



**NOTICE OF PUBLIC MEETING OF THE
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD MARKETING AND OUTREACH COMMITTEE**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Maricopa County Workforce Development Board Executive Committee and to the general public that the Maricopa County Workforce Development Board Executive Committee will hold a meeting open to the public on:

February 3, 2022 – 2:00 p.m.

<https://www.gotomeet.me/MaricopaCountyWDB>

Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

The Agenda for the meeting is as follows:

**Indicates materials attached, please review/read prior to meeting.*

1. Call to order.

2. Roll Call.

3. Welcome and Opening Remarks.

4. Consent Agenda.*
 - a. Meeting Minutes: November 4, 2021

5. Chairman Report.

6. Information/Discussion Only.
 - a. Referrals and Outreach Overview
 - b. Marketing Overview Discussion*
 - c. Healthcare and In-Demand Strategists Priorities for Employer Outreach

7. Call to Public.

8. Adjourn.

NEXT MEETING: MAY 5, 2022

PUBLIC PARTICIPATION AND ACCESS: "The public must be allowed to attend and listen to deliberations and proceedings taking place in all public meetings, A.R.S. § 38-431.01(A); however, Open Meeting Law does not establish a right for the public to participate in the discussion or in the ultimate decision of the public body." Note: Agenda items may be taken out of order

"Equal Opportunity Employer/Program." "Auxiliary aids and services are available upon request to individuals with disabilities." A sign language interpreter, alternative format materials, or infrared assistive listening devices will be made available within 72 hours' notice. Additional reasonable accommodations will be made available to the extent possible within the time frame of the request. Arizona@Work: Maricopa County products and services are made available through federal funding provided by the Workforce Innovation and Opportunity Act (WIOA); serving Employers by aiding job seekers, adults, dislocated workers and youth.



Consent Agenda.

Meeting Minutes



MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD
Marketing and Outreach Committee

Thursday, November 4, 2021 – 2:00 p.m.

GoToMeeting: <https://www.gotomeet.me/MaricopaCountyWDB>

Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

Members Present: Scott Sudhalter, Gregg Ghelfi, Melissa Boydston, Christine Colon
(Note: All members present attended via GoTo meeting)

Members Absent: Brent Downs

MEETING

Call to Order.

Chairman Gregg Ghelfi, called the meeting to order at 2:00 p.m., and requested roll call.

Roll Call.

MCWDB Board Liaison, Deseret Romero took roll. A quorum was present.

Welcome and Opening Remarks.

Chairman Ghelfi welcomed the Marketing and Outreach Committee and guests.

Chairman Report.

No current report.

Consent Agenda.

Meeting Minutes: September 2, 2021

Chairman Ghelfi asked for a motion to approve the MCWDB Marketing and Outreach Committee's September 2, 2021 Meeting Minutes. Melissa Boydston made a motion; Christine Colon seconded the motion.

Chairman Ghelfi called for an all-in favor vote:

In Favor: Gregg Ghelfi, Melissa Boydston, and Christine Colon

Opposed: None

Abstained: None

Motion passed.

Informational/Discussion Only.

In Demand Industries Follow-up Report.

Management Analyst Nancy Avina presented the Committee with a PowerPoint presentation related to industry inquiries by the Committee at their September 2021 meeting. Ms. Avina's presentation highlighted the following:

- Identifying the groups, we serve.
- In-Demand Industries/Occupations
- COVID-19 Employment Impacts – Maricopa County
- Labor Force
- Maricopa County Job Gains and Losses
- Current Labor Landscape

Chairman Ghelfi inquired as to the low recovery of information technology jobs. Ms. Avina noted that that information was being followed by the Arizona Office of Economic Opportunity and would be shared once it was received.

At Risk Industries Follow-up Report.

In addition, Ms. Avina noted that in a recent communication with the Arizona Office of Economic Opportunity, the at-risk industry related information would be released in the near future. Ms. Avina also noted to the Committee that once the information was released, it would be shared with the Committee.

Mobile Career Center (MCC) Update.

Management Analyst Nancy Avina provided the Committee with a brief update on the recent activities related to the Mobile Career Center (MCC). Ms. Avina updated provided the following highlights.

- Recent meeting with MCWDB Full Board Member and St. Joseph the Worker Executive Director Brent Downs and his experience with a mobile unit.
- Next Steps – Partnering with the Career Service Provider (Human Services Department) to collaborate on additional details.

Ms. Avina also presented the Committee with videos of the following.

- Orange County Mobile Career Center Video
- TransfrVR Demonstration Video (Virtual Reality Career Exploration)

Ms. Avina noted a recent demonstration meeting with TransfrVR, where MCWDB and Workforce Development Division staff were able to take a hands on look at the virtual reality career exploration programs.

Ms. Avina concluded with noting that both the MCC and the TransfrVR are exciting innovative ideas to better assist the workforce community that MCWDB staff are presenting to the MCWDB Board and Committee for their consideration.

Ms. Avina and MCWDB Executive Director Steve Clark answered the following questions.

- Is there a licensing platform to access the educational program?
 - Yes, there is a cost to lease the headsets and programs. There are many in-demand programs that are included, and more are being developed.
- Would the WIOA individual client funding be used?
 - TransfrVR is a unique way to introduce program opportunities to those who may not have otherwise been exposed. TransfrVR would be used in the MCC and the physical locations as well. WIOA Career Pathways funding could potentially be used to fund the TransfrVR.
- Would we go to RFP for the Services?
 - Both being separate projects, they would be separate RFPs. The Services Provider would be responsible for implementation.
 - The MCC are designed to replace future brick and mortar centers due to the reach of the mobile units. Focus of MCC is to take the services to the communities and neighborhoods of those who need the services.

- Once approved by the MCWDB Board, MCWDB staff will be working with the Service Provider on the details for implementation. Important to bring to Marketing and Outreach Committee for new and innovative ideas for the MCC.
- What was the advice of Brent Downs?
 - A few of the recommendations by MCWDB Member Downs were to be sure to retrofit the unit to protect against the summer elements and proper storage of the bus. MCWDB Member Downs also noted the increase of clients served from 400 to 1400 in the first year. He also noted that by utilizing the unit through out the community, he was able to identify the best location for a new physical location.
- Have you communicated with other organizations with mobile unit experience? Example Dress for Success.
 - MCWDB staff will be reaching out to other organizations to report on their mobile unit experience.
- When will the MCC units be deployed? How will we promote the MCC? Can we connect the MCC with other events to boost attendance?
 - The conceptual timeline would include.
 - One year to implementation.
 - Potential purchase in FY23. (Funding exploration – WIOA, corporate sponsorships, etc.)
 - Promotion of the MCC will likely follow that of areas that have been successful with implementing the mobile career units.
 - We intend to work with businesses and organizations to also utilize the MCC.
- Recommend possibly partnering with schools, CTE programs and Arizona Department of Education.

MCWDB Social Media Progress Update.

Ms. Avina reported on the implementation of the Maricopa County Workforce Development Board Instagram and LinkedIn accounts. Ms. Avina also reported on MCWDB staff’s collaboration with Human Services Department, Workforce Development Division and Communications to create a unified marketing campaign. This collaboration is in the planning phase.

Chairman Ghelfi suggested utilizing some of the funding to micro-market social media on a professional marketing level.

Mr. Clark noted the recent collaboration with the Human Services Department for marketing of social media and will bring the information back to the Committee as the process develops.

Chairman Ghelfi also recommended having County Communications attend a Marketing and Outreach Committee meeting.

Mr. Clark noted that he would invite Amy Bolton with County Communications to attend the next meeting.

Call to the Public.

Chairman Ghelfi made a call for public comment. No one spoke.

Adjourn.

Chairman Ghelfi adjourned the meeting at 2:43 p.m.

**For additional information, contact MCWDB staff at: MCWDB@maricopa.gov*



Information/Discussion Only.

Marketing Overview Discussion



Marketing Overview

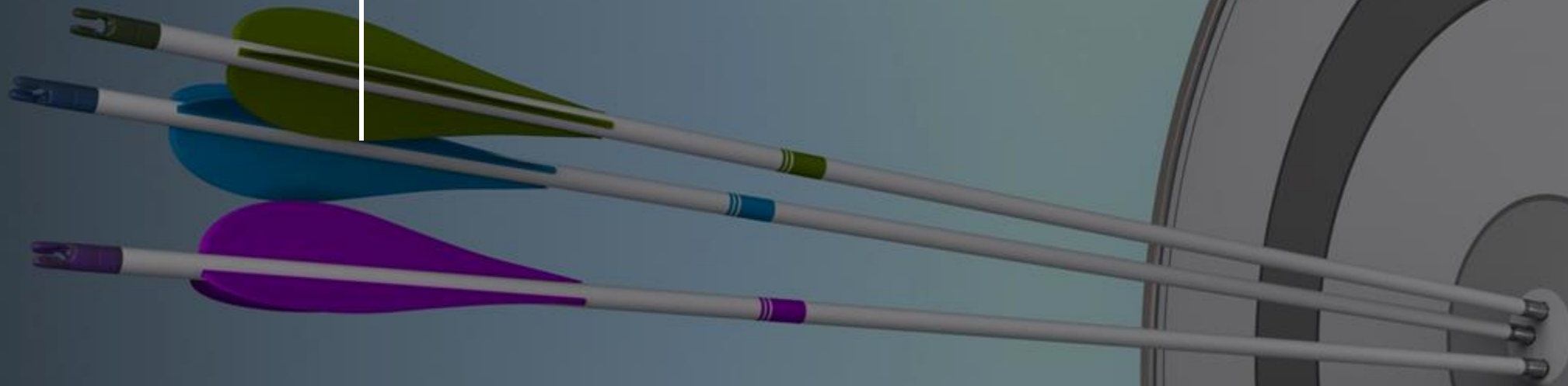
**Marketing Committee Briefing
February 3, 2022
Amy Bolton, MBA**

PROFESSIONAL BACKGROUND

- BA Communications
 - *Advertising*
 - *Public Relations*
- MBA
- University Professor 10 Years
 - *Business*
 - *Critical Thinking*
 - *Marketing*
 - *Advertising*
- Strategic Communications & Marketing Consultant



3 Pillars



3 Main Pillars



WHO

Audiences



WHAT

Services



WHERE

Messages



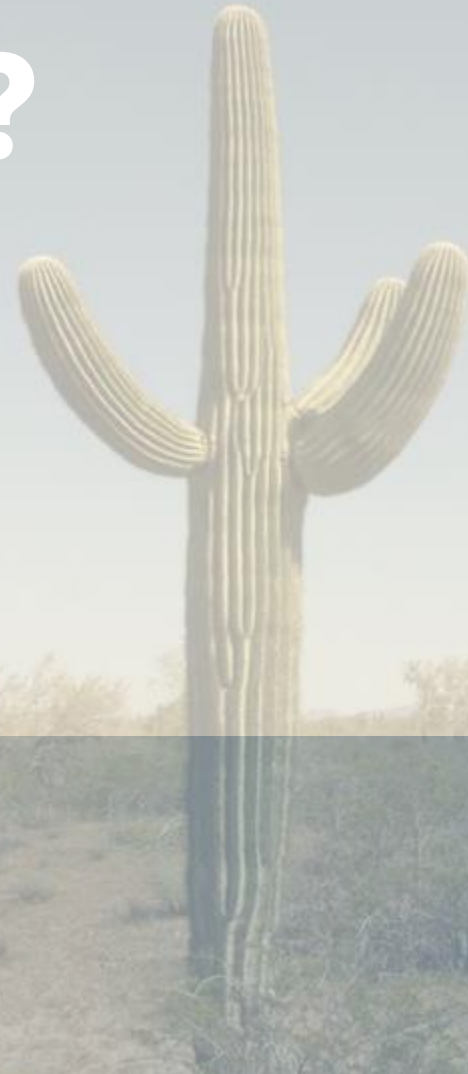
DATA-DRIVEN

- Not what we think they need
- What they actually use, ask

THE BASICS

- Who are we talking to?
- What are our goals?
- What are their most frequently asked questions (FAQs)?
- Are there patterns in the FAQs by industry, age, experience, profession?
- Where are they at in their journey with us? (employers & career seekers)
- Where are they at in their career journey as an individual?
- What are their pain points? (employers & career seekers)
- What services are on our menu that address those needs?
- Do we offer services they don't need?
- Do we need to add services?
- Where does the audience expect to find information?
- What do they want to know (see FAQs)?
- What will we say? Where will we place it? How will we package it?
- What do we want people to do as a result of seeing our message?

QUESTIONS?



THANK YOU.

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Information/Discussion Only.

Healthcare and In-Demand Strategists Priorities for Employer Outreach



MARICOPA COUNTY JOB DESCRIPTION

Healthcare Careers Pathway Strategist

MARKET RANGE TITLE: Special Projects Manager

DEPARTMENT: Assistant County Manager's Office

DIVISION: Workforce Development Board

FLSA STATUS: Exempt

CLASSIFIED/UNCLASSIFIED: Unclassified

POSITION NUMBER: TBD

JOB CODE: TBD

POSITION OVERVIEW

About the Position

Are you an innovative individual that seeks a challenging opportunity to improve the healthcare services in Maricopa County? Then join our team as the Healthcare Careers Pathway Strategist and to address the healthcare labor shortages in Maricopa County. The Healthcare Careers Pathway Strategist will seek out and partner with public, private, and community-based entities to identify the barriers to healthcare careers, identify existing efforts to respond to these barriers, assess industry needs, and develop a comprehensive strategy to meet industry demands for healthcare personnel needs of Maricopa County. As the Healthcare Careers Pathway Strategist, you will facilitate a stakeholder group to reverse the healthcare labor shortages, and in turn, ensures quality healthcare services are available to all Maricopa County residents.

About the Office of the Workforce Development Board

The Maricopa County Workforce Development Board assists the Board of Supervisors in strategic planning, oversight, and evaluation of the local workforce development area. As County leaders, we represent various individuals, businesses, and organizations throughout the local area. We serve as a strategic convener to promote and broker effective relationships between the County and economic, education, and workforce partners. The Workforce Development Board maintains strategic and strong relationships with business organizations, chambers of commerce, labor and trade associations, education providers, and others as needed or required.

POSITION QUALIFICATIONS

We recognize your time is valuable, so please apply if you meet the following required qualifications.

Education

- Bachelor's degree in a healthcare-related field, business administration, public administration, or related area

Experience

- Four years of related professional administrative experience managing projects and conducting complex research and analysis
- Three years of professional experience in a healthcare-related setting

Combined education and experience qualifications

- A combination of post-secondary education and/or job-related experience may substitute for the minimum qualifications on a year-for-year basis

Our Preferred Candidate has

- Experience in healthcare human resources and/or workforce initiatives
- Experience in facilitating and convening stakeholder groups

- Proficiency in project management
- Excellent analytical skills and creative problem-solving skills
- Experience navigating government entities

ESSENTIAL JOB TASKS

The tasks listed are a representation and not an all-inclusive list of essential job tasks for this position.

- Assess and inventory Maricopa County healthcare industry needs and healthcare education and training programs, including identifying gaps
- Works with all stakeholders in healthcare to identify existing and develop new career pathways to alleviate labor shortages
- Develops partnerships, promotes teamwork, and coordinates implementation plans with employers, educators, community-based organizations, public entities, and other stakeholders in the local healthcare industry
- Develops short and long-term recommendations to address gaps to meet industry needs
- Informs the Maricopa County Workforce Development Board (MCWDB) about possible career paths, including identifying impacts and concerns
- Creates and manages project plans and completes project materials and deliverables in a timely manner
- Ensures the accuracy of all work related to the development and implementation of healthcare-related workforce strategies
- Facilitates stakeholder involvement and collaboration needed to recommend feasible policies among private providers, business partners, educational and training institutions, and other government agencies
- Works in partnership with the Maricopa County Human Services Department Workforce Development Division to develop strategies to address the healthcare needs, including but not limited to job fairs, job training, and funding of apprenticeship programs
- Identify existing local efforts in healthcare career pathways and identify ways to maximize those relationships
- Serves as a resource for MCWDB members and staff regarding healthcare pathway trends in Maricopa County, the State of Arizona, and on a nationally

Working Conditions

- Work is performed in an office environment and requires long periods of sitting, reading, and typing
- May require travel to program sites
- Must be able to occasionally travel for day and overnight trips for training and conferences
- Must possess or have the ability to obtain a valid Arizona driver's license at the time of hire
- Must complete background check and fingerprint identification upon hire to successfully secure and maintain a Level 1 DPS Fingerprint Clearance Card.

SELECTION PROCEDURE

The Maricopa County Human Resources Department reserves the right to admit to the selection process only those candidates considered to be the most highly qualified. Those selected will be assessed based on the evaluation of listed education and experience. The hiring authority will interview and select the successful candidate from a list provided by Human Resources.

All offers of employment made to new hires and rehires at Maricopa County are contingent upon successful completion of a post-offer, pre-employment thorough background investigation. A background investigation is conducted on a current employee who changes to a safety sensitive position or one having the potential for serious adverse impact on the integrity or efficiency of the County. These requirements do not pertain to employees of elected officials who undergo background investigation processes administered through their respective offices.

Maricopa County is an EEO/ADA Reasonable Accommodation Employer.

Attention Current Maricopa County Employees: As of 1/1/2022, the Judicial Branch of Arizona in Maricopa County will formalize themselves as a separate entity and employer from Maricopa County. To learn more about how that may affect you, please click [here](#).



MARICOPA COUNTY JOB DESCRIPTION

In-Demand Careers Pathway Strategist

MARKET RANGE TITLE: Special Projects Manager

DEPARTMENT: Assistant County Manager's Office

DIVISION: Workforce Development Board

FLSA STATUS: Exempt

CLASSIFIED/UNCLASSIFIED: Unclassified

POSITION NUMBER: TBD

JOB CODE: TBD

POSITION OVERVIEW

About the Position

Are you an innovative individual that seeks a challenging opportunity to improve the labor shortage in Maricopa County? Then join our team as the In-Demand Careers Pathway Strategist and address the labor shortages in the most in-demand careers in Maricopa County. The In-Demand Careers Pathway Strategist will seek out and partner with public, private, and community-based entities to identify the barriers to the in-demand careers, identify existing efforts to respond to these barriers, assess industry needs, and develop a comprehensive strategy to meet industry demands for personnel needs of Maricopa County. As the In-Demand Careers Pathway Strategist, you will facilitate stakeholder groups to reverse the labor shortages, and in turn, improve the quality of life for Maricopa County residents and businesses.

About the Office of the Workforce Development Board

The Maricopa County Workforce Development Board assists the Board of Supervisors in strategic planning, oversight, and evaluation of the local workforce development area. As County leaders, we represent various individuals, businesses, and organizations throughout the local area. We serve as a strategic convener to promote and broker effective relationships between the County and economic, education, and workforce partners. The Workforce Development Board maintains strategic and strong relationships with business organizations, chambers of commerce, labor and trade associations, education providers, and others as needed or required.

POSITION QUALIFICATIONS

We recognize your time is valuable, so please apply if you meet the following required qualifications.

Education

- Bachelor's degree in Human Resources, Business Administration, Public Administration, or related area

Experience

- Four years of related professional administrative experience managing projects and conducting complex research and analysis
- Three years of professional experience in a strategic level environment

Combined education and experience qualifications

- A combination of post-secondary education and/or job-related experience may substitute for the minimum qualifications on a year-for-year basis

Our Preferred Candidate has

- Experience in human resources and/or workforce initiatives

- Experience in facilitating and convening stakeholder groups
- Proficiency in project management
- Excellent analytical skills and creative problem-solving skills
- Experience navigating government entities

ESSENTIAL JOB TASKS

The tasks listed are a representation and not an all-inclusive list of essential job tasks for this position.

- Assess and inventory Maricopa County the in-demand industry needs and education and training programs, including identifying gaps
- Works with all stakeholders in the in-demand industries to identify existing and develop new career pathways to alleviate labor shortages
- Develops partnerships, promotes teamwork and coordinates implementation plans with employers, educators, community-based organizations, public entities, and other stakeholders in the local in-demand areas
- Develops short and long-term recommendations to address gaps to meet industry needs
- Informs the Maricopa County Workforce Development Board (MCWDB) about possible career paths, including identifying impacts and concerns
- Creates and manages project plans and completes project materials and deliverables on time
- Ensures the accuracy of all work related to the development and implementation of workforce strategies
- Facilitates stakeholder involvement and collaboration needed to recommend feasible policies among private providers, business partners, educational and training institutions, and other government agencies
- Works in partnership with the Maricopa County Human Services Department Workforce Development Division to develop strategies to address the workforce development needs, including but not limited to job fairs, job training, and funding of apprenticeship programs
- Identify existing local efforts in career pathways and identify ways to maximize those relationships
- Serves as a resource for MCWDB members and staff regarding in-demand career pathway trends in Maricopa County, the State of Arizona, and nationally

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