



**Phoenix Business and Workforce Development Board
Communication and Outreach Committee Meeting Minutes
April 22, 2021 ~ 9:00 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on April 22, 2021.

Committee Members Present

Yolanda Bejarano

Steven Cramer (Vice-Chair)

Travis Hardin

Zachary Hiscock

Kandi Tillman

Bethany Woodard

Public Attendees:

Mary Alejandro

Dorothy Blakley

Ricky Duran

Christina Edwards

Al Jernigan

Eric Johnson

Hayden Maynard

Christina Quijada

Rob Stenson

Eric J. Toll

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

1. Call to Order:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer, called the April 22, 2021 meeting to order at 9:01 a.m. Roll call was completed by staff and a quorum of six members were present.

2. Approval of COC January 28, 2021 Meeting Minutes:

COC member Travis Hardin made a **motion to approve the COC minutes for January 28, 2021** and COC member Jennifer Grondahl seconded.

Approved: Yolanda Bejarano, Steven Cramer, Kandi Tillman, and Bethany Woodard.

Opposed: None

Motion passed unanimously

3. Committee Chair Update:

Communication and Outreach Committee (COC) Vice-Chair, Steven Cramer shared that there is a Vice-Chair position open on the COC and encouraged anyone interested to consider volunteering.

4. Communications Plan Update:

City of Phoenix (COP) Community and Economic Development Department (CEDD) Communications Manager Eric Toll shared the Communications Plan Update with the COC. The plan to deliver information about ARIZONA@WORK City of Phoenix is improve branding, expand news coverage about initiatives, community-based outreach, event promotion, and social media outreach. He said that the branding policy is complete. The news coverage objective is met, with more than one news item per quarter. The event promotion is averaging 2-3 events per month. He said that social media outreach is sporadic.

Eric told the COC that staff is requesting the Communications Plan be extended through program year 2022-23 so staff can continue to develop metrics and evaluate effectiveness of the plan and prepare a refined social media strategy.

COC Vice-Chair Steven Cramer asked if there was a way that social media and calendar requests could be documented. Eric said there is a process in place already, but the issue with social media is a lack of spaces to post information. COC Ad-Hoc Member Kandi Tillman asked if COP has any ARIZONA@WORK social media accounts. Eric responded that the city will not allow that at this time, and they want to develop a social media strategy to leverage what's available and said he would have a plan at the May COC meeting.

5. Website Usage Tracking:

The COC reviewed the March website usage information on the ARIZONA@WORK City of Phoenix pages. COC Vice-Chair Steven Cramer requested an additional quarterly report so the committee can look for trends in website traffic and how to leverage it. He said these reports give a baseline for traffic before utilization of social media.

6. Arizona Commerce Authority (ACA) Collaboration:

COC Vice-Chair Steven Cramer said that his contact at the ACA has retired, so he is looking for contacts to re-engage with the ACA on publicizing ARIZONA@WORK efforts. COC Ad-Hoc Member Kandi Tillman said she would help reaching out to ACA contacts.

7. ARIZONA@WORK Testimonial Capture:

COC Vice-Chair Steven Cramer said that he would reach out to ARIZONA@WORK Workforce Supervisor Laura Whitehead to ask how she would suggest getting ARIZONA@WORK testimonials and help highlight successes.

8. Review/Consolidate Scorecard Strategies' Actions and Metrics:

COC Vice-Chair Steven Cramer reviewed the COC scorecard for redundancies. He shared he would follow up on action items with COC Chair Nick Bielinski and identify responsible staff and adjust the timelines, as necessary. Steven asked the committee if there are any other groups that the committee should add to the scorecard for outreach. COC Ad-Hoc Member Kandi Tillman asked about the number of people reached, if the committee is responsible for tracking. Steven said that the committee does need clear metrics to measure outreach. He suggested having a landing page for each population identified in the strategic plan on the ARIZONA@WORK website might help track how effective outreach is. Kandi suggested that marketing is one component of the action, but she does not know how engagement because of marketing can be tracked. Phoenix Business and Workforce (PBWD) Board Liaison Christina Edwards said that they could reach out to the program operator side to find out how many people are engaged in different programs to develop strategies for marketing programs. COP Human Services Department (HSD) Business Systems Analyst Ricky Duran shared that he would be sharing information regarding populations ARIZONA@WORK City of Phoenix serves at the May PBWD Board meeting and the members will receive a report regarding resources and strategies for accessing the population.

9. Matters for Future Discussion:

- Communications Plan
 1. Processes for posting events on website and social media – are these internal or external processes?
 2. Potential for ARIZONA@WORK City of Phoenix social media accounts
 3. Extension of communications plan to 2022-23
- Website Tracking: Tracking trends via quarterly and monthly ARIZONA@WORK analytics
- Scorecard Changes: Committee leadership will review the scorecard and propose changes to the scorecard to May COC meeting

10. Call to The Public:

PBWD Board Liaison reminded PBWD Board Members to vote in the board elections.

11. Adjournment:

COC Ad-Hoc Member Kandi Tillman **motioned to adjourn** and COC Member Bethany Woodard **seconded**.

Approved: Yolanda Bejarano, Steven Cramer, Jennifer Grondahl, and Travis Hardin

Opposed: None

Motion passed unanimously

The meeting adjourned at 10:03 a.m.