



Maricopa County Workforce Development Board – Marketing Workgroup Meeting Minutes

Tuesday, February 12, 2019 at 10:00 a.m.
ARIZON@WORK Maricopa County East Valley Career Center
735 N Gilbert Rd # 134, Gilbert, AZ 85234
<https://bluejeans.com/546993469>
Phone: +1.888.240.2560 Conference ID: 546993469

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

Call to Order

Marketing workgroup meeting initiated by Workgroup Lead, Neal Dauphin, at 10:06 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. Tom Colombo made a motion, Gabe Cruz seconded the motion. All were in favor; motion carried.

Action Item Review

1) **OSO Success Stories** – Workforce Development Board Liaison, Nancy Avina provided a brief progress update and informed OSO is now on a quarterly schedule to ask all title partners for customer success stories.

Elevator Speech Development & Complete Strategic Planner Provided Worksheets to set strategy, actions and metrics

The workgroup discussed next steps and if developing an elevator speech is the right next step. Workgroup member, Angie Ferguson shared perspective of possible need to re-group on strategy steps and re-focus, based on the original strategic planning session. The workgroup briefly discussed Quality Workforce workgroup selected industry sectors and impact on marketing strategies. Discussion was held on strategies and data around utilization. Executive Director, Patricia Wallace also brought up, if everyone that is needed is around the table. The need for a title II and III representatives, as well as a City of Phoenix representative was discussed.

The workgroup's strategies refocus discussion touched upon:

- The need for a Central directory (reservoir) for employers and clients was brought up. Comments included noting that AJC is supposed to do that but is not currently functioning properly.
- How to “tackle” employers that don’t use the system. How to get the word out.
- Making a list of organizations who have used the system, gleaned from their experience and how to get them to use the system more. Additionally, looking at Employers who have not used the system.
- How to survey those that have already used the system. Comments included noting that Business Services is currently working on a survey. Tom Colombo will obtain a draft copy for the workgroup to review, provide feedback and possibly include NPS questions.
- The need for a thorough current state analysis. Start with a Gap and strength analysis for both employers and jobseekers. Workgroup member, Gabe Cruz informed, DES printed all employers they have worked with and plans to reach out to them. Additional discussion carried on Employer engagement.

The workgroup touched upon needs of Business Services. Social media was also discussed and the importance of reviews. Workgroup member and Business Service Representative, Gabe Cruz, reviewed Title 1B Business Services packet presentation provided to Employers for workgroup feedback.

Strategic Planner, Sheila Murphy guided the workgroup through the developed workgroup Employer and Job Seeker strategies to re-evaluate them and to develop actions and metrics on each. Revisions made throughout marketing strategies worksheet based on discussion held (refer to draft worksheet). Summary Remarks provided by Sheila.

Next Steps/Action Items

Brief discussion on next steps/actions.

- Workgroup members to individually familiarize themselves with social media and reviews.
- Tom Colombo to reach out to Title II and III for representation on workgroup.
- Tom Colombo to find out timeframe of survey. Job seeker survey already went out. Employer survey in process.
- Patricia Wallace to reach out to City of Phoenix for representation on workgroup.
- Charisse Sink to reach out to ASU for potential interns.
- Next meeting is on April 9th. Charisse Sink to confirm if she can host next meeting.

Call to the Public

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

Adjourn

Meeting adjourned at 12:04 a.m.

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