



**ADVOCACY AD HOC TASK FORCE MINUTES – December 7, 2010**

Maricopa County Human Services Department, 234 North Central, Suite 3201, Phoenix, Arizona 85004

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

**2. Roll Call: Quorum**

**Present**

Greta Suda  
Tina Huff (T)  
Rodney Pack (T)  
Patrick Burkhart

**Excused/Absent**

Ben Serio  
Shellie Frey

**Staff**

Dawn Zimmer  
Kristen Merser

**3. Approval of Minutes—Action**

Rodney made a motion to approve the minutes from October 5th, Patrick seconded, the motion carried.

**4. ION inclusion of business services product/service —Discussion**

*Previous ION discussion recaps:*

- *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)*

Dawn suggested including responses received from job seekers in addition to employers. Dawn noted a thank you letter to a trainer. Dawn will distribute the ION on Monday to include National Guard job fair results. Greta suggested smaller IONs so they are not so full, sticking to a few core highlights. Greta suggested announcing new full board members in the next issue. Dawn will include facts and figures from the Access Point meeting in the January issue. Krista with the City of Phoenix will send Dawn items to be included about City of Phoenix topics. Dawn suggested changing the employer services feature to customer thank you letters if employer articles are not submitted.

Tina suggested adding Federal New Hire Tax Credit information that President Obama signed in March. Patrick will look into whether the tax credit will be extended. Tina suggested asking employers how the credit has benefited them, adding that the legislation frees employers from paying the employer portion of social security payroll taxes if new employees had been unemployed for over 60 days. Greta suggested promoting/highlighting Arizona's training credit. Rodney suggested reporting on how many WIA dollars have been distributed and how many people were helped when the cycle ends in late June 2011. Patrick said that he expects the Unemployment extension details to surface soon and will report on them then. Patrick noted that ARRA funds will be expended by end of 2010. A summary of how the funds were expended will be provided in the January edition.

**5. Employer Recognition Event – Discussion**

- *Engaging the business community; recognition event? – Greta noted MWC could partner with other organizations or conducting a meeting of our own.*
- *Ads in other organizational newsletters*

Tina suggested that the event could be a one or two hour conference with facts and figures about MWC with resources available to employers. Employer recognition would be part of the event and include all employers present. Patrick said that Neil puts on seminars for employers and may be interested in hosting the employer recognition event. Patrick and Dawn will speak with Neil and the MWC Business Services unit. Greta noted that the presentation Patrick gave at the Dobson board meeting would be valuable to employers. Rodney and Tina agreed. Dawn was concerned about allowable WIA funding for awards. Greta will check with George from AzEAC., a company that grants money to workforce related events. The group discussed setting up criteria to recognize each employer for working with MWC. Rodney suggested inviting some of the organizations that

support small businesses, so they can convey the available resources available to their small business clients. Patrick said that only a small percentage of small businesses are using workforce development assistance. Dawn will develop an invitational advertisement about the event and speak with Rick McCartney. Patrick suggested having the event in March.

**6. *SESP – Discussion***

Patrick said that the Maricopa Human Capital Collaboration (MHCC) has been discussing the green, solar, and sustainable industries focusing on a high profile rollout. The SESP efforts will be the MHCC's introduction into the business community and will be a substantial effort for MWC, PWC and several other collaborating agencies working together for the first time. Dawn said that the National Guard event will be promoting the SESP grant. She proposed that the state includes the marketing materials on the Arizona Workforce Connection website. Would like to serve as many customers as possible and needs to finalize information before sending out media blasts, but media outlets are on board. Dawn suggested putting the MWC advertisement in the MWC publication for the December or January issue to promote services. Will include the SESP cut sheet in the December issue. SESP team is established and has guidance from the Department of Labor.

**7. *2011 DC Visit – Discussion***

Cynthia Spell attended the NWA event in Tampa and will report news to Patrick about the future of WIA funding. Patrick added that WIA will be fortunate to maintain its funding. Difficult time for domestic spending, but WIA may be considered an investment rather than an expense. Patrick is unsure how federal spending will be cut, but said that state social services are being reduced in order of: (1) AHCCCS, (2) higher education, (3) public education. Patrick expects that people who lose benefits will seek resources at the One-Stop Centers. Greta suggested that MWC use the reductions in the State budget to appeal to the Federal government to maintain adequate funding. Cynthia will brief Patrick this week and let him know what PWC's plans will be. Dawn suggested inviting staff and journalists to attend a Full Board meeting consisting of a report of the number of VOS users who are also AHCCCS clients. The federal Office of Management and Budget asked agencies to submit budgets with a reduction of 5% and Patrick stated that he is awaiting results from the Department of Labor. He added that he will look at the Administration's starting point to gage how aggressive they will be and what programs they will try to spare. Congress has still not passed appropriations for this year and Patrick believes that the Senate Republicans will punt the budget to the next congress as they did last year so there may not be a full appropriation until February. AAWD generally meets a few weeks before the governor's policy schedule but Patrick is unsure of the next one's date. Dawn said that people travel to attend those meetings so it may be a good idea to have the employer recognition event around that time.

Patrick would like to consider another Summer full of ads on KJZZ. Patrick noted that social networking permissions are beginning to unfold and would like to start planning the design. He would like to work on getting MWC's online presence established.

**8. *Next Steps—Discussion***

*Confirmation of bi-monthly meetings for remainder of PY*

*February 1, 2011*

*April 5, 2011*

*June 7, 2011*

*Determine directives to be brought forward to the next meeting*

Greta said the meeting dates looked okay. Patrick will put Greta on the Full Board agenda for a report to the board. Rodney will have a booth at the Saturday National Guard event.

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

**10. *Adjournment*** -- Chair Suda adjourned the meeting at 10:56 AM.