

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Employment Committee Meeting Minutes**  
May 3, 2017

**Members Present**

Tom Hicks\*  
Nikki Jeffords\*  
Tanner Gers\*  
Terell Welch  
Jordan Moon\*  
Dan Martinez\*  
Kryslen Holt\*

**Members Absent**

**Staff Present**

Lindsey Powers, Admin. Assist.  
\*Teleconferenced

**Guests Present**

Jim Strohacker

---

**Call to Order and Introductions**

Tom Hicks called the meeting to order at 11:05 am in the RSA Conference Room, Phoenix, AZ. Introductions were made a quorum was present.

**Approval of April 19, 2017 Meeting Minutes**

Nikki Jeffords motioned to approve the minutes from the April 19, 2017 meeting. Kryslen Holt seconded the motion. The minutes were approved by unanimous voice vote.

**E75 Timeline Checklist Review**

Tom Hicks stated in reviewing the E75 Timeline Checklist, the committee should be focused on inviting employers to the event and discussing fundraising efforts.

**E75 Award Categories**

Lindsey Powers reviewed the E75 Award categories:

Employer: This Arizona Employer had demonstrated a commitment to creating and maintaining a diverse work environment and eradicating the national unemployment rate among the blind of 75%

Dan Martinez suggested the word eradicate be changed to eliminate to align with the event tagline language.

Employee: The impact of the work this employee who is blind does is evident through significant contributions to his or her employer's mission or goals and serves as a model of excellence.

Advocate: This individual has demonstrated a commitment to advocating for a more inclusive workforce and has made strides in the employment of blind people in Arizona.

Organization: This organization should be recognized for their efforts on behalf of blind Arizonans in cultivating relationships, educating employers about the capabilities of blind people, eliminating barriers to employment and creating partnerships that result in positive employment outcomes.

Dan Martinez inquired whether the awards should include an Educator award category. Tom Hicks stated the Advocate category description could be expanded to include educators and disability resource centers. Nikki Jeffords stated at the Arizona Council of the Blind (AzCB) Conference, she announced that the committee would develop an award nomination form that the committee would be distributing. Ms. Jeffords noted that Jeff Bishop, Assistive Technology (AT) Committee Chair, stated he could create an online award nomination form. Tanner Gers stated the committee would benefit from obtaining the email addresses of individuals that filled out the online award nomination form. Terrell Welch inquired whether the committee could use an online resource for the event registration as well. Tanner Gers inquired whether the Employment Committee had developed an E75 website. Dan Martinez stated the committee could discuss developing an E75 website with Jeff Bishop. Tanner Gers stated the website could include an event registration page. Tom Hicks stated the website could include the registration forms, sponsorship letter, and the award nomination form.

## **E75 Marketing Discussion**

Terrell Welch stated he submitted a request to the Department of Economic Security (DES) Graphics and Design Unit for E75 marketing materials. Mr. Welch stated he requested letter size glossy presentation materials and post cards, which could be distributed to potential invitees as a Save the Date invitation. Terrell Welch noted the marketing materials could be distributed to employers with the Sponsorship Request form. Terrell Welch noted that he and Tim Stump had moved from Rehabilitation Services Administration (RSA) to the Employment Engagement Administration, and stated the team

members had a network of employers that worked with DES. Mr. Welch stated he would request support from Unemployment Insurance (UI) staff and Employment Services to reach out to employers and invite to the next E75 Diversity Builder Award Event. He stated the different agencies could potentially reach out to 5,000 employers. Tom Hicks inquired whether the committee should include the E75 business card in the marketing package. Terrell Welch stated he could request the Graphics Unit update the business cards to include the E75 and DES logo and include in the marketing package. Nikki Jeffords inquired whether the sponsorship request would be sent out to all 5,000 employers. Terrell Welch stated the committee would benefit from having more employers interested in attending the event. Nikki Jeffords inquired whether the committee would invite other employers to attend the event for free. Terrell Welch stated the sponsorship letter could eliminate the language indicating that sponsors would receive a free lunch, because all attendees received a free lunch. Mr. Welch noted the committee would likely only hear back from 1% of the employers contacted. Tom Hicks stated out of the 5,000 employers, the committee was interested in inviting and recognizing the employers that hired blind and visually impaired individuals.

Tom Hicks stated the sponsorship letter and award nomination forms should be distributed to the consumer groups and agencies that worked with blind and visually impaired individuals. Nikki Jeffords stated the employers could be invited to join the E75 Newsletter distribution list, which would give the committee more employer email contacts. Tom Hicks suggested the committee distribute the marketing materials at any job fairs or conferences. Nikki Jeffords inquired whether the employers would be required to purchase their lunches in order to attend the event. Tom Hicks stated any employer that provided sponsorship would have the opportunity to speak at the event and their business would be included in the event program. Nikki Jeffords inquired whether an employer could decline to sponsor the event, but still attend the event. Dan Martinez stated the sponsorship letter could be modified so that employers could decline to sponsor the event, but could still attend. Mr. Martinez stated the sponsorship letter could include a box, indicating that the employer declined to provide sponsorship, but was still interested in attending the event. Tom Hicks inquired whether the letter should include a box where the individual could specify the amount he or she wished to donate. Dan Martinez stated he would modify the sponsorship letter to include the additional check boxes.

Mr. Welch stated he requested all of the marketing materials be completed by July 14, 2017. Tom Hicks inquired regarding the cost for developing the marketing materials. Dan Martinez stated RSA or the Employment Engagement Administration would be responsible for the cost of the marketing materials. Tom Hicks suggested Terrell Welch request less print

copies of the marketing materials and more electronic copies of the materials. Terell Welch stated he requested 2,000 letter-sized documents, 2,000 Save the Date postcards, and electronic copies for email distribution. Terell Welch stated he would welcome assistance from Jim Strohacker and any other committee members in the marketing efforts.

### **E75 Newsletter Discussion**

Nikki Jeffords stated the workgroup developed a general template of the articles the newsletter would include such as Employment Success Stories, Did You Ever Wonder, and AT articles. Ms. Jeffords stated the workgroup would also develop a distribution list of employers and individuals. Tom Hicks stated his understanding that the newsletter would include content that would be useful to employers regarding employing blind and visually impaired individuals. Nikki Jeffords stated the newsletter could be distributed to the parents or teachers of visually impaired individuals, and be distributed to a broad audience. Nikki Jeffords inquired whether the committee intended to only distribute the newsletter online, or whether the committee would also distribute print copies. Dan Martinez stated the online publisher template allowed the user to distribute the newsletters electronically, although the newsletters could potentially be printed as well. Tom Hicks stated the newsletter could be distributed with the E75 marketing materials as one packet.

### **Agenda and Date for Next Meeting**

The next meeting of the Employment Committee would be on May 18, 2017 from 11:00-12:00 pm in the RSA Conference Room, Phoenix, AZ. Agenda items are as follows:

- E75 Invitee Discussion
- E75 Award Categories
- E75 Marketing Discussion
- E75 Sponsorship/Fundraising Discussion
- E75 Program Development Discussion
- E75 Newsletter Discussion

### **Announcements**

There were no announcements.

### **Public Comment**

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

### **Adjournment of Meeting**

Jordan Moon moved to adjourn the meeting; Nikki Jeffords seconded the motion. A voice vote was taken and the motion passed unanimously. The meeting stood adjourned at 11:57 a.m.