



Phoenix Business and Workforce Development Board
 Communication & Outreach Committee Meeting
 May 27, 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: April 22, 2021 Communication and Outreach Committee Minutes

(Communications & Outreach Committee)

The April 22, 2021 COC Minutes are recommended for review and approval.

RECOMMENDATION: This item is for information and approval.

Staff is recommending approval of the April 22, 2021 COC meeting minutes.

3: ARIZONA@WORK Return Stronger Campaign

(Ben Flores)

Arizona Department of Economic Security Public Information Officer Ben Flores will present information about the ARIZONA@WORK Return Stronger campaign. The campaign will include a strong social media presence and focus on supporting Arizona businesses find candidates for their hard-to-fill positions and engage with jobseekers.

RECOMMENDATION: This item is for information and discussion.

4: Ad-Hoc Member Applications

(Communications & Outreach Committee)

The COC will review two applications for Ad-Hoc membership of the committee. Each Phoenix Business and Workforce Development (PBWD) Board committee can invite up to five individuals to participate as Ad-Hoc members. Ad-Hoc members are required to attend committee meetings, their attendance counts toward quorum, and they have committee voting privileges.

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

4: Communications Plan Update

(Eric Toll)

The COC will review the communications plan, the draft social media strategy, and consider extending the plan through the 2022-23 program year. The COC will review the processes for posting to the ARIZONA@WORK website and ARIZONA@WORK social media channels and the potential for ARIZONA@WORK social media accounts.

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 April and the overall website analytics from Q1.

RECOMMENDATION: This item is for information and discussion.

6: Review/Consolidate Scorecard Strategies' Actions and Metrics

(Communications & Outreach Committee)

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

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

7: Matters for Future Discussion

(Nicholas Bielinski)

8: Call to The Public & Open Discussion

(Nicholas Bielinski)

9: Adjournment

(Nicholas Bielinski)