



NOTICE OF PUBLIC MEETING

Pursuant to A.R.S. Section 38-431.02, notice is hereby given:

Maricopa Workforce Connections -- Advocacy Task Force Meeting

Tuesday, October 5, 2010, at 10:00 a.m.

Maricopa County Human Services Department
 234 North Central, 3rd Floor, Phoenix, Arizona 85004
 WDD Conference Room

**To attend via conference call, please call Kristen Merser to make arrangements (602)-506-7709.
 This Meeting is open to the public.**

AGENDA

1.	Call to order	Greta Suda, Chair
2.	Roll call	Kristen Merser, MWC Admin./Operations Specialist
3.	New Task Force Member Nomination Shellie Frey - <i>Action</i>	Greta Suda
4.	Approval of Minutes July 13, 2010—<i>Action</i>	Greta Suda, Chair
5.	ION inclusion of business services product/service (from July minutes) —<i>Discussion</i> <i>Previous ION discussion recap:</i> <ul style="list-style-type: none"> • Access Point end of year report (later in the fall) • Steps toward Economic Recovery TF updates (as they occur) • Review PWC online newsletter • Employer event (continue discussions) • SESP/Solana Project (when deemed appropriate) • Feature employer services and successes in each issue • Continued employer outreach/distribution options (ongoing) 	Greta Suda
6.	Future Task Force Initiatives – <i>Discussion</i> <ul style="list-style-type: none"> • Expansion of <i>ION</i> distribution to employers • Engaging the business community; recognition event? • Ads in other organizational newsletters • 2010 DC visit 	Greta Suda
7.	Next Steps—<i>Discussion</i> Confirmation of bi-monthly meetings for remainder of PY December 7, 2010 April 5, 2011 February 1, 2011 June 7, 2011 Determine directives to be brought forward to the next meeting	Greta Suda, Chair
8.	Call to the Public	Greta Suda, Chair
9.	Adjournment	

The next Task Force meeting will be held: December 7, 2010

“The public must be allowed to attend and listen to deliberations and proceedings taking place in all public meetings, A.R.S. § 38-431.01(A); however, the Open Meeting Law does not establish a right for the public to participate in the discussion or in the ultimate decision of the public body.”

“Equal Opportunity Employer/Program” “Auxiliary aids and services are available upon request to individuals with disabilities”
 A sign language interpreter, alternative format materials, or infrared assistive listening devices will be made available within 72 hours notice. Additional reasonable accommodations will be made available to the extent possible within the time frame of the request. One or more board members may participate via teleconference. Agenda items may be taken out of order.



1. Call to Order --Chair Greta Suda called the meeting to order at 10:05 AM.

2. Roll Call: Quorum

Present	Excused/Absent	Staff
Patrick Burkhart	Karen Poole	Dawn Zimmer
Greta Suda	Ben Serio	Kristen Merser
Tina Huff (T)		
Rodney Pack (T)		

3. Approval of Minutes—Action

Patrick Burkhart made a motion to approve the minutes from June 1, 2010, Tina Huff seconded the motion. The motion carried.

4. ION—Discussion

The group reviewed a draft July *ION*. Dawn asked for suggestions or changes. Suggestions included coverage of the wrap up of Access Points at the end of the year, noting the census hiring, and adding employer testimonials to the front page.

5. Future Task Force Initiatives – Discussion

- Engaging the business community
- Employer event

The group discussed Dawn’s discussion with Business Services last week covering whether the *ION* will be helpful tool for the team in engaging the business community. It was decided MWC Business Services will contribute story ideas and distribute to employers individually as pertinent information is featured. We will track feedback from the team and employers aiding in targeting messages. MWC Business Services is advertised in recent issues of *Impact Magazine* and *Scottsdale@Work*.

Chair Suda suggested that MWC use its partnership to include ad pieces in other organizational newsletters and suggested featuring a different Business Services product/service in each *ION*. Dawn mentioned that Jobing.com is promoting the *ION* and MWC well using its blogs.

Rodney suggested getting testimonials from employers about the success of employer services to include in each *ION*. Dawn responded noting she has testimonials on hand. The group agreed to make a separate testimonial section on the first page with a quote and logo from a business. The July issue will be modified to include a thank you letter to Jerry Carlton, MWC Rapid Response Coordinator, and the removal Patrick’s presentation graphic

Chair Suda mentioned that PWC has a two-page Newsletter on their website, but she is unsure of the details. She suggested borrowing from or collaborating with them.

Patrick said that he will be rounding up an employer advisory group this month for the SESP, and that we are partnered with the community colleges and City of Phoenix. We will be able to network with green energy and solar employers unlike before. Patrick is meeting with a potential new board member next week who is an HR executive in the solar industry. He added that we have partnered with the Department of Commerce to sponsor the industry liaison event the first week of August which will expose us statewide. Chair Suda asked Patrick to ensure that MWC is a partner of DES at this event.

Patrick explained that the Solana project received a federal loan guarantee. MWC is meeting with Abengoa this afternoon to discuss apprenticeship programs and the process.

Dawn said that they will not be announcing plans in the *ION* to avoid customers asking for training funds at the career centers until we have informational events with targeted job seeker customers.

.(more)

6. Task Force Meeting Schedule – Action

Regarding moving the Task Force’s meetings to bi-monthly; Patrick believes it would be a better use of members’ time to keep conversations more strategic in nature and to share *ION* content and feedback electronically. Rodney suggested sharing everyone’s contact information and committing to keep the collaboration going. Patrick committed to calling any “laggards.”

Patrick Burkhart made a motion to meet at the regularly scheduled August 3rd meeting at 10:00 AM, then amend the schedule to the first Tuesday of every-other month. Rodney Pack seconded it. The motion carried.

7. Next Steps—Discussion

Chair Suda suggested board nominee Shellie Frey join the task force. Patrick will check into it.

Patrick asked for suggestions for the Executive Board for task force group ideas. He will make some suggestions during the August board meeting including the Economic Recovery and Strategic Task Force, and a task force to assist with the Two-Year Plan. He also mentioned internal conversations about customer service and the desire to work with partners and with board expertise to present information.

ION discussion recap:

- Access Point end of year report (later in the fall)
- Steps toward Economic Recovery TF updates (as they occur)
- Review PWC online newsletter
- Employer event (continue discussions)
- SESP/Solana Project (when deemed appropriate)
- Feature employer services and successes in each issue
- Continued employer outreach/distribution options (ongoing)

8. Call to the Public -- No members of the public were present.

9. Adjournment -- Chair Suda adjourned the meeting at 10:42 AM.