



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

Thursday, February 2, 2023 – 2:00 p.m.

County Administration Building
301 W. Jefferson, 2nd Floor (Room 250-8)
Phoenix, Arizona
Or

GoToMeeting: <https://www.gotomeet.me/MaricopaCountyWDB>
Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

Members Present: Bonnie Schirato, Elizabeth Valdez, Grenee Martacho, Melissa Boydston, Scott Sudhalter, Steve Navis, Toby Riley
(Note: All members present attended in-person or via GoTo meeting)

Members Absent: Angela Creedon

MEETING

Call to Order.

Chair Bonnie Schirato called the meeting to order at 2:02 p.m. and requested roll call.

Roll Call.

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

Welcome and Opening Remarks.

Chair Schirato welcomed everyone to the meeting and addressed the possibility of discussing everyone attending the future Marketing and Outreach Committee meetings “in person”. Noting the activities and in person attendance of the Employer Connection Committee.

Consent Agenda.

Meeting Minutes: September 1, 2022
November 3, 2022

MOTION:

Chair Schirato asked for a motion to approve the MCWDB Marketing and Outreach Committee September 1, 2022 and November 3, 2022 Meeting Minutes. Grenee Martacho made a motion; Steve Navis seconded the motion.

Chair Schirato called for an all-in-favor vote:

In Favor: Bonnie Schirato, Elizabeth Valdez, Grenee Martacho, Melissa Boydston, Scott Sudhalter, Steve Navis, Toby Riley

Opposed: None

Abstained: None

Motion passed.

Chair Report.

No report.

Informational/Discussion Only.

Grand Canyon University (GCU) Marketing Presentation

Grand Canyon Education Vice President & Executive Creative Director of Marketing Brand Management & Corporate Communications Chad Wilson and Grand Canyon Education Vice President of Marketing Shawna Barnett provided a presentation on the outline and focus of Grand Canyon University's marketing strategies. Below are the highlights of Mr. Wilson and Ms. Barnett's presentation.

Introduction

- Workforce Development Realities
- Effective Marketing Pillars for GCU

Developing the Content

- Business Challenges/State of Affairs
- Strategy
- Channel of Messaging Considerations
- Target Audience
- Most Important Ideas

Days of Your Life (GCU Tag Line)

- Key Moments
- Progress Visuals
- Story Boards

Brand Spots

- Brand Stock Photos
- Media Distribution
- Testimonials
- Other Tools (AI: ChatGPT and MidJourney)

Digital Marketing

- Lead Generation Methods
- Affiliate Lead Generation
- Pay Per Click Lead Generation
- Paid Social Media
- Retargeting on Social Media
- Search Engine Optimization

Ms. Schirato thanked both Mr. Wilson and Ms. Barnett for their presentation.

Maricopa County Workforce Development Board Executive Director Steve Clark also thanked Mr. Wilson and Ms. Barnett and noted that the idea of an intern working on the MCWDB social media was intriguing.

MCWDB Strategic Plan Mission and Goal Review

Maricopa County Workforce Development Board Executive Director Steve Clark shared the MCWDB Full Board-approved Strategic Plan goals for the Committee's reference as they continue to share ideas and strategies for best-in-class ways of improvement for job seekers and program enhancement.

Priority of Service Presentation

Workforce Development Division, Program Manager Andrew Lucero provided a presentation on the Priority of Service. Below are highlights of Mr. Lucero's presentation.

- Priority for Adult Program Policy
- Priority Group Definitions for Adult Program
- Document Verification of Priority of Status
- Adult Priority of Service Groups

Ms. Schirato thanked Mr. Lucero for his informative presentation and apologized for the short timeframe.

Career Connectors Presentation

Career Connectors Founder and CEO Jessica Pierce provided an overview of the Career Connectors program and initiatives. Below are the highlights of Ms. Pierce's presentation.

- Career Connectors Overview
 - o History
 - o 2023 Vision
- What We Do / Successes
 - o Monthly Virtual Events
 - o City Partnerships
 - o Virtual and In Person Career Events
 - o Targeted Events / Campaigns
 - o 2022 Highlights
 - o 2022 Event Attendance
 - o 2022 Media Recap
- How to Support MCWDF Board / Marketing Committee
 - o MC Goals / Brainstorm

Ms. Schirato thanked Ms. Pierce for the presentation and her thoughtful information.

Call to the Public.

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

Adjourn.

Chair Schirato adjourned the meeting at 3:33 p.m.

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