



## **WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS Meeting Minutes**

Friday, April 8, 2016, 1:00 – 2:30 p.m.

333 N. Central Avenue, Phoenix, AZ 85004, Saguaro Conference Room

### **Members Present**

Cecilia Mata, Chair – AllSource Global Management  
Roz Boxer – Arizona Commerce Authority  
Sheryl Hart – Arizona Department of Education  
Connie Fraijo – Arizona Department of Economic Security

### **Members Present via Phone**

Dominic Escamilla – Country Financial  
Susan Anable – Cox Communications  
Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce  
John Morales – Arizona@Work Yuma

### **1. Welcome**

- The meeting was called to order at 1:03 p.m.

### **2. Call to the Public**

- No public comment was offered.

### **3. Committee Charter Discussion**

- Staff provided a brief review of the recommendations provided by the State Plan Task Force that led to the creation of this Committee.
- The Committee discussed barriers to public knowledge of the system, communications disconnects within the system and how to address these issues.

#### **a. Communications**

##### **i. Council Outreach Strategies**

- The Committee discussed how to leverage the networks and organizations that already exist for assistance with promotion and in-person presentations to get the brand of the workforce system in front of business community.
- The Committee requested information regarding the timeline for the Arizona@Work rollout to local areas.
- There were discussions around who the audiences are that the Council should reach out to and the best way to reach them.

- Challenges were identified for reaching out to both individuals and businesses.

## **ii. Local Board Communications**

- Local Boards were identified as key communicators within local areas.
- There was discussion around the integration of local business services staff with local business organizations.
- The Committee discussed the notion of creating an overarching strategy that can be adapted to each local areas with assistance from the Committee.
- It was identified that the Council needs to create a communications relationship with the Local Boards.
- Recommendations for the Council were started to be discussed.

## **b. Partnerships**

- Staff was asked to put together a diagram to show the relationships with the internal partners to clarify the communications pathways.

### **i. Internal Partnerships**

- The Committee discussed and identified the internal partners.

### **ii. External Partnerships**

- The Committee discussed and identified the potential external partners.
- There was discussion around the sharing of information across local areas to get a better sense of what the system's external partners are.

## **4. Next Meeting**

### **a. Review potential dates**

- The committee settled on the week of May 9-13 in the morning, but asked staff to solidify the date and time.

## **5. Adjournment**

- A motion to adjourn was made by Rosalyn Boxer and seconded by Connie Fraijo.
- The meeting was adjourned at 2:27 p.m.