

WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE MINUTES

Thursday, January 28, 2021
1:00 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/99562147718>

Members Present

Bill Gates – Maricopa County Board of Supervisors
Allison Gilbreath – Arizona Chamber of Commerce
Audrey Bohanan – Adelante Healthcare

Members Absent

Brian Rice – Hensley Beverage Company
Will James - Centene Corporation

1. Call to Order

The meeting was called to order at 1:05 p.m.

2. Welcome and Meeting Logistics

Committee Chair, Bill Gates, welcomed everyone to the meeting and went over the zoom meeting logistics.

3. Call to the Public

There were no public comments received.

4. State Plan Strategies Implementation

a. Communication & Outreach Plan

b. Coordination of Efforts

Ashley Wilhelm, Council Manager, reviewed the State Plan strategies that align with the goals and purpose of this Committee. The review and discussion included the two strategies (Communication & Outreach Plan and Coordination of Efforts), the description of each strategy and implementation efforts.

5. State Plan Summary

Ashley Wilhelm provided the Committee with an overview of what would be included in the State Plan Summary document which will be created for broad dissemination to communicate the Vision, Mission, Goals and Strategies of the State Plan. The State Plan Summary is in a draft format and the goal is to have a final draft to the Committee members for review by the end of February. Once the Summary document is complete it

will be rolled out through a webinar where we will invite stakeholders from economic development, education, workforce leaders and staff, and community organizations to encourage the connection and greater collaboration with the local workforce areas.

6. System Brand Policy

Ashley Wilhelm discussed with the Committee the current brand for the workforce system in Arizona is ARIZONA@WORK. The Public Information Office at the Arizona Department of Economic Security oversees the development of branded marketing and communications materials. As a continuation from the development of the single brand there is a need to develop policy that addresses the implementation and monitoring of the use of the brand, the legality of brand requirements for service providers and the use of the brand in social media communication. The Committee will continue to discuss what should be included in this policy and develop a policy in alignment with the collateral that has been developed and the current branding style guide that is being utilized.

7. Digital Communication Strategy

Ashley Wilhelm explained that along with brand messaging the Committee should consider how the Council would like to utilize digital communications to drive the knowledge and usage of the ARIZONA@WORK system. Digital communications has been utilized effectively in recent campaigns such as the Return Stronger Upskilling Initiative. The Committee discussed identifying the best social media platforms to use and how to leverage partner organizations to expand the audience that has access to the information being shared.

8. Adjournment

The meeting was adjourned at 2:03 p.m.