



Phoenix Business and Workforce Development Board
Communication & Outreach Committee Meeting
March 25, 2021
9:00 am-10:30 am Mountain Standard Time

CALL IN: 1-415-655-0001 | Access Code: 133 570 7219#

MEETING LINK:

<https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=mdc60fa5e291614f561b1592fa6b86f25>

PASSWORD: 8RaVRwive94

1: 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 by the COC Staff Support to ensure a quorum is present.

2: For Approval: January 28, 2021 Communication and Outreach Committee Minutes

(Communications & Outreach Committee)

The January 28, 2021 COC Minutes are recommended for review and approval.

RECOMMENDATION: This item is for information and approval.

Staff is recommending approval of the January 28, 2021 COC meeting minutes.

3: Roster Update

(Nicholas Bielinski)

COC Chair Nick Bielinski will update the committee regarding the Phoenix Business and Workforce Development (PBWD) Board roster vacancies and seek interest in filling a COC Vice-Chair position.

RECOMMENDATION: This item is for information and discussion.

4: Social Media Update

(LaSetta Hogans)

PBWD Board Executive Director LaSetta Hogans will provide information about the Arizona Department of Economic Security (DES) social media outreach and how ARIZONA@WORK City of Phoenix can utilize the DES social media platforms.

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

5: Website Usage Tracking

(Nicholas Bielinski)

The Committee will review the ARIZONA@WORK Website Usage Tracking Analytics for the month of January and February.

RECOMMENDATION: This item is for information and discussion.

6: One-Stop Operator Client Referral System Update

(Stacey VanErnst)

The One-Stop Operator will review data points that are used in the Client Referral System.

RECOMMENDATION: This item is for information and discussion.

7: Arizona Commerce Authority (ACA) Collaboration

(Steven Cramer)

COC Vice-Chair will talk about his collaboration with the Arizona Commerce Authority (ACA).

RECOMMENDATION: This item is for information and discussion.

8: ARIZONA@WORK Testimonials

(Nicholas Bielinski)

The COC will review how testimonials are communicated to the PBWD Board and the public and how to utilize the testimonials in the future.

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

9: Review/Consolidate Scorecard Strategies' Actions and Metrics

(Nicholas Bielinski)

The Communication and Outreach Committee (COC) will review their scorecard and consolidate actions and metrics as appropriate.

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

10: Matters for Future Discussion

(Nicholas Bielinski)

11: Call to The Public & Open Discussion

(Nicholas Bielinski)

12: Adjournment

(Nicholas Bielinski)