



**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 Marketing and Outreach Committee and to the general public that the Maricopa County Workforce Development Board Marketing and Outreach Committee will hold a meeting open to the public on:

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

**County Administration Building**  
301 W. Jefferson, 2<sup>nd</sup> Floor (Room 250-8)  
Phoenix, Arizona  
or

<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.

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2. Roll Call.

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3. Welcome and Opening Remarks.

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4. Consent Agenda.

*For Possible Action.*

The Committee will consider and vote on the items on the consent agenda. Consent agenda is established to efficiently dispense the business of the MCWDB. These items will not be discussed unless a Member of the Committee asks to remove the item from the consent agenda.

- a. Meeting Minutes:
    - September 1, 2022\*
    - November 3, 2022\*
- 

5. Chair Report.

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6. Information/Discussion Only.

- a. Grand Canyon University (GCU) Marketing Presentation\*
  - b. MCWDB Strategic Plan Mission and Goal Review\*
  - c. Priority of Service Presentation\*
  - d. Career Connectors Presentation\*
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7. Call to Public.

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8. Adjourn.

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**NEXT MEETING: April 6, 2023**

*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, September 1, 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, Melissa Boydston, Grenee Martacho, Scott Sudhalter  
(Note: All members present attended via GoTo meeting)

**Members Absent:** Angela Creedon

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**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 initiated introductions for each of the Fiscal Year 2023 MCWDB Marketing and Outreach Committee Members.

**Consent Agenda.**

**Meeting Minutes: May 5, 2022**

Chair Schirato asked for a motion to approve the MCWDB Marketing and Outreach Committee's May 5, 2022, Meeting Minutes. Grenee Martacho made a motion; Melissa Boydston seconded the motion.

Chair Schirato called for an all-in favor vote:

**In Favor:** Bonnie Schirato, Melissa Boydston, Grenee Martacho, Scott Sudhalter

**Opposed:** None

**Abstained:** None

Motion passed.

**Chair Report.**

No report.

**Informational/Discussion Only.**

**Predictive Index**

Chair Schirato shared the following highlights from the Predictive Index presented at the August 2022 MCWDB Retreat.

- What is the Predictive Index?

- Insights Gained from the Predictive Index.
- Predictive Index Factors.
- How to Read the Predictive Index Report.
- Marketing & Outreach Committee's Predictive Index Recap

Chair Schirato noted that we would send the Predictive Index to Committee Member Melissa Boydston for her participation.

Workforce Development Division Services and Outreach Activities.

Workforce Development Division Program Manager, Tina Luke presented on the Workforce Development Division services and outreach activities. Below are the highlights from her presentation.

- Youth Eligibility Requirements
- Youth Services Provided
- Youth Outreach
- Adult & Dislocated Worker Eligibility Requirements
- Priority of Service
- Adult & Dislocated Worker Services Provided
- Adult & Dislocated Worker Outreach
- Business Services
- Business Services Outreach

The Committee and Ms. Luke engaged in the following discussion.

- Low Income Eligibility
- Apprenticeship Programs
- ARIZONA@WORK best-kept secret
- Annual Program Budget Allocation Breakout/Participants Served

Marketing and Outreach Committee Areas of Focus.

- i. What do you see as some of the most significant gaps between job seekers and employers, and what ideas do you have to bridge these gaps?  
Responses:
  - *Identifying partners, like the Phoenix Chamber to work with to fill the gaps.*
  - *Identifying tools, like LinkedIn that can help to fill the gaps.*
- ii. If funding was not an option, what are some ideas for this committee to consider as areas of focus for this FY?  
Responses: N/A
- iii. Considering the Strategic Planning goals and committee focus, what resources can the MCWDB staff provide to assist the committees better?  
Responses:
  - *Create a pitch deck if one has not already been created.*
- iv. What innovative ideas might be used to create the committees' focus areas?  
Responses:
  - *Create awareness on social media.*
  - *Create partnerships with organizations that have the same goals.*
  - *Determine the Committee's objectives that can then be turned into action.*
- v. What are the committees' focus for this fiscal year?  
Responses:
  - *Plan an in-person whiteboard session at the next meeting to discuss further.*
  - *Possible areas of focus:*
  - *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 (i.e. informing public of available services)*

MCWDB Executive Director Steve Clark noted that staff would work with the Committee to organize the discussed in-person whiteboard session and develop the agenda for consideration.

**Call to the Public.**

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

**Adjourn.**

Chair Schirato adjourned the meeting at 3:24 p.m.

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

DRAFT



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)*



# Information/Discussion Only.

Grand Canyon University (GCU) Marketing Presentation





# Maricopa County Workforce Development Board

February 2, 2023



**GCU**



# PRESENTERS



- **Chad Wilson**  
Vice President, Brand Marketing (Creative, Media, Communications)
- **Shawna Barnett**  
Vice President, Marketing (Marketing services, Digital, Lead Generation)



# WORKFORCE DEVELOPMENT REALITIES



- Resources are limited; budgets and personnel
- Fulfill career pathways
- 6 predominate in demand career areas (employment ops in next 5-6 years):
  - Healthcare, manufacturing, instruction, IT, Finance, Insurance, transportation/warehousing
- Reach the students before they are lost in society
  - How to connect with the audience?
- Grant opportunities, housing, job seeker, pre apprenticeship





# EFFECTIVE MARKETING PILLARS FOR GCU



## These drive the strategy:

1. Christian Worldview/Experience
2. Rigorous degree programs with high quality support services
3. Affordability

## All campaigns align:

- Digital Marketing
- Traditional Marketing
- PR/Comm
- Analysis/Data science

**Marcom has evolved using Martech!**

## It Takes a Team!

- Art directors, designers, copywriters, videographers, photographers
- Brand, marketing and project managers
- Analysts
- Event Planners



# DEVELOPING THE CONTENT

# BUSINESS CHALLENGE/STATE OF AFFAIRS

So with more schools than ever before offering online programs, how is GCU going to survive this next era of education when the market isn't growing?

How can we create a high-end, thought-provoking, **undeniably authentic, unignorable** campaign that brings awareness to Grand Canyon University as the preeminent **private, Christian and affordable online solution for higher education?**

And how can we bring the campaign to life through the various programs and degrees working adults can earn?

We **personalize** the impersonal **experience** of taking online classes so people can see themselves in our **diverse** heroes' journeys.

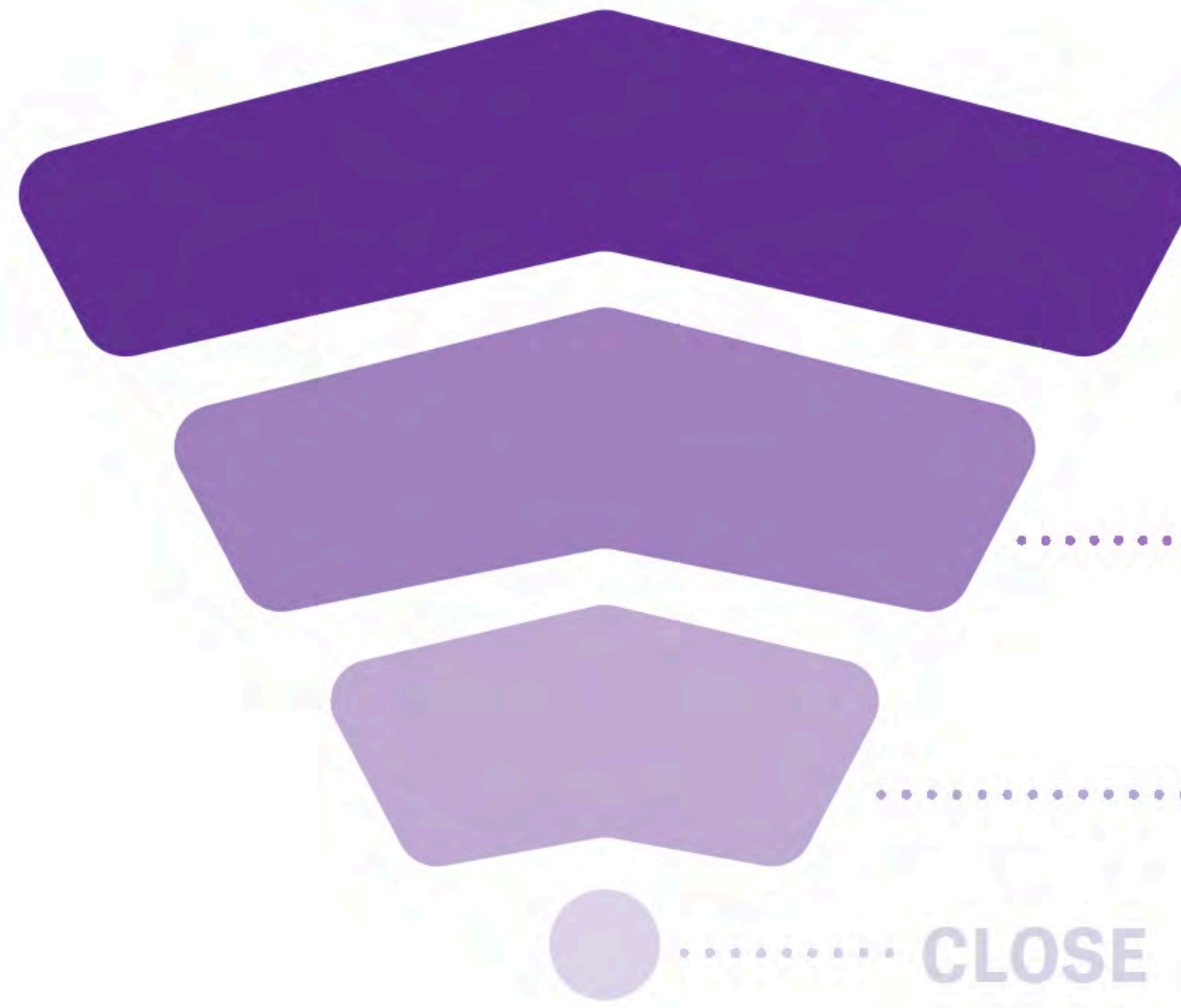


# STRATEGY

EXPOSURE DEPTH

TACTIC

CAMPAIGN



**AWARENESS**  
ATTRACT NEW CUSTOMERS

**CONSIDERATION**  
ENGAGE YOUR CUSTOMERS

**DECISION**  
NURTURE YOUR PROSPECTS

CLOSE

**Awareness**  
High-level branding campaign that ties into the emotional aspect

**Consideration**  
Weaves in awareness story elements, highlights key benefits

**Decision**  
Hone in on key differentiators, clearly communicate CTA



# CHANNEL AND MESSAGING CONSIDERATIONS

## Top Funnel:

- National TV/Cable/OTT
- National and local audio
- Podcasts
- Paid social (YouTube, Meta/insta, LinkedIn)
- Companion Banners
- Local OOH

## Mid Funnel

- Paid social (YouTube, Meta/insta, LinkedIn)
- Print Ads
- Organic video

## Low Funnel

- Paid social (YouTube, Meta/insta, LinkedIn)
- Lead gen integrations
- SEO on website
- Enrollment content (UDCs)
- Emails
- Organic Social



# TARGET AUDIENCE



**ADULTS 22-44**

**CAREER-FOCUSED • FAMILY FOCUSED**



## **MULTITASKERS**

**Always on-the-go and very busy, juggling family, hobbies, volunteering and community outreach**



## **CAREER SWITCHERS**

**Had a diverse career before deciding they want a change, and so want to pursue a master's program online**



## **CAREER ADVANCERS**

**Want to continue learning and stay up-to-date with new trends and technologies**

# THE MOST IMPORTANT IDEA

You don't need to pause your career to un-pause your education.

GCU's online degree programs are **personalized** so you can earn a degree while living your life.



# DAYS OF YOUR LIFE





# KEY MOMENTS

Listening to the feedback we received from focus groups, we specifically wanted to represent diverse life experiences: some of our heroes are married with children and others are single with a fur baby – but in each we wanted to highlight key moments of life to which everyone could relate!

## VISUALS

Spending Time with Friends & Family

Working • Volunteering • Enjoying Some “Me Time”

Studying & Receiving Personal Support With GCU’s Online Program

Graduating • Getting A Promotion or New Career!



# HALO

As our heroes move through their day, a halo or force field of positive energy surrounds them and guides them in achieving their goal – just like their personal GCU counselor and graduation team supports in their academic journey.





# STORYBOARD



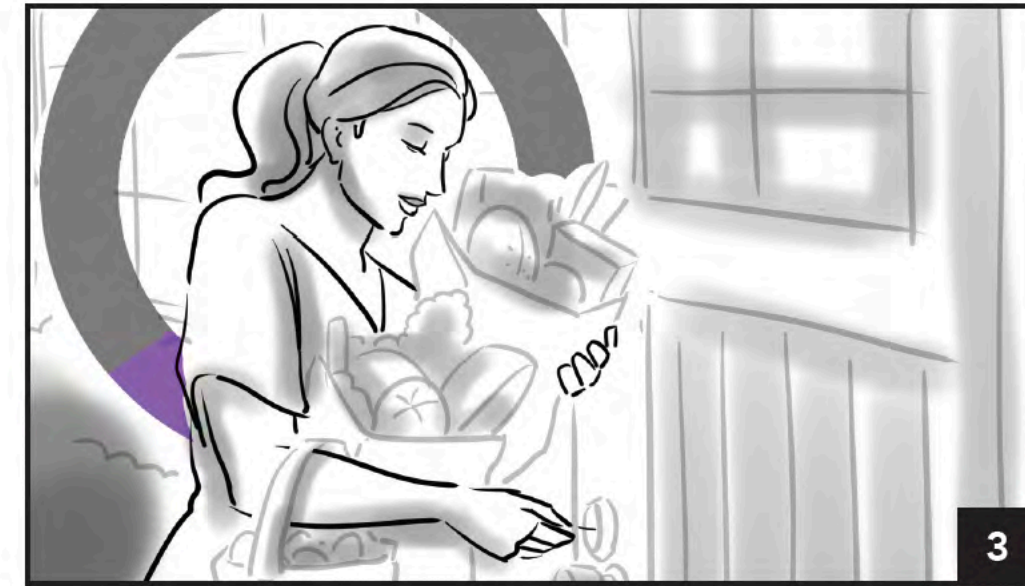
8  
A GCU counselor guides Charlie on the other end of the phone. He calmly and confidently guide Beth through her questions.



9a  
9b  
Charlie puts in his headphones and the line connects with his GCU counselor. Charlie smiles and clicks his pen, ready to take notes.



2  
As she steps out into the hallway, a male nurse holding an iPad asks her a question. She gestures to the iPad as he smiles and nods.



3  
Still in her scrubs, Beth manages to unlock the front door with her arms full of groceries.



14  
Eventually realizing that resistance is futile, Monica breaks and hugs her loving pet.



15  
Monica is on a bus with her laptop open and headphones in. She's smiling as she works through her assignments. As her bus arrives at its stop, Monica looks up, closes her laptop and moves to get off the bus.



5  
Beth hands each of the kids a bag of groceries and then hugs them with her free arm.



6  
Just before sunset Beth walks out the front door and closes it behind her.



17  
Monica is talking to parents in a school hallway, behind her a "Back To School" banner is seen. She's wearing an elegant grey pantsuit and her hair is pulled back - looking more like a principal and a leader than a teacher.



18  
As the parents walk off - she smiles and turns to camera.



# THE BRAND SPOTS













HYATT

CNO  
MSN, RN



# EDUCATION



# NURSING



# BUSINESS





# MEDIA DISTRIBUTION

## Top Funnel:

- National TV/Cable/OTT
- National and local audio
- Podcasts
- Paid social (YouTube, Meta/insta, LinkedIn)
- Companion Banners
- Local OOH

## Mid Funnel

- Paid social (YouTube, Meta/insta, LinkedIn)
- Print Ads
- Organic video

## Low Funnel

- Paid social (YouTube, Meta/insta, LinkedIn)
- Lead gen integrations
- SEO on website
- Enrollment content (UDCs)
- Emails
- Organic Social







# OTHER TOOLS

## .AI: CHATGPT MIDJOURNEY



You're a workforce development leader and need to reach disenfranchised high school graduates about career opportunities in the following career areas: Healthcare, manufacturing, instruction, IT, Finance, Insurance, transportation/warehousing. How would you best approach reaching them?



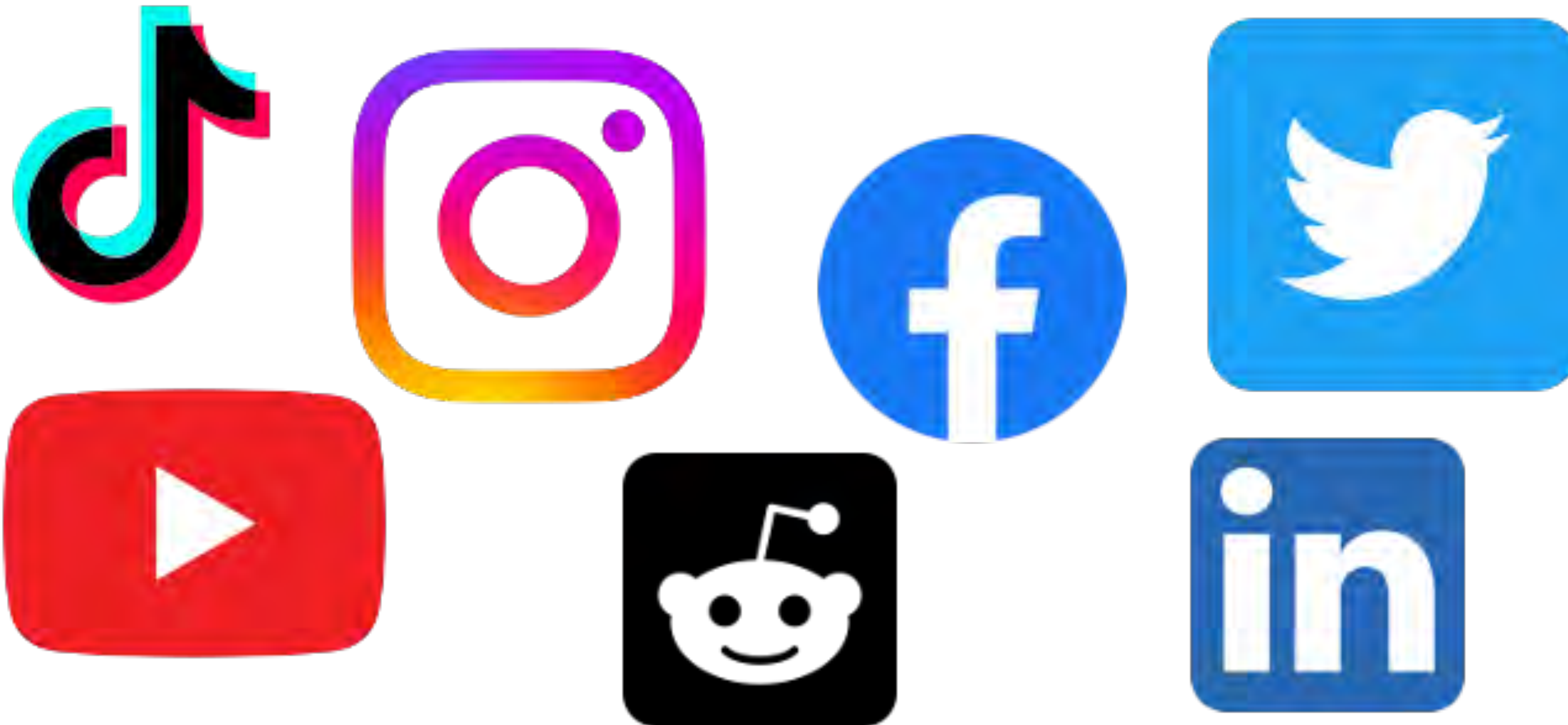
1. Partner with community organizations: Partner with local organizations such as youth centers, community centers, and non-profits that work with disadvantaged youth to reach out to high school graduates who may be disenfranchised. These organizations can help to identify potential candidates and provide information about the career opportunities available. 👍 🗨
2. Host informational sessions: Host informational sessions at local high schools, community centers, and other locations where high school graduates may gather. Invite speakers from each of the career areas listed to speak about the opportunities available, the qualifications needed, and the benefits of working in those fields.
3. Use social media: Utilize social media platforms such as Facebook, Instagram, and Twitter to reach out to high school graduates. Create posts and videos about the career opportunities available in the different fields, as well as information about how to apply and what qualifications are needed.
4. Offer mentorship programs: Create mentorship programs where high school graduates can be paired with professionals in the different career areas. This will give them an opportunity to learn about the industry and see what it's like to work in that field.
5. Provide job shadowing opportunities: Offer job shadowing opportunities for high school graduates to learn more about the different career areas. This will give them an opportunity to see what it's like to work in those fields and help them make an informed decision about their career choices.
6. Use traditional methods: Use traditional methods such as flyers, posters, and brochures to reach out to high school graduates. These materials can be distributed at local high schools, community centers, and other locations where high school graduates may gather.



# DIGITAL MARKETING

# DIGITAL MARKETING

- Lead generation, SEO, Email Marketing, Social Media (Facebook), Instagram, TikTok, and YouTube.com)



# LEAD GENERATION METHODS



GCE employs the following methods to generate new inquiries for partner programs

- Affiliate Lead Generation
- Pay Per Click Lead Generation
- Paid Social Media Lead Generation
- Organic Lead Generation





# AFFILIATE LEAD GENERATION



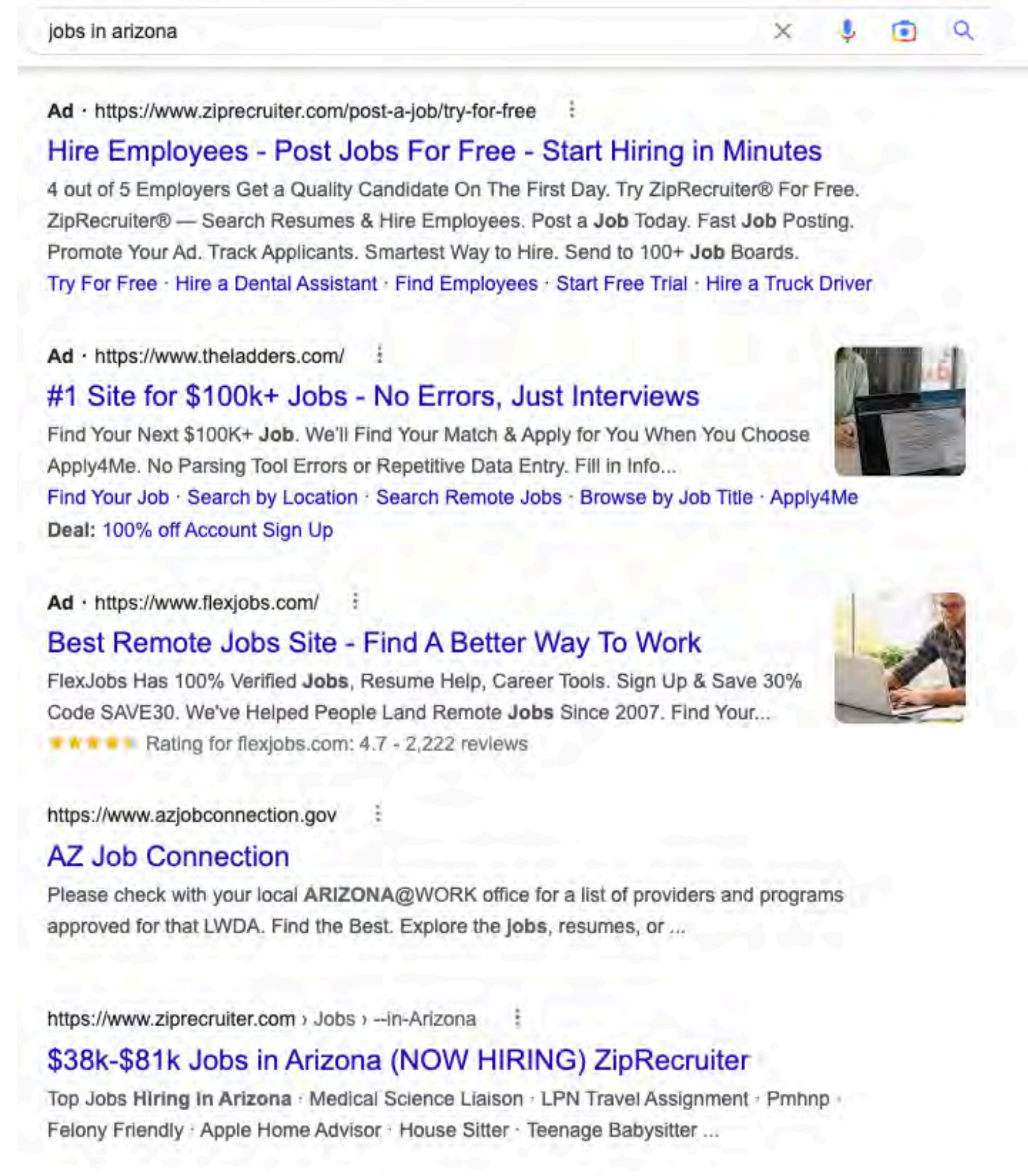
- Partner with 3<sup>rd</sup> parties that generate their own traffic and whom market schools (Few marketing high schools)
- Generate inquiries by Paying Per Lead or Paying Per Click from 3<sup>rd</sup> party websites
  - Pros
    - Provide a very large amount of inquiries at very low costs (\$15) Examples are: Petersons, Princeton Review, NRCCUA
  - Cons
    - The quality of the inquiries is low compared to other sources Requiring a large team to call the inquiries and qualify them





# PAY PER CLICK (PPC) LEAD GENERATION

- Pay for each click on your ad that is served on Google and Bing search engines
- Drive the traffic clicking on ad to a carefully curated landing page
- Basic strategy is to capture All branded and select Non-Branded search traffic
  - Branded query example- 'Arizona @ Work Jobs'
  - Non-Branded query example- 'Jobs in Arizona'
- \$0.05 cents - \$150 per click



The screenshot shows a search engine results page for the query "jobs in arizona". The search bar at the top contains the text "jobs in arizona" and has icons for search, voice search, and image search. Below the search bar, there are several search results, including three paid advertisements (Ad) and one organic result.

**Ad 1:** <https://www.ziprecruiter.com/post-a-job/try-for-free>  
**Hire Employees - Post Jobs For Free - Start Hiring in Minutes**  
4 out of 5 Employers Get a Quality Candidate On The First Day. Try ZipRecruiter® For Free. ZipRecruiter® — Search Resumes & Hire Employees. Post a **Job** Today. Fast **Job** Posting. Promote Your Ad. Track Applicants. Smartest Way to Hire. Send to 100+ **Job** Boards.  
[Try For Free](#) · [Hire a Dental Assistant](#) · [Find Employees](#) · [Start Free Trial](#) · [Hire a Truck Driver](#)

**Ad 2:** <https://www.theladders.com/>  
**#1 Site for \$100k+ Jobs - No Errors, Just Interviews**  
Find Your Next \$100K+ **Job**. We'll Find Your Match & Apply for You When You Choose Apply4Me. No Parsing Tool Errors or Repetitive Data Entry. Fill in Info...  
[Find Your Job](#) · [Search by Location](#) · [Search Remote Jobs](#) · [Browse by Job Title](#) · [Apply4Me](#)  
**Deal:** 100% off Account Sign Up

**Ad 3:** <https://www.flexjobs.com/>  
**Best Remote Jobs Site - Find A Better Way To Work**  
FlexJobs Has 100% Verified **Jobs**, Resume Help, Career Tools. Sign Up & Save 30% Code SAVE30. We've Helped People Land Remote **Jobs** Since 2007. Find Your...  
★★★★★ Rating for flexjobs.com: 4.7 - 2,222 reviews

**Organic Result:** <https://www.azjobconnection.gov>  
**AZ Job Connection**  
Please check with your local **ARIZONA@WORK** office for a list of providers and programs approved for that LWDA. Find the Best. Explore the **Jobs**, resumes, or ...

**Ad 4:** <https://www.ziprecruiter.com> › [Jobs](#) › [--in-Arizona](#)  
**\$38k-\$81k Jobs in Arizona (NOW HIRING) ZipRecruiter**  
Top Jobs Hiring in Arizona · Medical Science Liaison · LPN Travel Assignment · Pmhnpr · Felony Friendly · Apple Home Advisor · House Sitter · Teenage Babysitter ...





# PAID SOCIAL MEDIA

- Paid advertisements on Social Media channels such as Facebook or Instagram
- Campaigns are Pay Per Click advertisements
- Landing pages are optimized to encourage the user to complete the lead forms

The image displays two screenshots related to Grand Canyon University's (GCU) online counseling degree program. The top screenshot is a landing page from [explore.gcu.edu/counseling/bachelors/online/](https://explore.gcu.edu/counseling/bachelors/online/). It features the GCU logo, the text "FIND YOUR PURPOSE™", and a prominent headline: "Earn a Counseling Bachelor's Degree 100% Online From GCU". Below the headline, it states "GCU is dedicated to helping students change their lives." To the right, there is a "Select Your Degree & Learn More" form with the following questions and options:

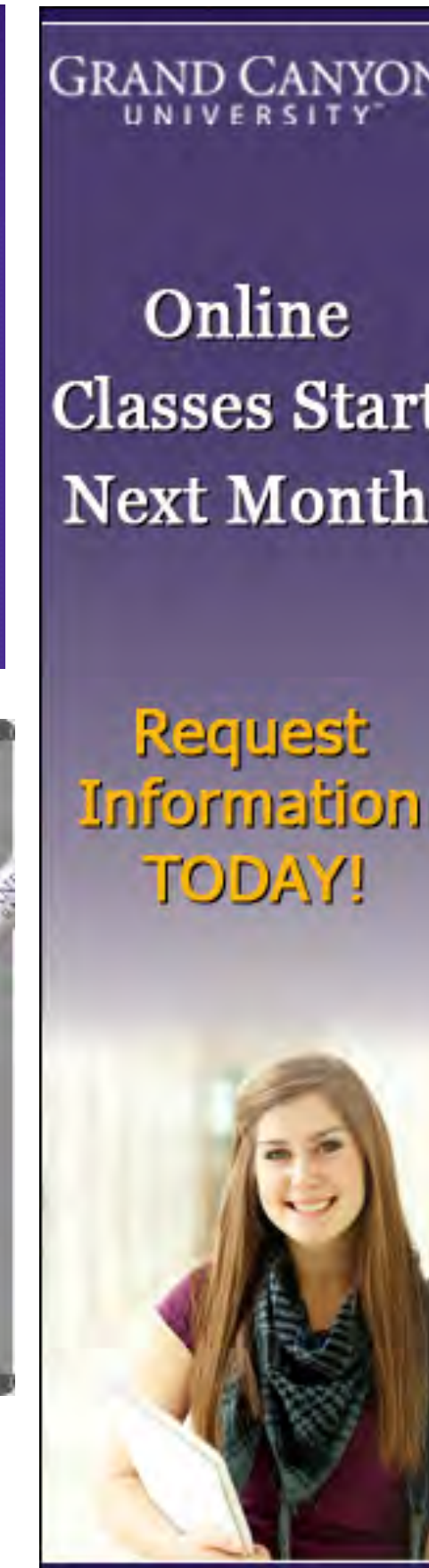
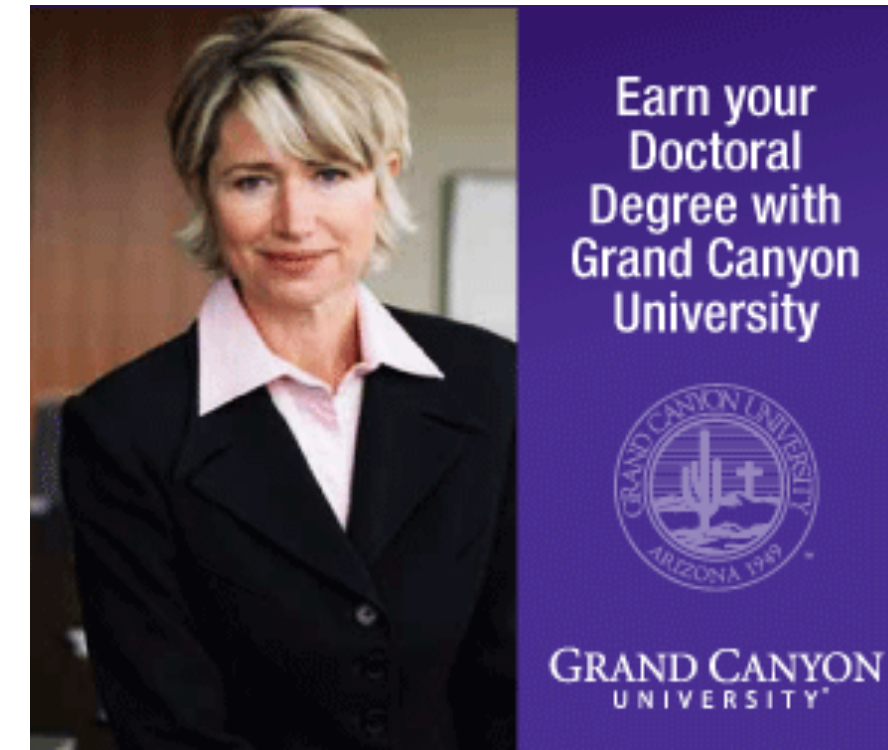
- Step 1 of 2
- Which counseling program interests you? \*  
Select a program [dropdown menu]
- Are you or your spouse affiliated with the U.S. military? \*  
 Yes  No
- Do you have high school, college or university credits from another country? \*  
 Yes  No
- Are you a U.S. Citizen? \*  
 Yes  No

A "Next →" button is located at the bottom of the form. The bottom screenshot is a Facebook advertisement from Grand Canyon University. The ad text reads: "Pursue your passion for helping others with one of GCU's online BS in Counseling or Behavioral Health Science degrees." It includes a video thumbnail showing a woman and a man talking, and a "Learn more" button. The ad also features the GCU logo and the text "ONLINE BEHAVIORAL HEALTH SCIENCE OR COUNSELING DEGREES BACHELOR'S ON YOUR TIME".



# RETARGETING ON SOCIAL MEDIA

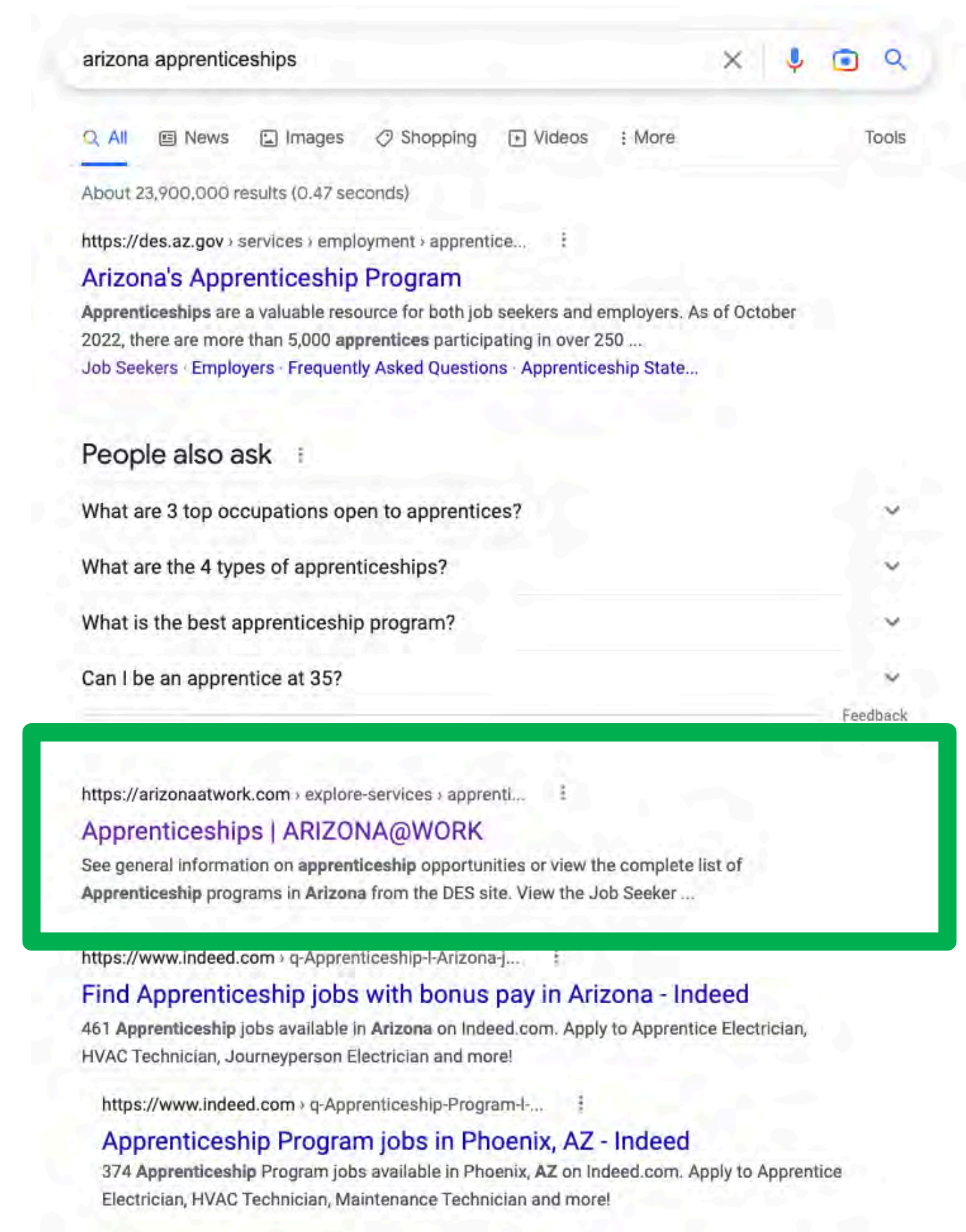
- Paid banner ads on sites that target your audience.
- Retargeting (This targets people who have visited your site previously and serves them your ad)





# SEARCH ENGINE OPTIMIZATION

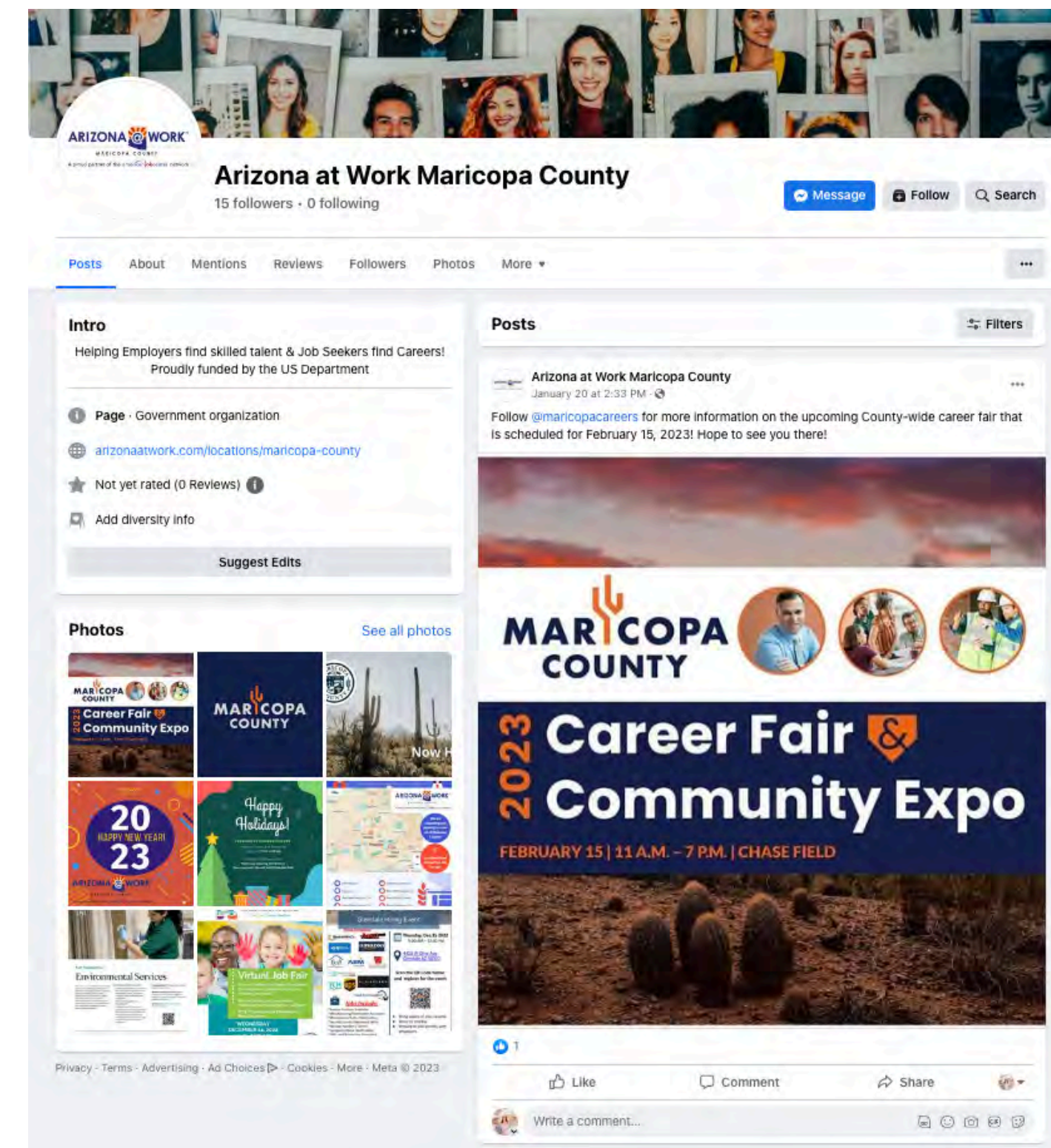
- Your Website
  - Make the content the search engines are interested in, increase your organic rankings & increase visibility
  - Page rank, titles, descriptions, & keywords (metadata), content and incoming links are important to search engines
  - Optimize the images, local search, video search, news search and blogs to improve rankings
  - Higher rankings equal more traffic!





# Why Social

- Go where your audience is
  - Facebook/meta- 2.9 billion daily active users
  - Instagram – 1.4 billion daily active users
  - TikTok – 1 billion
- Cost effective marketing and communications solution
  - Affordably boost posts
  - Grow followers
  - Increase engagement
- Create fans for life
  - Create content and strategies by platform
  - Grow what you know; what's your demo & where are they?
- Branding – Consistency – Interactive
  - Stick to your brand
  - Create a post schedule & be responsive
  - Link off social media when possible / when it makes sense





# LESSONS LEARNED IN SOCIAL

- Maximize your time
- Choose your channels wisely
- Get help
- Prioritize
- Have fun!





**QUESTIONS**





# Information/Discussion Only.

MCWDB Strategic Plan Mission and Goal Review



# Maricopa County Workforce Development Board (MCWDB) Marketing & Outreach Committee

2022 Strategic Plan Goal Review  
Steve Clark, Executive Director



# Goal Category: Partnerships

1. Optimize the culture of collaboration among the core partners and providers.
2. Expand the role of the MCWDB in regional economic development efforts.
3. Expand the role of the MCWDB in the local educational ecosystem.
4. Strengthen regional collaboration among the MCWDB and other local workforce areas.



# Goal Category: Impact

5. Increase participation of individual job seekers and businesses served across all MCWDB title partner programs.
6. Maximize the scope of services available to individuals served by our title partner programs.



# Goal Category: Innovation

7. Position the MCWDB as a forward-thinking strategic leader
8. Create system-wide standards derived from implemented best practices that improve the scope and quality of services from partners and providers.





# Information/Discussion Only.

Priority of Service Presentation





# WIOA Adult Program Priority of Service

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# Priority for Adult Program Policy

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WIOA requires that certain individuals receive priority in the provision of individualized career and training services in the WIOA Adult program. These populations represent the workforce system's most in-need participants, and priority of service guidelines ensure individuals in these groups are able to access the services they need to rejoin the workforce.

Per State WIOA Policy, Local Workforce Development Areas (LWDA) must observe and document priority of service for all adults receiving individualized career and training services.



# Priority for Adult Program Policy

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Priority of funds for the Adult program must be provided to any of the following:

- Public Assistance recipients;
- Other low-income individuals
- Individuals who are basic skills deficient to include ELLs
- Veterans and their eligible spouses



# Priority Group Definitions for Adult Program

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## Public Assistance recipients:

- The individual is currently receiving or has received public assistance in the last six months, either solely or as a member of a family (TANF, SNAP, SSI, Refugee Assistance)

## Other low-income individuals:

- The individual is a member of a family whose total family income does not exceed the higher of either the poverty guidelines or 70 percent of the Lower Living Standard Income Level (LLSIL)
- The individual is a homeless individual, as defined in 42 U.S.C. 14043e-2(6) of the Violence Against Women Act of 1994, or 42 U.S.C. 11434a(2) of the McKinney-Vento Homeless Assistance Act;
- The individual has a disability whose own income meets the income requirement in this section but is a member of a family whose income does not meet this requirement.



# Document and Verification of Priority Status

## Common Documents for low-income individuals(below Poverty Line and 70% LLSIL):

- Pay stubs
- Employer Statement (W2)
- Quarterly Estimated Tax (for self-employment persons)
- Alimony Agreement
- Court Award Letter
- Pension/Annuity Statement
- Self Attestation (used and documented as a last resort)

FAMILY SIZE	HHS Poverty Guidelines	70% LLSIL* METRO AREA	100% LLSIL Used to determine self-sufficiency METRO AREA	SELF-SUFFICIENCY for Adults* 450% LLSIL METRO AREA	SELF-SUFFICIENCY for Dislocated Workers* or the 80% 450% LLSIL METRO AREA
1	\$13,590	\$12,385	\$17,962	\$80,829	\$80,829
2	\$18,310	\$20,296	\$28,995	\$130,478	\$130,478
3	\$23,030	\$27,866	\$39,809	\$179,141	\$179,141
4	\$27,750	\$34,400	\$49,143	\$221,144	\$221,144
5	\$32,470	\$40,593	\$57,989	\$260,951	\$260,951

[Maricopa County Income Matrix 2022](#)

Refer to WIOA Title IB Eligibility Checklist for all forms of acceptable documentation for Priority of Service: [Adult Worker Eligibility Checklist](#)



# Priority Group Definitions for Adult Program

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## Individuals who are basic skills deficient to include ELLs:

- The individual is basic skills deficient (BSD) as per WIOA sec. 3(5), and is unable to:
  1. Compute or solve problems; or
  2. Read, write, or speak English at a level necessary to function on the job, in his or her family, or in society.
  3. Individuals who are English Language Learners (ELL)



# Priority Group Definitions for Adult Program

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## Veterans and their eligible spouses:

*Veteran* means a person who served in active military, naval or air service, and who was discharged or released under conditions other than dishonorable.

*Eligible Spouse* as described in section is a spouse of any of the following individuals:

1. Any veteran who died of a service-connected disability;
2. Any member of the armed forces serving on active duty who, at the time of application for priority of service, is listed in one or more of the following categories and has been listed as such for a total of more than 90 days:
  - a. Missing in action;
  - b. Captured in line of duty by a hostile force; or
  - c. Forcibly detained or interned in the line of duty by a foreign government or power.
3. Any veteran who has a total disability resulting from a service-connected disability
4. Any veteran who died while a disability was in existence.

# Order of Adult Priority Groups

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## The Adult Priority of Service Group as follows:

**First Priority:** to veterans and eligible spouses (covered persons) who are either recipients of public assistance, basic skills deficient, or low income.

**Second Priority:** non-covered persons (individuals who are not veterans or eligible spouses) who are included in the groups given priority for WIOA Adult formula funds:

1. Receiving public assistance, or has received public assistance in the last 6 months;
2. Low-income; or
3. Basic skills deficient



# Order of Adult Priority Groups

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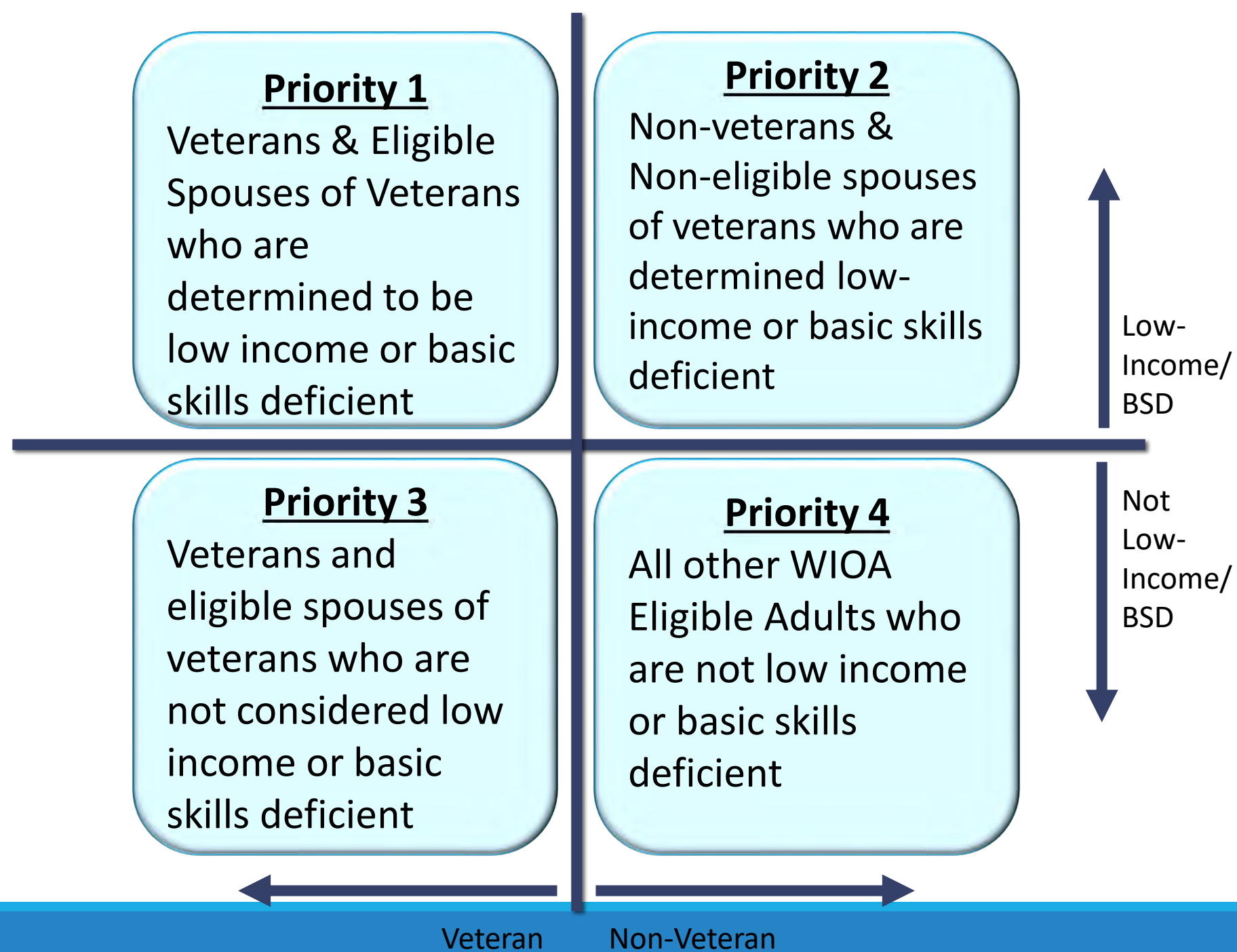
The Adult Priority of Service Group as follows:

**Third priority:** veterans and eligible spouses who are not recipients of public assistance, not low-income, or who are not basic skills deficient.

**Last(Fourth) priority:** all other persons not listed above, and those who do not qualify as veterans, eligible spouses, recipients of public assistance, low-income individuals, or basic skills deficient individuals.

# Adult Priority of Service Groups

\*Currently, Only priority groups 1-3 receive career and training services.





The background of the image is a collage of overlapping, colorful sticky notes. The colors include shades of cyan, yellow, light green, purple, red, and pink. Each sticky note features a large, white question mark. The sticky notes are arranged in a way that they appear to be scattered and overlapping, creating a sense of depth and movement. In the center of the image, there is a semi-transparent, light purple rectangular box with rounded corners. Inside this box, the word "Questions" is written in a large, bold, black serif font.

# Questions



# Information/Discussion Only.

Career Connectors Presentation



# MCWF Board Marketing Team

Jessica Pierce, Founder and CEO



**CAREER**  
CONNECTORS

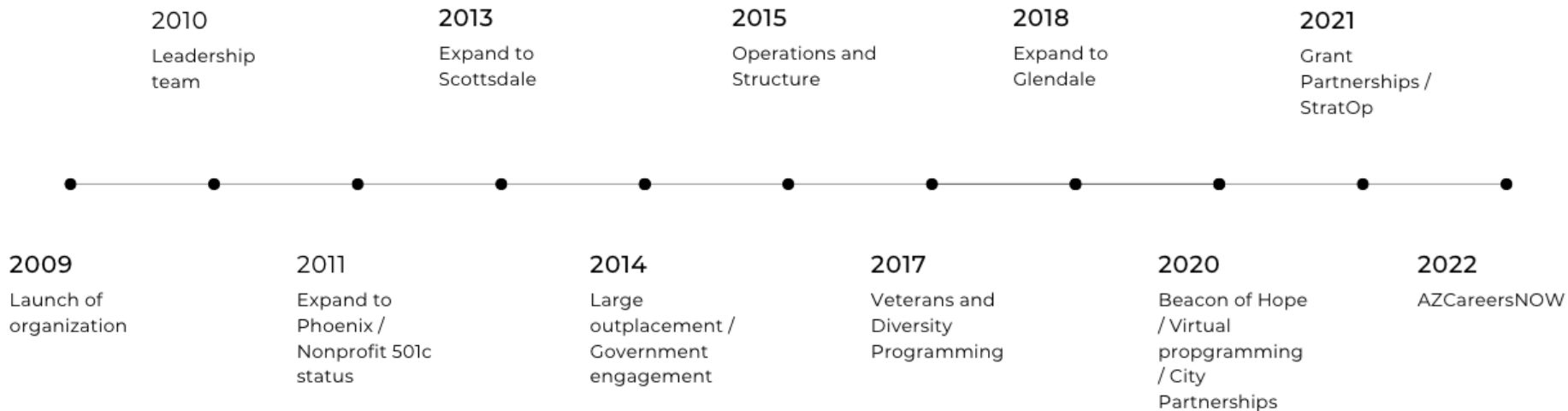
# Marketing Presentation Agenda

- Career Connectors Overview
- What We Do / Successes
- How to Support MCWF Board / Marketing Committee
- Questions



# History

Served 48,215 people



# 2023 Vision

## **Vision**

Building a better community – one organization, one career at a time.

## **Mission**

We elevate communities by empowering job seekers, employers and community partners.





# Virtual and In-Person Career Events

## Professional Sales & Client Services Career Event

July 29th, 2021

9:00 AM - 12:00 PM

Virtual Event



### Hiring Companies:



Register for the event at [AZProSales.org](https://AZProSales.org)

## IT & CYBER SECURITY Hiring & Training Expo

JANUARY 26 | 9 AM - 11:30 AM (MST)



Explore exciting  
careers in tech!

**DON'T MISS OUR  
HIRING AND TRAINING EXPO!**

An interactive virtual hiring  
event for job seekers.

- Network and speak one-on-one with 20 hiring companies.
- 100s of jobs available in the exciting field of IT & Cyber Security.
- Interview on the spot with prospective employers.
- Land a dream role with unique benefits:



## MESA PUBLIC SCHOOLS Career Planning & Hiring Expo

Mesa Convention Center  
263 N. Center St.  
Mesa, AZ 85201

**APRIL 10  
4 - 6:00 PM**

Get in front of eager  
high school students  
ready to join the  
workforce!

**FREE  
OPPORTUNITY  
TO SHOWCASE  
YOUR OPEN  
POSITIONS TO  
SIX HIGH  
SCHOOLS**

- Dobson High School
- Mesa
- Mountain View
- Red Mountain
- Skyline
- Westwood

**REGISTER YOUR  
COMPANY TODAY!**

[azcareersnow.com/employers](https://azcareersnow.com/employers)



# Targeted Events / Campaigns



## Military Career Hiring Event for Veterans and Their Spouses

This event is a career expo and hiring event where your open positions can be pre-matched so you review candidates and schedule interviews in advance for the day of the event.

THERE ARE TWO OPPORTUNITIES TO PARTICIPATE IN THIS HIRING EVENT:

**1 PRE-MATCH**  
Interviews: 9am - 3pm

REGISTER FOR PRE-MATCH  
<http://bit.ly/militaryaz>

To be pre-matched with candidates, register online by February 8, 2018.

You must have hiring managers to conduct interviews on the day of the event.

Pre-Match Questions?

Contact the pre-match hiring team:  
919-282-1815  
sharalyn.salinger@futuresinc.com

Presented in Partnership with

**2 CAREER EXPO**  
Expo: 9AM - Noon

REGISTER FOR CAREER EXPO  
To register, mark this option on your pre-match registration or contact our team

[LSmith@bestcompaniesusa.com](mailto:LSmith@bestcompaniesusa.com) or 480-545-5151

\*\*To participate in the traditional job fair at the event, you will need separate staff from the pre-match option on the day of the event.

Career Expo Questions?  
Contact: 480-545-5151  
[LSmith@bestcompaniesusa.com](mailto:LSmith@bestcompaniesusa.com)



PRESENTED BY:



## DIVERSITY TALKS

PANELISTS FROM:



ADDITIONAL HIRING COMPANIES:



9:00 AM - 12:00 PM

MAY 13, 2021

VIRTUAL EVENT

REGISTER AT [DIVERSITYAZ.ORG](http://DIVERSITYAZ.ORG)

## VET Talks

BUSINESS NETWORKING AND CAREER EVENT FOR VETERANS

Virtual Event | Thursday March 11th | 9:00 - 11:30 AM



**Harris Morris**  
Senior Director,  
Veteran Initiatives  
US Army



**Joshua Goldman**  
Senior Vice President of  
Global Operations  
US Marine Corps



# Monthly Virtual Events

- Esteemed speakers delivering jobseeker focused content
- Career guidance, tips & trends
- 1:1 / small group coaching (professional resume writers, LinkedIn experts, career coaches, financial coaches)
- Breakout rooms to interact with coaches, employers, and expert speakers
- Networking opportunities: engaging chat



## Pre-Event Support

- Career advice blogs
- Resume reviews
- LinkedIn Profile advice
- Interview Prep
- Email and text event reminders

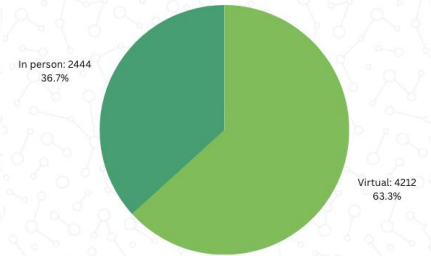
## Post Event Support

- Continued access to all resources
- Recording sent direct to email
- Quarterly check ins
- Direct job board links

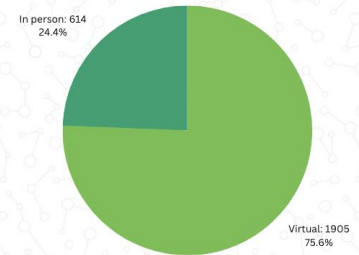


# 2022 Highlights

- Social media reach 730,000+
- AZCareersNOW: The Greater Phoenix Chamber Foundation
- Marketing Team, Social Media Campaigns - Jobseeker funnel
- High School and Colleges expansion
- Events: 31 (22 Virtual / 9 In Person)
- 6974 Registration / 2859 Attendance
- Total People Served: 48,215



2022 Event Attendance

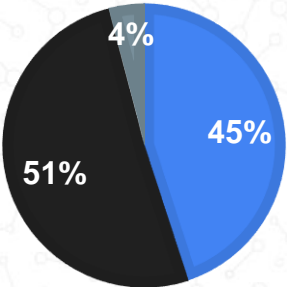


2022 Event Registration

# 2022 Event Attendance (2859)

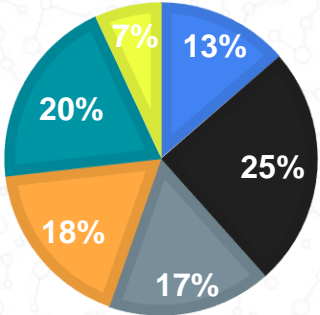
## GENDER

Male Female Prefer not to answer



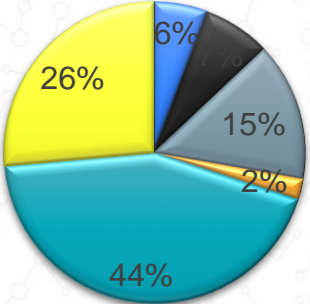
## AGE

Below 18 18-30 31-40 41-50 Above 50 Prefer not to answer



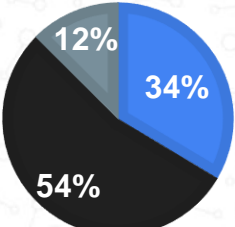
## Race

American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Prefer not to answer



## ETHNICITY

Hispanic or Latino Not Hispanic or Latino Prefer not to answer





# 2022 Media Recap

## Phoenix Business Journal

- #3 Top Networking Group
- Outstanding Women in Business

## Features / Interviews

- Sonoran Living
- Creative Living (national online)
- Phoenix Business Journal
- Channel 12 News
- Channel 5 News
- AZCentral



# MC Goals / Brainstorm

## 1. Create a high-quality Workforce Development system In demand industry programming (events and marketing campaigns)

- Partner on event programming and strategy on hiring events/rapid response

## 2. Build brand awareness of Workforce Development to increase utilization

- Partner to funnel jobseekers and additional employer as needed
- Marketing / Community outreach agreement to increase target candidates (Adults, Youth, Dislocated workers, veterans and low income)
- Hiring events: partner with our current events and/or WIOA host with CC support
- CTE offerings in High Schools– align with industry segments
- Social media/email/targeted marketing campaigns for their specific programs/events/training certifications

## 3. Implement Regional Workforce entity.

## 4. Build a self-sustaining system of Workforce Development

- High school career exploration and hiring events (Mesa, Phx Union, Deer Valley w/ Phx Chamber)
- Listening and recommending collaborations to support achievement of goals (Introductions to Refugee nonprofits for candidate pool)

## 5. Design and utilize performance-based metrics that ensure capacity management and improve system outcomes

- Post-event email with link to AJC (consider an agreement to get people into their system?)



# Why Career Connectors is a valued partner

- Proven marketing efforts to increase your reach
- WIOA is the brand that receives the recognition / exposure
- Expand the band-width of your team
- Drive the wrap-around services for the target audiences
- Deep roots/connections with employers





Questions?



# Contact

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480-239-6738

Jessica@careerconnectors.org

**Joey Richardson, Executive Director**

602-315-6356

Joey@careerconnectors.org

