



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

Thursday, September 2, 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: Gregg Ghelfi, Melissa Boydston, Brent Downs, Christine Colon
(Note: All members present attended via GoTo meeting)

Members Absent: Scott Sudhalter

MEETING

Call to Order.

Chairman Gregg Ghelfi, called the meeting to order at 2:03 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 Ghelfi also shared a brief summary of the Open Meeting Laws.

Chairman Report.

No current report, as this meeting is the initial meeting for the Marketing and Outreach Committee.

Informational/Discussion Only.

2021-2022 Committee Focus.

Chairman Ghelfi opened the conversation up to the Committee on the following questions.

i. What is the goal of marketing and outreach?

Chairman Ghelfi shared the following thoughts on goals for the Marketing and Outreach Committee:

- Ensuring that the community is aware of the At Work Centers.
- Assist workers with training opportunities.
- Connect workers to job opportunities.
- Connect employers with the right employees.

Executive Director Steve Clark shared some additional thoughts:

- Potential for creating a new outreach plan.
- Consider a global marketing perspective.
- Current program year to be a planning year.
- Use marketing as a tool to fill in the gaps with adult and youth services.
- Use marketing as a tool to fill in the gaps for career pathways.

Committee Member Christine Colon liked the idea of identifying areas that have or are going to have shortages.

ii. *Assuming unlimited funding, what are some ideas for this committee to consider as areas of focus for FY22?*

Committee Member Melissa Boydston shared the following thoughts:

- Identifying who the target audience is.
- What are the available resources?
- How do we reach the target audience?

Chairman Ghelfi noted the need to customize the communications for the different audiences.

Ms. Boydston additionally noted the need to identify the industries that have shortages, pinpointing the target audiences.

Chairman Ghelfi was not sure that the overall community knew about the services available.

Executive Director Clark noted that he would work on identifying the “at risk” and in-demand industries and bring the information back to the Committee.

iii. *“Are there any marketing experts we should consider adding to this committee?”*

Chairman Ghelfi suggested bringing in a few marketing experts to present to the Committee.

Executive Director Clark sought the Committee’s thoughts on conversing with Pinal County and the City of Phoenix on the overall global marketing approach.

Several of the Committee members were responsive to this approach.

Ms. Boydston offered to bring in the United Way’s marketing representative.

Executive Director Clark suggested inviting the United Way Representative to the November 4, 2021 Marketing and Outreach Committee meeting.

Committee Member Brent Downs inquired as to the possibility of the MCWDB navigating some of the Governor’s unemployment incentive program.

Executive Director Clark noted that he was unsure how MCWDB could navigate, as the State manages the funding.

Action Plan for Areas of Focus.

i. *Next steps to address issues discussed in section A*

Item was not discussed.

Call to the Public.

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

Adjourn.

Chairman Ghelfi asked for a motion to adjourn. Committee Member Brent Downs called for the motion to approve, seconded by Melissa Boydston. Motion passed 4-0.
Meeting adjourned.

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