



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

Thursday, November 3, 2022 – 2:00 p.m.

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

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

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Members Present: Bonnie Schirato, Elizabeth Valdez, Scott Sudhalter, Toby Riley  
(Note: All members present attended via GoTo meeting)

Members Absent: Angela Creedon, Melissa Boydston, Grenee Martacho, Steve Navis

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MEETING

Call to Order.

Chair Bonnie Schirato called the meeting to order at 2:04 p.m. and requested roll call.

Roll Call.

MCWDB Board Liaison Deseret Romero took roll. A quorum was not present.

Welcome and Opening Remarks.

Chair Schirato welcomed everyone to the meeting and initiated introductions for the MCWDB Marketing and Outreach Committee Members, including new members Toby Riley and Elizabeth Valdez. All attending members provided a brief introduction of themselves.

Consent Agenda.

Meeting Minutes: September 1, 2022

Due to lack of quorum, the meeting minutes were not voted on. The September 1, 2022, minutes will be moved to the next Marketing and Outreach Committee meeting.

Chair Report.

No report.

Informational/Discussion Only.

Marketing and Outreach Committee Workshop

- Veterans
- Low Income
- Youth, Adult and Dislocated Worker Programs
- Increasing center traffic
- Focus on the "Middle 60%" (non-university interests – CTE)
- Creating a broad marketing campaign

Chair Schirato provided a brief overview of the areas of focus above previously discussed at the September 1, 2022 meeting.

Chair Schirato initiated the following discussion points.

- What is the Committee's purpose? How do we determine if we are successful?

Responses:

- o Identify objectives
- o Review of data to set a baseline
- o Setting goals and milestones
- o Identify ways to measure results

MCWDB Steve Clark shared the Marketing and Outreach Committee's established vision. In addition, Mr. Clark shared the historical conversation on how marketing can be applied to assist clients with information related to the services available.

Mr. Clark made the following recommendations.

- Invite the title partners to assist with identifying who the target clients are and how we can inform them of the services available through innovative marketing ideas.
- Set priorities (i.e. how can we better increase awareness of available services and secure a procurement contract for professional marketing services to identify ways to reach those goals)

Chair Schirato noted the recent Workforce GPS' Outreach and Marketing for Public Workforce Development System – Exploring the Possibilities webinar and requested that MCWDB staff send the link to the Committee for their information.

Mr. Clark confirmed that MCWDB staff could send the referenced link to the Committee for their information.

Chair Schirato inquired as to the previously discussed option of receiving baseline data information at the next meeting.

Mr. Clark recommended possibly identifying a few of the priority WIOA populations to focus on, identifying what services are available, how they are currently marketing those services, and strategize on how to increase the client numbers throughout the year.

Mr. Clark also recommended inviting Workforce Development Division Program Manager – Business and Community Services, Tina Russo to provide a presentation on the baseline data to assist with the Committee discussion.

Committee Member Toby Riley noted that identifying the target population will assist with how to strategically market those target populations.

Member Riley also inquired as to the targeted enrollment goals.

Mr. Clark noted that the title partners would be able to provide that information.

Chair Schirato inquired as to how the Committee could be better engaged. The following suggestions were made by the Committee members.

- Virtual Whiteboard (i.e. Jamboard and/or Whimsical)
- Open to In-person Workshop

The Committee and Mr. Clark summarized the preparation for the next meeting.

- Invite Workforce Development Division Program Manager – Business and Community Services, Tina Russo to provide a presentation on the baseline data to assist with the Committee discussion
- Work with Committee Member Toby Riley on the recommended virtual whiteboard platforms
- Schedule a Marketing and Outreach Committee in-person workshop for early January
- Move the September 1, 2022 meeting minutes to the next meeting

Committee Member Scott Sudhalter shared his thoughts on the possible formal Marketing and Outreach Committee mission statement, including the focus and possibility of purchasing a marketing plan.

“Deliver compelling messages both digitally and in-person about what our county committee will do to develop an active plan around connecting an abundance of resources to job seekers.”

Chair Schirato inquired if other MCWDB committees had created mission statements.

Mr. Clark noted that the other committees did not have individual mission statements, however, the MCWDB Full Board has an overall vision within the Strategic Plan.

Chair Schirato noted that the Marketing and Outreach Committee’s mission and/or vision should align with the MCWDB Full Board’s vision within the Strategic Plan.

Committee Member Riley noted that once the mission was developed, he could create a “creative brief” for the group as well.

Mr. Clark noted that MCWDB staff could send the Strategic Plan and other referenced documents to the Committee for reference.

Chair Schirato and the Committee discussed and re-summarized the preparation for the next meeting.

- Schedule an in-person workshop for early January (3-hour meeting)
- Virtual whiteboard platform (MCWDB staff will work with Committee Member Toby Riley on the recommended platform)
- Review overall vision of the MCWDB Board
- Invite Workforce Development Division Program Manager – Business and Community Services, Tina Russo to provide a presentation on the baseline data to assist with the Committee discussion
- Committee to identify “one” area of focus (MCWDB staff will identify a few for Committee consideration) to develop tactics and ideas for implementation at a future meeting
- Develop ideas on how to increase Committee engagement
- Move the September 1, 2022 meeting minutes to the next meeting

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

Chair Schirato made a call for public comment. No one spoke.

#### **Adjourn.**

Chair Schirato adjourned the meeting at 3:00 p.m.

*\*For additional information, contact MCWDB staff at: [MCWDB@maricopa.gov](mailto:MCWDB@maricopa.gov)*