



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

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

**Members Absent:** Brent Downs

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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](mailto:MCWDB@maricopa.gov)*