**Maricopa County Workforce Development Board – Marketing Workgroup Meeting Minutes**

Tuesday, June 11, 2019 at 10:00 a.m.

Human Services Department

234 N Central Avenue 3rd Floor, Johnson Conference Room, Phoenix, AZ 85004

<https://mcwdb-1095-9b71.my.webex.com/meet/mcwdb>

Phone: 510-338-9438 Access Code/Meeting ID: 625 125 871

**Members Present:** Neal Dauphin, Angie Ferguson, Charisse Ward, Susan Morris, Gabe Cruz, David Drennon (Ph).

**Members Absent:** Tom Colombo

**Call to Order**

Marketing workgroup meeting called to order by Workgroup Lead, Neal Dauphin, at 10:10 a.m. Management Analyst, Isabel Creasman, 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. David Drennon made a motion, Charisse Ward seconded the motion. All were in favor; motion carried.

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

The strategic Planner, Dr. Sheila Murphy, provided an overview of the implementation plan process and progress to date and reviewed how each group will share it’s accomplishments with the full board during the August board meeting. The possibility of a July meeting of workgroup leads was also discussed to prepare for the August board meeting. Dr. Murphy spent some time answering workgroup member questions.

Dr. Murphy then proceeded to review and guide the workgroup through the developed Employer and Job Seeker strategies and actions. Some revisions were made to the strategies and actions based on workgroup discussion. In addition, discussion was held on timelines and metrics for each of the actions (refer to draft worksheet for updates). The workgroup discussed how an app would be beneficial for clients and programs; this item was added to the worksheet. The strategic planner will be updating the worksheet and will send it to board staff for distribution.

**Action Item Review**

1. **Update on Job Seeker and Employer surveys –**Gabe Cruzshared updates on the client survey. An additional question, “How did you hear about us?” has been added to the survey. The workgroup will see results in the coming months.
2. **Update on whether the service provider is aware of/is part of existing employer focus groups –** Gabe Cruz provided an update on this topic and the groups are as follows:
	1. East Valley Employer Outreach Group: Currently under construction; hoping to get this started in August.
	2. West Valley Employer Outreach: Tim Stump (DES) coordinates the work of this group. This group meets at various employer locations and is very active in the community.
	3. Future Opportunities: Hoping to add an employer panel session to the County’s Academy program.

**Next Steps/Action Items**

Brief discussion on next steps/actions.

-Dr. Murphy will be providing updated worksheets, will be sending those to Neal and Angie, and will be developing a plan for the August board meeting report out.

**Call to the Public**

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

**Adjourn**

Meeting adjourned at 12:00 p.m.

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