

Governor's Council on Blindness and Visual Impairment (GCBVI)
Employment Committee Meeting Minutes
Held May 18, 2017

Members Present

Nikki Jeffords*
Tanner Gers*
Terell Welch*
Dan Martinez*

Members Absent

Tom Hicks
Kryslen Holt
Jordan Moon

Staff Present

Lindsey Powers, Admin. Assist.
*Teleconferenced

Guests Present

Jeff Bishop, AT Committee*

Call to Order and Introductions

Nikki Jeffords 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 May 3, 2017 Meeting Minutes

Tanner Gers motioned to approve the minutes from the May 3, 2017 meeting. Terell Welch seconded the motion. The minutes were approved by unanimous voice vote.

E75 Invitee Discussion

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 Discussion

Nikki Jeffords stated Jeff Bishop, Assistive Technology (AT) Committee Chair graciously agreed to assist the Employment Committee in developing an online Award Category Nomination form so that individuals in the community could place their votes for the various award categories. Jeff Bishop suggested the committee develop an Award Category Nomination form using Google forms, which would easily export the information to an Excel

spreadsheet. Jeff Bishop stated the user could fill out the nomination form developed from a Google sheets document, which could be exported into a spreadsheet. Dan Martinez clarified that the document would be a nomination form and not a voting form. Jeff Bishop stated the principle would be the same, and the committee could still use a Google form to capture the information. Nikki Jeffords stated the committee's goal was to develop a centralized location online where individuals could access all of the forms and information related to the E75 Diversity Builder Award Event. Dan Martinez inquired how the committee could access the information from the Google document. Jeff Bishop stated the owner of the Google form could access the information and distribute as necessary. Nikki Jeffords inquired whether a similar Google document could be used as a registration form for the event. Jeff Bishop stated a similar form could be used for registration. Jeff Bishop inquired whether the Employment Committee had established a domain for the E75 website. Dan Martinez stated the committee had not established an E75 website. Jeff Bishop stated he would be willing to host an E75 website if the committee wanted to purchase the domain for the website. Mr. Bishop noted that domains could be purchased inexpensively. Dan Martinez agreed to develop the Google documents with the Award Category Nomination form information. Nikki Jeffords stated she would be willing to purchase the domain, E75AZ.org for the Employment Committee and forward the information to Jeff Bishop.

E75 Marketing Discussion

Terell Welch stated he submitted a request to the Department of Economic Security (DES) Graphics and Design Unit for E75 marketing materials. Nikki Jeffords stated her co-worker, Jim Strohacker, Foundation for Blind Children (FBC), attended the previous Employment Committee meeting and had suggestions for marketing. Terell Welch stated he contacted Jim Strohacker and indicated that he would welcome any feedback or suggestions regarding marketing. Nikki Jeffords stated Jim Strohacker indicated that a successful lunch event would include a corporate level lunch to attendees. Terell Welch stated the challenge with providing the lunch at previous events, was in transporting the food because the food needed to be kept at certain temperatures. Mr. Welch noted at the previous award events, the facility did not allow the caterers to prepare the meal at the facility, and the food therefore had to be transported. Terell Welch stated the committee could consider holding the event at a larger facility once the committee had outgrown the smaller venues. Nikki Jeffords stated Jim Strohacker also suggested the committee have a more concise goal for the event, and that the committee might be trying to include too many items in one event. Tanner Gers stated the Employment Committee could benefit from receiving feedback from individuals with marketing experience, and potentially work

towards those goals in future events. Nikki Jeffords agreed and stated the committee could utilize Jim Strohacker's expertise for the 2019 award event.

Terell Welch stated he reached out to the representatives in the Employment Engagement Administration and Unemployment Insurance, and they agreed to contact their employer contacts. Terell Welch stated the total number of contacts would be about 100,000 employers. Nikki Jeffords stated her concern that if 1% of the 100,000 responded, the committee would receive a large response from employers. Tanner Gers suggested the committee develop a catchy headline in the email sent to capture the attention of the employers. Terell Welch suggested the email include the unemployment rate of blind and visually impaired individuals. Nikki Jeffords stated the email to employers had to include information regarding what the Employment Committee had to offer the employers. Tanner Gers stated he would develop several potential email headlines for the committee's review at the next meeting. Nikki Jeffords stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) website would include a Resource page, which could include the E75 website once the website had been established.

E75 Sponsorship/Fundraising Discussion

Terell Welch suggested that the Award Category Nomination form lead users to the E75 Sponsorship letter. Dan Martinez stated the committee needed to agree on all of the forms which would be included on the E75 website. Nikki Jeffords stated the committee had previously suggested the Sponsorship Form include the option for individuals to attend the event but not provide sponsorship. Dan Martinez stated he did include that option on the Sponsorship Form.

E75 Program Development Discussion

This item was tabled.

E75 Newsletter Discussion

This item was tabled.

Agenda and Date for Next Meeting

The next meeting of the Employment Committee would be on June 7, 2017 from 11:00-12:00 pm in the Council Staff Office, Phoenix, AZ. Agenda items are as follows:

- E75 Invitee Discussion

- E75 Website Update
- E75 Award Category Nomination Form Update
- E75 Sponsorship/Fundraising Discussion
- E75 Marketing 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

Dan Martinez moved to adjourn the meeting; Tanner Gers seconded the motion. A voice vote was taken and the motion passed unanimously. The meeting stood adjourned at 11:51 a.m.