

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

May 29, 2018

**Members Present**

Nikki Jeffords\*  
Terell Welch  
Kevin Foster\*  
Tanner Gers  
Jordan Moon

**Members Absent**

Bea Shapiro  
Jim Strohacker

**Staff Present**

Lindsey Powers, Council Liaison  
\*Teleconferenced

**Guests Present**

Ted Chittenden\*

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**Call to Order and Introductions**

Nikki Jeffords called the meeting to order at 12:12 pm in the Phoenix Rescue Mission Conference Room, Phoenix, AZ. Introductions were made a quorum was present.

**Approval of the April 17, 2018 Meeting Minutes**

Jordan Moon motioned to approve the minutes from the April 17, 2018 meeting. Tanner Gers seconded the motion. The meeting minutes were approved by unanimous voice vote.

Nikki Jeffords stated that she would speak to Jim Strohacker regarding his lack of engagement with the committee and suggest that he resign from the committee. Terell Welch motioned that due to a lack of engagement, Jim Strohacker be asked to resign from the committee. Tanner Gers seconded the motion. The motion was approved by unanimous voice vote. Nikki Jeffords stated she would speak to Bea Shapiro regarding her engagement with the committee as well.

**Employer Brochure Discussion**

Ted Chittenden stated the Public Information Committee developed a brochure or rack card that could be distributed to employers to encourage employers to hire blind and visually impaired individuals. Terell Welch stated the rack cards could be created on 3.5" x 8.5" or 4" x 9" cards, and

he stated that either size could be used. Ted Chittenden stated he did not have a preference regarding the size of the rack card and noted that Janet Fisher indicated that the Arizona Braille and Talking Book Library used the rack cards in the library. Terell Welch stated the rack card included a picture of five individuals in black silhouette against a light blue background that faded to light purple of a world map. Mr. Welch reviewed the information included in the rack card. Jordan Moon inquired whether information regarding EyeKnow.AZ should be included in the rack card. Nikki Jeffords thanked the Public Information Committee for developing the employer rack card and inquired whether the E75 logo could be included on the rack card. Tanner Gers agreed that the E75 logo could be added to the rack card and suggested the language be condensed. Mr. Gers stated the sentences before the bulleted information could be changed to: Inclusive Cultures Find, and Human Capital Outcome.

Jordan Moon agreed that the rack card was well written and suggested the picture include an individual with a cane to reinforce the message of the rack card. Ted Chittenden agreed that the rack card could include a picture of an individual with a cane. Jordan Moon stated that canes also symbolized independence to a blind or visually impaired individual. Mr. Moon stated the rack card included great information, and suggested the language be condensed. Nikki Jeffords inquired whether the rack cards would be distributed at job fairs. Ted Chittenden stated the rack cards would be distributed at conferences and events to employers to encourage them to think about hiring blind and visually impaired individuals. Tanner Gers inquired whether the E75 logo could be added to the rack card. Terell Welch stated the information could be condensed to include the E75 logo. Terell Welch inquired whether the committee members could continue to review the rack cards and discuss at the upcoming committee meeting. Nikki Jeffords stated the Public Information Committee would meet the following week and would appreciate feedback prior to the meeting. Ms. Jeffords asked that committee members send any feedback or suggestions to Lindsey Powers by Friday, June 1, 2018, who would forward the information to Ted Chittenden.

Nikki Jeffords inquired whether Terrel Welch's contact information should be included on the rack card in addition to Tim Stump's information or whether Tim Stump's contact information should be removed. Terell Welch stated that Tim Stump was well known within the employment community and would be an asset to the committee. Nikki Jeffords stated that Terell Welch worked with the blind and visually impaired population, which benefitted the Employment Committee's goals. Tanner Gers stated Terell Welch's involvement was vital to the Employment Committee's goals, although Tim Stump could increase the employer network as well. Nikki Jeffords stated

the rack cards specifically spoke to blindness and she stated her concern that blindness would get lost within the disability population. Terell Welch stated if there was room on the rack card, his contact information could be added and noted on similar information his and Tim Stump's contact information were included. Nikki Jeffords stated her recommendation that Terell Welch's information be included on the rack card, although the Public Information Committee could make the final decision. Ted Chittenden stated he was unaware of Terell Welch's role within the blind and visually impaired population and would take that suggestion back to the Public Information Committee. Ted Chittenden stated the committee members could send any further suggestions to Lindsey Powers, who would share the suggestions with the Public Information Committee. Nikki Jeffords inquired whether any Employment Committee members could attend the upcoming Public Information Committee meeting and provide feedback regarding the rack card. Terell Welch stated he would potentially be able to attend the meeting.

## **E75 Partner Survey Presentation and Discussion**

Kevin Foster stated he had conducted cultural assessments or data collection that was structured to be distributed electronically or in an interview or focus group. Mr. Foster noted the surveys allowed him to glean large amounts of quality data to observe trends and develop objectives. Kevin Foster stated that he and Tanner Gers developed the three questions:

- What works well?
- What does not work well?
- What can we do to help you or make improvements?

Tanner Gers stated he and Kevin Foster developed the questions that would not be time sensitive and that the third question allowed for flexibility in the answer. Kevin Foster noted the challenges in obtaining responses to electronic surveys and the committee could potentially obtain more responses through brief phone interviews. Kevin Foster stated the committee should also document the individual answering the questions to further identify the needs of the different groups interviewed. Tanner Gers inquired whether the survey should include a fourth question that would ask the individual to identify their field, such as an employer or service provider. Kevin Foster stated that some individuals might be reluctant to answer that question and that individuals were more likely to answer candidly to an anonymous survey. Tanner Gers stated the survey could include a question inquiring whether the individual had hired a blind or visually impaired individual. Kevin Foster stated some individuals might not want to divulge that information. Nikki Jeffords stated the survey could be distributed through an online survey, such as Survey Monkey, as an anonymous survey.

Nikki Jeffords stated her reservation that the committee would not have a large enough group to distribute the survey to. Terell Welch requested clarification regarding the purpose of the survey. Kevin Foster stated his understanding that the survey was to validate the committee's strategy and to align with the needs of the stakeholders. Kevin Foster stated the surveys could be used to engage in a dialogue with employers and to further understand their needs. Jordan Moon stated the surveys could be distributed electronically as well as over the phone. Kevin Foster stated the committee could use both methods to collect the data, although some individuals would not be as likely to answer an electronic survey.

Terell Welch stated committee members could call the individuals that attended previous E75 events and ask the survey questions. Tanner Gers stated the current three survey questions would not apply to anyone that had not attended an E75 event. Jordan Moon stated the committee could focus on previous E75 attendees and distribute a different survey to all employers later. Nikki Jeffords inquired whether Terell Welch anticipated getting interns for the fall semester. Terell Welch stated the previous interns had to obtain the same permission as a state employee, which delayed their ability to work. Mr. Welch noted that he included that information in the new Scope of Work (SOW) to streamline that process. Terell Welch stated the previous E75 event was in January and inquired whether the committee had waited too long to request information from the individuals that attended the event. Tanner Gers inquired whether he and Kevin Foster should develop some general questions that could be distributed to all employers. Jordan Moon suggested the committee distribute the survey to a broader audience to receive feedback from all stakeholders. Tanner Gers stated the surveys could be distributed to Terell Welch's contact list of 2000 individuals. Kevin Foster stated the questions were not specifically related to the E75 events and noted that all individuals could offer suggestions. Tanner Gers inquired regarding the appropriate question to an individual that had not attended an E75 event. Kevin Foster stated the committee could provide some information regarding the purpose of the E75 events, and request suggestions for upcoming events. Kevin Foster noted that if a committee member was facilitating the conversation, the employer would have more information.

Nikki Jeffords stated she was involved in a research project for Vocational Rehabilitation (VR) and had surveyed employers, although she was unable to share the responses until the completion of the project. Nikki Jeffords stated she might be able to share some of the information, which would help the committee identify how to engage with employers. Tanner Gers stated the committee would benefit from learning the intent of the questions asked.

Nikki Jeffords stated she would inquire whether she could share any of the information with the committee.

Nikki Jeffords suggested the committee also distribute the survey to clients in order to obtain their perception regarding why they were not employed. Terell Welch inquired whether it would be appropriate to distribute the survey to clients. Nikki Jeffords stated the committee could develop two different surveys to obtain that information.

## **E75 Events Discussion**

Jordan Moon stated the committee had previously held a job fair at the National Federation of the Blind of Arizona (NFBA) Conference and stated that the committee had received permission to hold a job fair. Nikki Jeffords stated the committee would need to recruit employers to attend the job fair. Jordan Moon stated the committee had also discussed having resume writers at the job fair. He added that it might be difficult for individuals to stand in line to wait, so it was suggested that individuals receive feedback on their resumes via email prior to the event. Jordan Moon stated the NFBA Conference would be held on August 31, 2018 at the Phoenix Hyatt and noted the job fair could be held in the morning. Tanner Gers stated the committee could also provide information to individuals attending regarding current job openings. Nikki Jeffords stated the committee should consider which clients would be invited to attend the job fair and suggested the most professional be invited. Tanner Gers stated that all types of individuals should be invited to attend so employers would be aware of the blind and visually impaired population. Jordan Moon stated some individuals were more professional and suggested that the clients be prepared on how to interact with the employers. Nikki Jeffords stated that some blind and visually impaired individuals did not know how to interact with employers, which would discourage some employers to hire a blind or visually impaired individual. Mr. Moon stated the committee could also enforce a dress code for the job fair and encourage individuals to dress appropriately. Nikki Jeffords suggested the committee develop a name for the job fair, such as the Determination Job Fair. Terell Welch inquired whether the job fair would be open to the general public. Jordan Moon stated he was unsure whether the NFBA would agree to open the job fair up to the general public considering the event was a blindness event. Nikki Jeffords stated the job fair could be for blind and visually impaired individuals for the first hour and then open it up to the general public. Jordan Moon stated he would inquire whether the job fair could allow the public to attend. Terell Welch stated the committee would need to begin inviting employers to attend the job fair since the event was scheduled for August.

Nikki Jeffords suggested the committee focus on the upcoming events at the NFBA Conference and at the Vision Rehabilitation and Assistive Technology Expo (VRATE). Ms. Jeffords inquired whether the committee should hold an event in January at the Flynn Foundation. Nikki Jeffords suggested the new CEO of Arizona Industries for the Blind (AIB) be the keynote speaker for the event. Jordan Moon stated the committee could inquire regarding the reservation rates at the Hyatt. Nikki Jeffords stated the committee could try to get an employer to sponsor the event and the event location.

### **GCBVI Strategic Plan Discussion**

This item was tabled.

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

The next meeting of the Employment Committee will be on June 26, 2018 from 10:00 am to 11:00 am in the RSA Conference Room, Phoenix, AZ. Agenda items are as follows: Agenda items are as follows:

- Employer/Community Partner Survey Discussion
- Committee Activities Discussion
- GCBVI Strategic Plan Discussion

### **Announcements**

There were no announcements.

### **Public Comment**

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

### **Adjournment of Meeting**

Terrell Welch motioned to adjourn the meeting. Jordan Moon seconded the motion. The meeting was adjourned at 2:35 p.m.