

**WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND
PARTNERSHIPS COMMITTEE AGENDA**

Tuesday, April 20, 2021
1:00 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/97223367133>

Members Present

Bill Gates – Maricopa County Board of Supervisors
Allison Grigg – Arizona Chamber of Commerce
Brian Rice – Hensley Beverage Company
Will James - Centene Corporation

Members Absent

Audrey Bohanan – Adelante Healthcare

1. Call to Order and Welcome - 1:06 p.m.

2. Call to the Public - There were no public comments received.

3. State Plan Summary/ARIZONA@WORK Guide

The Committee members provided suggested edits to the guide and it was identified that there is a need to split the document into two sections:

1. State Plan Summary
2. ARIZONA@WORK Guide

Splitting the document up into these two sections will allow for the State Plan summary to remain in line with the items that are stated specifically in the State Plan, while the guide document can provide an overview of the ARIZONA@WORK system that can assist with understanding the agencies and programs that make up ARIZONA@WORK. The plan is to have an official media launch of the documents once they are finalized in June or July of this year. The Arizona Commerce Authority marketing and communications department will assist in the development of the webinar and communications material.

4. System Brand Policy Development

a. Current Support of ARIZONA@WORK (Roles and Available Assets)

The Committee discussed ways to address branding issues that come up through the creation of a policy explaining the use of the brand to go along with the brand guidelines that have already been developed when the ARIZONA@WORK brand was created. The

policy will assist all of ARIZONA@WORK including partners of the system on communication as to how and when the brand may be used by other agencies in marketing and communication.

5. Digital Communication Strategy

Ben Flores, PIO, Arizona Department of Economic Security, works closely with the marketing department at the Arizona Commerce Authority to align digital communication and marketing for special initiatives and workforce campaigns. Ben plays a critical role in coordinating with the local boards and their marketing efforts and ensuring the seamless connection with state initiatives. This was evidenced by the success of the Return Stronger Upskilling Campaign. During that campaign there was an increase of visits to the website by 62% which shows the impact of that type of collaboration. Committee member Allison Grigg stated that it is important to maintain an active and updated website to drive the audience through providing links to the subject matter via various social media platforms.

The Committee members expressed their agreement with the work that is being done to align communication efforts and encouraged more of the same efforts. They also state that the Committee would provide any support needed to further development and implementation efforts as they continue.

6. Adjournment– The meeting was adjourned at 2:10 p.m.