



WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIPS COMMITTEE Meeting Minutes

Thursday, October 20, 2016 – Noon – 2:00 p.m.
100 N 15th Avenue, Phoenix, AZ 85007, Office of Economic Opportunity
877-820-7831, passcode 103468

Members Present

Cecilia Mata, Chair – AllSource Global Management
Susan Anable – Cox Communications
Sheryl Hart – Arizona Department of Education

Members Present via Phone

Ed Oxford, Co-Chair - Goodwill
Dominic Escamilla – Country Financial
Lea Marquez-Petersen – Tucson Hispanic Chamber of Commerce
John Morales – Arizona@Work Yuma
Steven Thompson – Uber Phoenix

Members Absent

Rosalyn Boxer – Office of Economic Opportunity
Farrell Quinlan – National Federation of Independent Business
Lynn Larson – Arizona Department of Economic Security
Connie Fraijo – Arizona Department of Economic Security

1. Call to Order

- The meeting was called to order at 12:04 p.m.

2. Welcome

3. Call to the Public

- No public comment was offered.

4. Adoption of Minutes

- A motion to adopt the previous meeting minutes was made by John Morales and seconded by Susan Anable.
- The July 20, 2016 meeting minutes were adopted.

5. Workforce Arizona Council Communications Plan Discussion

- Staff provided an overview of the draft Workforce Arizona Council Communications Plan. Committee discussed the plan and provided feedback accordingly.

a. **Vote to approve Workforce Arizona Council Communications Plan**

- A motion to adopt the Workforce Arizona Council Communications Plan with the changes discussed was made by John Morales and seconded by Sheryl Hart.

6. Committee Next Steps

- Staff will send out a survey to the individual Council members asking them to identify organizations that they may either serve on as a board or committee member and/or consider a partnering organization.
- Staff to expand the Communication Plan template to include columns for responsible (or who owns the activity), deadline and partners or resources for consideration.
- Staff to incorporate the changes to the Communications Plan as discussed at meeting.
- John Morales to meet with his Business Services team and put together a “starter kit” that outlines how Arizona@Work – Yuma reaches out and communicates with employers in their region.
- Over the next few weeks, staff will be coordinating with the Committee possible days and times to set established committee meetings for the first half of 2017.

7. Adjournment

- A motion to adjourn was made by John Morales and seconded by Ed Oxford.
- The meeting was adjourned at 1:15 p.m.