



Phoenix Business and Workforce Development Board
Communications and Outreach Committee Meeting
September 23, 2021
9:00 am-10:00 am Pacific Time

CALL IN: 1-415-655-0001 | Access Code: 177 237 7368#

MEETING LINK:

<https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=m06db0ec86e09805cb0ae0c339bb2e0c8>

PASSWORD: MCI8ZRv3HE2

1: Call to Order/ Roll Call

(Steven Cramer)

The Communication and Outreach Committee (COC) Chair, Steven Cramer, 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: August 26, 2021 Communication and Outreach Committee Minutes

(Communication and Outreach Committee)

The August 26, 2021 COC Minutes are recommended for review and approval.

RECOMMENDATION: This item is for information and approval.

Staff is recommending approval of the August 26, 2021 COC meeting minutes.

3: Ad-Hoc Member Applications

(Communication and Outreach Committee)

The COC will review and consider Alyson Donnelly's Ad-Hoc Member application.

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

4: Website Usage Tracking

(Steven Cramer)

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

RECOMMENDATION: This item is for information and discussion.

5: Social Media Plans and Metrics

(Eric Toll)

Staff will update the COC regarding the status of the ARIZONA@WORK City of Phoenix social media plan and the timeline for future social media objectives.

RECOMMENDATION: This item is for information and discussion.

6: Review Scorecard Strategies' Actions and Metrics

(Steven Cramer)

The Communication and Outreach Committee (COC) will review the committee scorecard and the status of current objectives and assign strategy champions.

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

7: Matters for Future Discussion

(Steven Cramer)

8: Call to The Public & Open Discussion

(Steven Cramer)

9: Adjournment

(Steven Cramer)