



## Maricopa County Workforce Development Board – Marketing Workgroup Meeting Minutes

**Tuesday, November 13, 2018 at 10:00 a.m.**

ABL - 125 S. 52nd St. Tempe, AZ 85281

<https://bluejeans.com/546993469>

Phone: +1.888.240.2560 Conference ID: 546993469

**Members Present:** Neal Dauphin, Angie Ferguson, Charisse Sink, David Drennon, Susan Morris, Tom Colombo, Gabe Cruz

**Members Absent:** N/A

### **Call to Order**

Marketing workgroup meeting initiated by Workgroup Lead, Neal Dauphin, at 10:09 a.m. Board Liaison, Nancy Avina, took roll; a quorum of the workgroup was present.

### **Executive Director’s Remarks/ Review of Purpose of Marketing Workgroup**

Executive Director, Patricia Wallace, provided a brief overview of the workgroup’s purpose. A status update of the strategic planner contract was provided; the Executive Committee discussed further engaging them to assist with implementation, a scope is currently being developed.

Lead, Neal Dauphin, provided a short summary of previous Marketing Workgroup discussions, including:

- The importance of surveying the population, identifying the customer and the needs based on the different regions,
- Branding and value proposition of the ARIZONA@WORK program based on the board’s vision,
- Overall purpose of awareness to employers and jobseekers – purpose, process, payoff
- Becoming the extension of the employer (i.e. conducting employer onboarding)

The Workgroup discussed:

- Having a standard value proposition
- Challenges such as the perception of ARIZONA@WORK (top priority), bad experiences, lack of ability to educate employers
- WIOA funds for marketing and employer outreach. WDD Assistant Director, Tom Colombo will send DES guidance on Marketing.

### **Confirm Meeting Schedule and Frequency of Meetings**

The Workgroup discussed meeting schedule and frequency of meetings. An update was provided on new cadence of Full Board meetings-- every other month will be a 3-hr meeting beginning January 2019.

The Workgroup agreed on meeting on the second Tuesday of every other month from 10am -12pm at various locations beginning December 2018. The Marketing Workgroup meetings will occur:

- Tuesday, December 11, 2018 – West Valley Career Center, 1840 N. 95th Avenue, Suite 160, Phoenix AZ 85037, 602-372-4200
- Tuesday, February 12, 2019 – East Valley Career Center, 735 N. Gilbert Road Suite 134, Gilbert AZ 85234, 602-372-9700
- Tuesday, April 9, 2019 – TBD
- Tuesday, June 11, 2019 – TBD

### **Complete Strategic Planner Provided Worksheets to set strategy, actions and metrics**

Management Analyst, Isabel Creasman shared an update on Labor Market Information. The Office of Economic Opportunity has provided recommendations on in-demand occupations and industries (documents will be sent to

all Full Board members). The Chairman's vision is for the Quality Workforce Workgroup to review recommendations, choose Maricopa County's focus industries and recommend to the Full Board for final approval. An invitation was extended to Marketing Workgroup members to attend the Quality Workforce Workgroup meeting on December 3<sup>rd</sup>, at Rummel Construction. Members interested in participating can reach out to WDB staff to be sent meeting information.

Clarification and discussion was held on approach to complete the 8 Marketing Workgroup strategy actions, dates, metrics and measurements on the strategic planner worksheets. The workgroup discussed priority to be on the employer first, followed by the job seeker and while waiting on in-demand industry selections, focus on branding and selling ARIZONA@WORK holistically.

The workgroup discussed how clients are being referred and hearing about services (typically occurs via DES - Unemployment Insurance and word of mouth). The Executive Director reminded members of the need to think systemically and includes four title partners, as duplication may exist on employer outreach. Collecting baseline data through a survey will be critical. The Workgroup agreed to identify a contact for each of the title partners to obtain baseline data and understand what is currently occurring on the employer and jobseeker side in regards to marketing efforts.

The Workgroup continued to discuss their strategy based on what is currently being done in regards to marketing and the challenges being faced, including with the AJC system. The Workgroup also agreed that another necessary step is to develop a value proposition for employers and job seekers using the board's vision. In addition looking at the current elevator speech when speaking to Employers and Job seekers and if one is not in place, look into creating one. Brief discussion on current business services efforts and groups meeting to discuss current approaches. Assistant Director, Mr. Colombo, will be sharing current Title 1B information packets provided to clients with the group.

#### **Next Steps/Action Items**

- Work on building a brand for Employers and Job seekers
- Identify a contact person from all title partners to gather data and information including, forms being used to collect data on outreach efforts and information on current marketing efforts
- Workgroup members to write a value proposition statement from the employer perspective (aspirational) to bring to the December Workgroup meeting
- Best practice research from other states

#### **Call to the Public**

Workgroup Lead, Neal Dauphin called for public comment. No public comment.

#### **Adjourn**

Meeting adjourned at 11:50 a.m.

*\*For additional information, contact Nancy Avina, Board Liaison at [nancy.avina@maricopa.gov](mailto:nancy.avina@maricopa.gov).*