



Phoenix Business and Workforce Development Board  
Communications and Outreach Committee Meeting  
August 26, 2021  
9:00 am-10:00 am Pacific 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/Introductions**

*(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. New COC Members will introduce themselves and COC Chair Steven Cramer will share information regarding the committee's objectives.

**2: For Approval: June 24, 2021 Communication and Outreach Committee Minutes**

*(Communication & Outreach Committee)*

The June 24, 2021 COC Minutes are recommended for review and approval.

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

Staff is recommending approval of the June 24, 2021 COC meeting minutes.

**3: Ad-Hoc Member Applications**

*(Communications & 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 April and the overall website analytics from Q1.

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

**5: Outreach Reports**

*(Rob Stenson)*

The COC will review a Training@Work Report provided by staff. The Training@Work meeting is a bimonthly program focusing on introducing programs on the Eligible Training Provider (ETP) list to workforce specialists.

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

#### **6: 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.**

#### **7: Review Scorecard Strategies' Actions and Metrics**

*(Communication & Outreach Committee)*

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

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

#### **8: Matters for Future Discussion**

*(Steven Cramer)*

#### **9: Call to The Public & Open Discussion**

*(Steven Cramer)*

#### **10: Adjournment**

*(Steven Cramer)*