

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

Tuesday, January 18, 2022

2:30 p.m.

Via Zoom: <https://azcommerce.zoom.us/j/96244454262>

Members Present

Bill Gates – Maricopa County Board of Supervisors

Allison Grigg – Arizona Chamber of Commerce

Members Not Present

Brian Rice – Hensley Beverage Company

Will James – Centene Corporation

Audrey Bohanan – Adelante Healthcare

1. Call to Order and Welcome - 2:35 p.m.

Committee Chair Bill Gates welcomed those attending. He acknowledged and thanked the staff of the Office of Economic Opportunity who are serving the council in light of the departure of Council Chair Dawn Grove and Council Manager Ashley Wilhelm.

2. Call to the Public

There were no public comments received.

3. Committee 2022 Priorities - Discussion

Chair Gates introduced all of the committee's priorities and the importance of each individually. He emphasized the significance of the workforce convening event, and that the recent event in December 2021 was a success. Rachael Tashbook reviewed the State Plan strategies for 2021-2022, and explained the communication and outreach plan, as well as the coordination of efforts.

4. Convening Debrief

Oleg Shvets reviewed the activities of the December 2021 event and the unanimous positive feedback received. Oleg asked the committee for ideas for 2022. Board Member Allison Grigg proposed the venue in the building that houses the Arizona Chamber of Commerce or the Skysong location as the venue for 2022's convening. The committee discussed the timing of the event. After a brief discussion, they agreed that December was a good time for the event.

5. Branding Policy

Ben Flores presented the branding rules according to the branding guide. He covered logo edits, variances, and uses for the logo. Ben reviewed the approved font, colors and examples of how not to use the logo. He presented the rules on how to use photography and other pictures, and referred the committee to the DES branding landing pages for additional guidance. Chairman Gates asked if the branding guidelines were presented to the local areas, and Ben confirmed that they were.

6. Social Media Updates

Ben communicated that DES is working on a few social media projects. He discussed the Facebook Live project that will focus on veterans. He mentioned that the technology for live presentation is available to the ARIZONA@WORK ecosystem.

7. Adjournment - 3:26 p.m.