation with the COC chair to determine how some of these items can be augmented.

6. Matters for Future Discussion:

- Presentation from the One-Stop Operator to review data points for the client referral system.
- Discuss the possibility of consolidating the actions and metrics in strategy 8 & 9 of the COC scorecard.

7. Call to The Public:

None

8. Adjournment:

COC Vice-Chair Steven Cramer suggested a motion to adjourn the meeting. COC member, Travis Hardin **motion to adjourn** and COC member Kandi Tillman **seconded**.

Approved: Steven Cramer, Bethany Woodard, Yolanda Bejarano, and Zachary Hiscock.

Opposed: None

Motion passed unanimously

The meeting adjourned at 9:55 a.m.