

Governor's Council on Blindness and Visual Impairment (GCBVI)
Employment Committee Meeting Minutes
April 19, 2017

Members Present

Tom Hicks*
Nikki Jeffords*
Tanner Gers*
Terell Welch*
Jordan Moon*

Members Absent

Dan Martinez
Kryslen Holt

Staff Present

Lindsey Powers, Admin. Assist.
*Teleconferenced

Guests Present

Ted Chittenden*

Call to Order and Introductions

Tom Hicks called the meeting to order at 11:04 am in the RSA Conference Room, Phoenix, AZ. Introductions were made a quorum was present.

Approval of March 22, 2017 Meeting Minutes

Nikki Jeffords motioned to approve the minutes from the March 22, 2017 minutes. Jordan Moon seconded the motion. Terell Welch suggested the minutes be amended to reflect the updated date for the next meeting date, which was changed due a lack of quorum on April 12, 2017. The amended minutes were approved by unanimous voice vote.

E75 Timeline Checklist Review

Lindsey Powers stated the E75 Timeline Checklist included the following tasks to be completed:

Nine to ten months prior to the event:

Committee members identify employers to invite/contact
Determine theme of event

Eight months prior to the event:

Identify and reserve facility

- Determine time of event
- Identify employers to invite
- Determine all invitees
- Request sponsorship/send sponsorship letters
- Determine when and how to invite attendees
- Determine who to recognize

Terell Welch suggested the audio/visual item on the checklist be modified to include technical support as well. Tom Hicks stated his understanding that the Ability 360 Conference Room reservation included audio/visual technical support. Jordan Moon agreed to follow up with Kryslen Holt regarding the reservation of the Ability 360 Conference Room. Terell Welch suggested the committee consider eliminating the keynote speaker from the E75 award event, and allow the job ready candidates more time to network with employers. Mr. Welch stated he attended an event where the graduating clients performed a runway walk while offering a brief biography. Nikki Jeffords stated the job ready candidates could still record their elevator speech videos, which could be played during the event. Jordan Moon stated an employer could give a brief presentation regarding a successful hire of a blind or visually impaired individual. Terell Welch suggested the employers receiving the awards be given the opportunity to speak briefly when accepting their awards. Tanner Gers inquired regarding the time allotted for the keynote speakers. Tom Hicks stated the time varied according to the needs of the speaker, although the speakers presented approximately 30-45 minutes. Tanner Gers suggested the candidates be given time to speak about their skills and experience and the employers be given time to speak about the great candidates they hired. Tom Hicks stated the candidates' elevator speech videos could be played while the candidates were standing in the front of the room, and they could tell the employers in the audience which table they could be found at later. Nikki Jeffords noted some job ready candidates would prefer the videos to having to speak in front of the whole audience. Tom Hicks agreed that the videos were professionally developed and that the videos would alleviate the pressure to speak in front of a crowd. Nikki Jeffords stated the committee should try to contact individuals hired by large companies such as Walter Donovan, who was recently hired by Wells Fargo. Mr. Hicks stated the committee should focus on networking with large companies. Terell Welch suggested the committee invite the employees and the employers to discuss the successes of the employee. Terell Welch stated Linkages held an event, where four individuals were nominated for an award, and the winner was announced at the event. Tanner Gers stated Linkages held Oscar style awards, where the videos of all nominated individuals were played, and then the winner was announced. Jordan Moon stated the nominees might be encouraged to attend the event because they would not know the winner.

Tom Hicks stated the committee should begin determining the individuals to invite, which included the employers that would not be recognized. Tom Hicks suggested the committee focus on large companies such as PayPal, Google, State Farm, GoDaddy and Uber. Nikki Jeffords noted the challenge in reaching the HR professionals at large companies, and receiving returned phone calls. Terell Welch noted some companies such as State Farm were notoriously difficult to network with and preferred recruiting from specific universities.

E75 Award Categories

Terell Welch reviewed the E75 Diversity Builder Award Nomination Form. Mr. Welch suggested the committee include a deadline date for individuals to send in their award nominations. The committee agreed to include the deadline date of September 5, 2017 for all individuals to submit their award nominations. Tom Hicks stated the nomination forms could be distributed to employers and job coaches to increase awareness of the event. Tom Hicks suggested the "Individual" award category be changed to another term such as Community Champion. Nikki Jeffords stated all award categories should be similar for consistency. Tom Hicks suggested the category be the "Advocate" category. Terell Welch inquired whether the nomination form should include when the award results would be announced. Nikki Jeffords inquired whether the nomination form should include that information. Tom Hicks stated the nomination form could include language indicating that the winners of the award categories would be announced at the January 26, 2017 E75 Diversity Builder Award Event.

E75 Marketing Discussion

Tom Hicks stated the committee had discussed developing E75 business cards, which could be distributed at various events prior to the E75 Diversity Builder Award Event. Terell Welch suggested the committee develop a marketing packet, which could be distributed to potential attendees at the event. Ted Chittenden stated the committee could distribute business cards, provided the cards could be produced at minimal cost. Mr. Chittenden stated the committee could also develop a newsletter, which could be distributed to potential attendees at the event. Tom Hicks stated the committee developed an E75 Newsletter Workgroup, which would develop the content to be included in a newsletter. Terell Welch stated the Department of Economic Security (DES) had a marketing department, which could print documents and materials in house. Tom Hicks suggested committee members distribute E75 business cards that could be used each year. Terell Welch stated he would contact DES regarding the development

of marketing materials. Tom Hicks suggested the committee print out Jillian Seamans, Public Information Officer's article regarding the previous E75 Diversity Builder Award Event to be included in the marketing packet.

Nikki Jeffords inquired whether the committee should reach out to the Chamber of Commerce and present a brief presentation at a meeting. Ted Chittenden stated the Chamber of Commerce meetings could include individuals that could potentially hire a blind or visually impaired individual. Nikki Jeffords suggested the committee invite Tim Stump, Employment Coordinator, to a future meeting to discuss employer marketing strategies. Ted Chittenden noted that Tim Stump was previously responsible for working with Rehabilitation Services Administration (RSA) and in encouraging companies to hire blind and visually impaired individuals.

Ted Chittenden stated the Public Information Committee should create and distribute public notices to be distributed to various organizations and consumer groups regarding the award event. He requested the Employment Committee submit a draft of the notice and the Public Information Committee could modify the announcement for the public. Ted Chittenden noted that Dan Martinez was on the Employment Committee as well as the Public Information Committee and could give updates to the Public Information Committee.

E75 Newsletter Discussion

Nikki Jeffords stated the workgroup would use the newsletter draft developed by Dan Martinez and include the same category content in each newsletter. Ms. Jeffords noted the workgroup intended to develop a distribution list of employers, teachers, and parents of blind and visually impaired individuals. Tom Hicks inquired whether the committee had identified the timeline for distributing the newsletter. Nikki Jeffords stated the workgroup intended to distribute the newsletter quarterly, although the newsletter could be distributed more or less frequently as needed.

Agenda and Date for Next Meeting

The next meeting of the Employment Committee would be on May 3, 2017 from 11:00-12:00 pm in the RSA Conference Room, Phoenix, AZ. Agenda items are as follows:

- E75 Checklist Timeline
- E75 Award Categories
- E75 Marketing Discussion
- E75 Newsletter Discussion

- E75 Sponsorship/Fundraising Discussion

Announcements

Nikki Jeffords announced the Arizona Council of the Blind (AzCB) would hold their member meeting on April 22, 2017 at the Arizona Center for the Blind and Visually Impaired (ACBVI) from 10:00-2:00 pm.

Nikki Jeffords stated all GCBVI members were invited to attend the Assistive Technology (AT) Committee meeting on April 19, 2017.

Public Comment

A call was made to the public with no responses forthcoming.

Adjournment of Meeting

Nikki Jeffords moved to adjourn the meeting; Jordan Moon seconded the motion. A voice vote was taken and the motion passed unanimously. The meeting stood adjourned at 12:00 p.m.