



Maricopa County Workforce Development Board – Marketing Workgroup Meeting Minutes

Tuesday, April 09, 2019 at 10:00 a.m.
DES Vocational Rehabilitation Office
3443 N. Central Phoenix, AZ 85012 4th Floor Conference Room
<https://bluejeans.com/546993469>
Phone: +1.888.240.2560 Conference ID: 546993469

Members Present: Neal Dauphin, Angie Ferguson, Charisse Sink, Susan Morris, Tom Colombo
Members Absent: David Drennon, Gabe Cruz

Call to Order

Marketing workgroup meeting called to order by Workgroup Lead, Neal Dauphin, at 10:11 a.m. Board Liaison, Nancy Avina, took roll; a quorum of the workgroup was present.

Approval of Previous Meeting Minutes

Mr. Dauphin, asked for a motion to approve the previous meeting minutes. Susan Morris made a motion, Tom Colombo seconded the motion. All were in favor; motion carried.

Action Item Review

- 1) **Discussion on Social Media and Reviews Observations** – The workgroup briefly discussed observations noted, not a lot was found overall. Mr. Colombo shared social media for ARIZONA@WORK Maricopa County will have to be recreated due to lack of access to previous accounts, WDD is working with Maricopa County PIO to create new ones.
- 2) **Update on Job Seeker and Employer surveys** – WDD Assistant Director, Tom Colombo shared the client survey with the workgroup and reviewed some of the questions. The survey has already gone out once, and feedback has already been received. Surveys will be going out on a quarterly schedule. Brief discussion and questions held. The workgroup provided input and asked to add a questions on how customers hear about ARIZONA@WORK. Additional discussion held on survey data. Employer Survey is still in development.
- 3) **Update on workgroup membership and representation** – Mr. Colombo informed on his efforts to seek representation from City of Phoenix and Title II. Strategic Planner, Sheila Murphy provided a high level overview of the board’s strategic planning and the Marketing workgroup purpose, for the City of Phoenix attendee.

Complete Strategic Planner Provided Worksheets to set strategy, actions and metrics

Strategic Planner, Sheila Murphy reviewed and guided the workgroup through the developed Employer and Job Seeker strategies to combine and refine them. Revisions were made to the strategies and actions, based on the workgroup discussion (refer to draft worksheet for updates). Extensive discussion was held on strategies. Strategic planner to make updates to the worksheet and send to board liaison, Nancy Avina for distribution. Next meeting goal is to develop and agree on actions and metrics.

Next Steps/Action Items

Brief discussion on next steps/actions.

- Susan Morris shared an update on youth outreach through Tempe, Peoria and Mesa.
- Next meeting is scheduled for June 11th. Mr.Colombo offered to host at the Maricopa County Human Services Department.

Call to the Public

Workgroup Lead, Neal Dauphin called for public comment. No public comment.

Adjourn

Meeting adjourned at 11:50 a.m.

**For additional information, contact Nancy Avina, Board Liaison at nancy.avina@maricopa.gov.*