



Phoenix Business and Workforce Development Board  
 Communication & Outreach Committee Meeting  
 November 19, 2020  
 9:00 am-9:45 am Mountain Standard Time

**Webex join by phone: 1-415-655-0001 Meeting number: 133 920 2488#**

**Meeting Link:**

**[https://cityofphoenix.webex.com/cityofphoenix/j.php?](https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=m94ae68efcb03a69554645f52d9b9aa65)**

**MTID=m94ae68efcb03a69554645f52d9b9aa65**

**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 October 22, 2020 COC Meeting Minutes**

*(Nicholas Bielinski)*

The October 22, 2020 COC Meeting Minutes are recommended for review and approval.

**RECOMMENDATION: This item is for information and approval.**

**III. Mission, Vision and Goals of Committee**

*(Nicholas Bielinski)*

The Communication & Outreach Committee Chair and Vice-Chairs will review the committee's mission, vision and goals.

**RECOMMENDATION: This item is for information and discussion.**

**IV. ETPL Webinars**

*(Steven Cramer)*

The Communication & Outreach Committee Vice Chair will propose to the COC a series of webinars with the Eligible Trainer Provider List (ETPL) participants.

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

**V. Upcoming Events**

*(Nicholas Bielinski)*

The Communication and Outreach Committee (COC) will discuss upcoming events as it relates to the scorecard and marketing calendar of events.

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

**VI. Review Scorecard**

*(Nicholas Bielinski)*

The Communication and Outreach Committee (COC) will review the committee's scorecard.

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

**VII. Committee Report Form**

*(Nicholas Bielinski)*

The Committee Report Form to be completed and submitted; notes to be taken during meeting.

**RECOMMENDATION: This item is for information and discussion.**

**VIII. Matters for Future Discussion**

*(Nicholas Bielinski)*

**IX. Call to the Public and Open Comment**

*(Nicholas Bielinski)*

**X. Adjournment**

*(Nicholas Bielinski)*



**Phoenix Business and Workforce Development Board  
Communication and Outreach Committee Meeting Minutes  
October 22, 2020 ~ 8:30 a.m.**

The virtual meeting of the Phoenix Business and Workforce Development Board Communication and Outreach Committee (COC) was held on October 22, 2020.

**Committee Members Present**

Nicholas Bielinski (Chair)  
Steven Cramer (Vice-Chair)  
Dean Van Kirk (Vice-Chair)  
Travis Hardin  
Bethany Woodard  
Zack Hiscock

**Committee Members Absent:**

Jenna Kohl  
Yolanda Bejarano  
Ryan Young  
Kandi Tillman

**Public Attendees:**

LaSetta Hogans (PBWDB Executive Director)	Demitria Robles
Christina Edwards (PBWDB Liaison)	Ricky Duran
Kweilin Waller	David Chavez
Tim Patterson	James Montoya
Mary Alejandro	Robert Stenson
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 October 22, 2020 meeting to order at 9:02 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 August 27,2020 Meeting Minutes:**

COC Chair Nicholas Bielinski suggested a motion to approve the COC meeting minutes, COC member, Travis Hardin made a **motion to approve the COC minutes for August 27, 2020** and COC Vice-Chair, Steven Cramer seconded.

**Approved:** Nicholas Bielinski, Dean Van Kirk, Bethany Woodard, and Zack Hiscock.

**Opposed:** None

**Motion passed unanimously**

**3. New Committee Update Form:**

Communication and Outreach Committee (COC) Chair, Nicholas Bielinski introduced the new Committee Update Form. The focal change to the form is that the updates must be tied to the committee's strategic goals. He requested that for future meetings a committee member(s) take notes during the meeting(s) and then use these notes to complete the Committee Update Form. This will ensure that what is reported back to the Executive Leadership Committee and Full Board is on point, accurate and consistent.

**4. In-Person Meeting Update:**

COC Chair Nicholas Bielinski invited PBWDB Executive Director, LaSetta Hogans to provide an updated on when in-person COC meetings might resume. LaSetta Hogans shared that as it stands, the City of Phoenix (COP) has extended teleworking until November and they are working with the Mayor and City Council to determine when in-office work will resume. Additionally, Boards and Commissions has not given the OK for in-person meetings. Thus, committee meeting will continue to be virtual for the time being.

**5. Communications Group Update:**

PBWDB Liaison, Christina Edwards proceed to present the Communications Plan Updates. She reiterated the goals of the Communications Group: increase awareness of ARIZONA@WORK-City of Phoenix; identify reaching and connecting target populations with resources and services for success; and establish ARIZONA@WORK-City of Phoenix as the single point of contact for support. These goals are in direct correlation with PBWDB strategic goals 8, 10 and 12. Additionally she reviewed the specific resources the group has and does not have available to implement their Communications Plan. She further shared specific project updates the group is looking at such as: defining target audience and mission, revising website content, social media campaign development and ongoing training sessions for GreenRope email messaging. Finally, the Communications Group is looking at planning the full calendar year so that they can easily identify in advance what messaging is being pushed out during a specific time frame.

COC Chair Nicholas Bielinski, asked if there were any limitation on the calendar of events, if it is meant to be purely Phoenix events. Per Ricky Duran, City of Phoenix (COP) ARIZONA@WORK Data and Research Manager, this is not limited to Phoenix, as Arizona wide events can be listed.

COC member, Bethany Woodard asked about the target deadline for the social media campaign development. Because that deadline is April of 2021 does that imply that the year will be spent creating the platform for the campaign and then launching the campaign next year or is there some social media campaign development that is happening in the meantime? Ricky Duran, City of Phoenix (COP) ARIZONA@WORK Data and Research Manager shared that there are some things that Communications Group is currently doing in the area of social media campaigning, however the idea of the deadline is to allow the Communications Group to create a formal process, as one does not currently exist. PBWDB Executive Director, LaSetta Hogans shared that with respect to social media campaign development, the Communications Group is really looking to the COC to provide direction on what the committee would like to focus on; outside of the bagels and business, what would the committee like the Communications Group to focus on. COC member, Bethany Woodard followed up by asking if ideas should be communicated directly to Ricky Duran or if this is something that can be brainstormed during the COC meeting. Per LaSetta Hogans, PBWDB Executive Director, it can be discussed during the COC meeting, but next steps would have to be decided by the COC Chair, Nicholas Bielinski. COC Chair, Nicholas Bielinski shared that the ALRIZONA@WORK website already lists community events on their site, but that COC needs to just take more ownership in highlighting specific events, given that it does fall under the committee's strategic goals. As an example, he talked about the Recruit Military biannual job fairs. Although these happen twice a year, there are people that miss the opportunity to participate and this might simple be that they are not aware of it. This is one example of how COC can bring more attention and awareness to events and steer traffic to events. COC Chair, Nicholas Bielinski would like to have an ongoing open agenda item for future COC meeting where COC member could talk about upcoming events happening in the community to place on the calendar and potentially events that COC members could attend. Additionally, he invited the PBWDB Executive Director, LaSetta Hogans to talk about the possibility of outsourcing the marketing efforts. LaSetta Hogans shared that if it was ever determined by COC that something was needed that the Communications Group did not have the capacity to fulfill or if internal resources were fully exhausted, there would be a possibility of adding something to the procurement plan.

#### **6. Website Calendar Hiring Events:**

COC Chair, Nicholas Bielinski shared that COC would want to add any of the events listed on the Communications Group calendar to the ARIZONA@WORK calendar of event.

## 7. Identify Scorecard Benchmarks:

COC Chair Nicolas Bielinski stated that the scorecard is a continuous and ongoing process of checking in to evaluate where the committee is with the scorecard's strategies, actions and metrics. COC is working on identifying events and making additions to the website and is currently on track to meet the quarterly metrics on the scorecard. PBWDB Executive Director, LaSetta Hogans made a recommendation based on what other committees are doing. She shared that other committees have created smaller work groups within the committees to focus on reviewing their strategies within their goals and determining if the actions need updates or changes. This allows them to focus on the specifics in between their committee meetings instead of having to review a massive scorecard during the committee meetings. The smaller work groups then provide a status updated to the whole committee during their monthly meetings. COC Chair Nicolas Bielinski agreed that this might be more feasible and invited committee members to volunteer to take on the task of working on a calendar of events that relates specifically to the scorecard. He asked that this calendar of events be brought to next month's COC meeting. Vice-Chair, Steven Cramer agreed to take this task on. COC member, Bethany Woodard shared that as it relates to social media campaigning, it would be important to highlight the Phoenix Workforce Industry as a whole and where Phoenix stands on a national level. This could be done by sharing statistics or by highlighting companies that will be making a move to the Phoenix area and thus creating economic opportunities for the community. This information can be provided in between event postings.

## 8. Matters for Future Discussion:

None

## 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 Bethany Woodard **seconded**.

### Approved:

Nicholas Bielinski, Dean Van Kirk, Travis Hardin and Zack Hiscok

**Opposed:** None

**Motion passed unanimously**

**The meeting adjourned at 9:49 a.m.**

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

Strategies	Actions	Metrics	Timelines
<b>8. Raise external awareness of ARIZONA@WORK City of Phoenix.</b>	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) Explore inventory of available vehicles for building awareness. Use social media as appropriate.	Track usage by hits at specified time intervals Examine and report to staff and Board Track usage of City and State platforms and report quarterly	Beginning 07/2020 Beginning 09/2020 Quarterly starting 12/2020
	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. Convey to employers the value through focused outreach (Association presentations, bagels and business, etc.)	Number of articles published in media and related avenues (Communications Manager). Continue to track through Business Services Team (Rob). Share information with Board and staff.	Beginning 09/2020 Beginning 07/2020
<b>9. Build an internal communication strategy.</b>	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
<b>10. Identify and reach the populations we intend to serve and connect them w/resources and services.</b>	Use email blasts to selected groups to expand awareness.	Track responses to email blasts.	Beginning 09/2020
	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
<b>12. ARIZONA@WORK is the single point of contact for hope and direction.</b>	Emphasize mutual benefits to employers and job seekers, including monetary value.	Dollar savings per company and benefit per job seeker	Quarterly starting 12/2020
		Increase employment, retention, and earnings to create economic prosperity and high quality of life.	Quarterly starting 12/2020



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## Phoenix Business and Workforce Development Board Committee & Workgroup Report

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Committee Chairs and/or Vice Chairs, please complete this report and email to [christina.edwards@phoenix.gov](mailto:christina.edwards@phoenix.gov) and [silvia.valadez@phoenix.gov](mailto:silvia.valadez@phoenix.gov) after each committee/workgroup meeting.

**Please be sure to indicate how your committee report ties back to your committee goal and strategies.**

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

[Strategy 8](#) - Raise external awareness of ARIZONA@ WORK City of Phoenix.

[Strategy 9](#) - Build an internal communication strategy.

[Strategy 10](#) - Identify and reach the populations we intend to serve and connect them with resources and services.

[Strategy 12](#) - ARIZONA@WORK is the single point of contact for hope and direction.

**Date:**

**Committee Name:**      Communication and Outreach Committee (COC)

**Committee Members:**

**Up to three (3) items to share with the PBWDB:**

**What do you need from Board Members?**