

WORKFORCE ARIZONA COUNCIL – STRATEGIC COMMUNICATIONS AND PARTNERSHIP COMMITTEE MINUTES

Thursday, July 16, 2020

1 pm

Via Zoom:

<https://azcommerce.zoom.us/j/95423394886?pwd=Nk8rUFpoZ3lMVU1SZjdIMnZKQTdJUT09>

Members Present

Bill Gates – Maricopa County Board of Supervisors

Audrey Bohanan – Adelante Healthcare

Willard James – Centene Corporation

Brian Rice – Hensley Beverage Company

Members Absent

Allison Gilbreath – Arizona State Chamber of Commerce

1. Call to Order

The Strategic Communication and Partnership Committee was called to order by Chair, Bill Gates at 1:10 pm

2. Welcome and Meeting Logistics

Welcome was provided by Committee Chair Bill Gates. Ashley Wilhelm, Council Manager, went over the meeting logistics and protocol as a virtual meeting.

3. Call to the Public

There were no comments received.

4. Branding – Discussion and Possible Action

- a. **Overview - History**
- b. **WIOA – Single Identifier**
- c. **Expectations for Brand Usage**
 - i. **Core Partners**
 - ii. **One-Stop Partners**
 - iii. **3rd Party**

Joel Millman, Pinal County Board Director, gave a history of the development of the ARIZONA@WORK brand. A video explaining the brand was also played for the Committee to set the understanding of the development and partners and programs that are under the ARIZONA@WORK brand.

Ashley Wilhelm gave an overview of the core partners under WIOA and the required one-stop operator partners. She explained that there have been brand guidelines developed to assist with what the brand should look like along with templates created to use when developing ARIZONA@WORK collateral.

The issue of how the brand is used and by who has not be solidified in any formal guidelines or policies. An example of when this has been an issue was when local boards

were contracting with One-Stop Operators. The One-Stop Operators often wanted to use their agency brand rather than the ARIZONA@WORK brand in which they were contracted under.

Audrey Bohanan asked if the Committee could get a better understanding of the social media plan and strategy. Ashley explained that the brand guidelines have some templates for social media but there is no guidance or social media plan developed that she is aware of at this time. Audrey then asked how Unemployment Insurance Division was sharing the connection with ARIZONA@WORK and gave an example if they have ads about ARIZONA@WORK services on their hold line for claimants to hear. Ashley explained that staff could have a conversation with the UI division to understand how they incorporate messaging for ARIZONA@WORK and ideas for expansion.

Brian Rice asked what the legality is when it comes to service providers using the ARIZONA@WORK as opposed to their agency brand. Ashley explained that it would need to be something negotiated in the service contract with the provider. At this point in time all of the local areas are handling this in their own way so the process is not consistent throughout the state.

Audrey Bohanan stated that she would like to see any additional requirements for the local board be added to the Job Center Certification process as the board members are already leading that effort and can add a few items to review while they are at the centers.

Staff will work on next steps to ensure consistent branding is implemented through policy development and implementation guidance.

5. State Plan Executive Overview – Discussion and Possible Action

Ashley Wilhelm stated that staff have reviewed the collateral documents that other states have produced as an overview of their state plans. Specific elements of the State Plan will be included in the overview as discussed and collateral will be developed similar to Florida as agreed by the Committee.

6. State and Local Board Calls – Discussion

Ashley Wilhelm explained that during COVID-19 regular calls were held with the local board directors and the local board chairs. These calls were initially held on a weekly basis to give updates on statewide initiatives and learn what needs the local boards had in their job centers and providing program services.

7. Statewide Workforce Leaders Convening – Discussion

Chair Gates explained that the Council has held statewide convenings that bring the local boards and Council together 1-2 times a year. This year's planned meeting was cancelled due to COVID-19. Chair Gates asked the Committee what their preference was in moving forward with a convening or in-person. The Committee requested staff put together a needs assessment for the convening to determine what the capacity is for the local areas to participate in an event, if there is a preference for a conference type of event or more of a webinar format and what the topics would be for either.

8. Adjournment

Audrey Bohanan moved to adjourn the meeting, it was seconded by Brian Rice. The meeting was adjourned at 2:45 p.m.

DRAFT