



**WORKFORCE ARIZONA COUNCIL
STRATEGIC COMMUNICATIONS AND PARTNERSHIPS
COMMITTEE AGENDA**

Tuesday, April 19, 2022
1:00 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/98624364573>

Members Present

Bill Gates – Maricopa County Board of Supervisors
Brian Rice – HonorHealth

Members Not Present

Audrey Bohanan – Adelante Healthcare
Will James – Centene Corporation

1. Call to Order Welcome - 1:08 PM

Committee Chair Bill Gates welcomed those attending.

2. Approval of Minutes for 1-18-22 Committee Meeting

Board voted and approved the 1-18-2022 minutes

3. Call to the Public

Chairman Gates asked for comments from the public, no comments were given.

4. ARIZONA WORK Brand Policy - Discussion

Chairman Gates introduced Ken Mall with EDSI to conduct the presentation on a new Branding Policy. The presentation covered the do's and don'ts of branding, policy tasks, branding styles and logos. Chairman Gates asked how many states have a branding policy, Ken Mall replied all states have a policy. Chairman Gates asked for other comments, Ken Mall said members should consider how to leverage the brand and get feedback. Chairman Gates thanked Ken Mall for his work.

5. New Council Member Orientation Binder Review - Discussion

Chairman Gates commented on the importance of the Council Member binder. Chairman Gates reviewed the binder subject list and expressed the importance of open meeting laws and asked for input from those in attendance. Krista McGarvey proposed that Ken Mall with EDSI could add additional context to the list. Kristen Mackey suggested adding subject titles and how they apply, Billy Francis stated adding WIOA history and program objectives to the binder, Christina Edwards stated the need to add a list of commonly used workforce verbiage and acronyms. Ken Mall also suggested a list of all job center partners with roles, responsibilities and funding sources defined. Nancy Meeden made a suggestion to add OEO/DES roles and responsibility to the council. No other comments were provided.

6. Adjournment - 1:25 PM