

Governor's Council on Blindness and Visual Impairment (GCBVI)
Employment Committee Meeting Minutes
June 7, 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 18, 2017 Meeting Minutes

Kryslen Holt motioned to approve the minutes from the May 18, 2017 meeting. Dan Martinez seconded the motion. The minutes were approved by unanimous voice vote.

E75 Invitee Discussion

Tanner Gers stated he agreed with the information in the email forwarded from Terell Welch regarding Mr. Welch's meeting with his supervisor. Terell Welch stated that his supervisor recommended each committee member contact five employers and personally invite them to the E75 Diversity Builder Award Event. Nikki Jeffords noted the challenge for the committee members that were not as connected to employers and businesses. Tanner Gers stated the E75 event would offer a great way for committee members to increase their networks. Nikki Jeffords suggested the Employment Committee request assistance from the GCBVI Full Council and encourage each council member to recruit employers to attend the event. Ms. Jeffords stated she was unsure whether Terell Welch still intended to send out emails to all of the Employer Engagement Administration employer contacts as well.

Tanner Gers suggested the committee target entrepreneur organizations also. Nikki Jeffords stated she would draft an announcement to be forwarded to the Full Council members. Tanner Gers inquired whether the committee had a list of the employers that attended the previous event separated from the list of the employers that were invited, but did not attend. Kryslen Holt stated the committee did have a list of all the employers that were invited to the previous award event. Nikki Jeffords stated the committee invited employers that had hired blind and visually impaired individuals, although the committee wanted to expand to other employers. Tanner Gers stated the committee could separate the list of employers that had attended from the employers that did attend in order to send a different message to each. Nikki Jeffords stated she agreed, and noted the committee did not get many employers to attend the previous event. Dan Martinez stated the committee did not effectively manage time and waited until the last minute to try to invite employers. Nikki Jeffords stated the committee could potentially face that same issue if the committee members did not start identifying the employers to invite to the event. Ms. Jeffords stated if the committee did not have enough employers attend; the event would not be worth the investment.

Tanner Gers stated the committee had great ideas, although the committee needed to execute those ideas. Tanner Gers stated the committee could begin emailing the list of employers. Nikki Jeffords stated Terell Welch was working on the emails sent to all Employment Engagement Administration contacts. Ms. Jeffords stated all committee members could begin reaching out to their contacts. Tanner Gers stated he would begin reaching out to his contacts, although his understanding was that the event was a group effort. Dan Martinez stated the E75 Newsletter would be instrumental in reaching out to the committee's current contacts and generating interest in the event. Kryslen Holt agreed that all committee members could strive to reach five employers, although if each member reached three employers, that would be an improvement. Tanner Gers inquired regarding the next step once an employer agreed to attend the event. Nikki Jeffords stated Terell Welch placed the request with the Department of Economic Security (DES) Graphics Unit for various marketing materials, such as Save the Date invitations and flyers. Nikki Jeffords stated the committee should be able to offer an incentive for employers to attend the event. Ms. Jeffords stated the committee could partner with DES and develop a video that offered online diversity training to employers, which included a quiz and a certificate upon completion. Nikki Jeffords stated the certificate would be something that the committee could offer. Nikki Jeffords stated many companies were interested in diversity inclusion training, and would be interested in an online training. Dan Martinez noted that a certificate would be a deliverable that

the committee could offer, which would benefit individuals such as Human Resources professionals.

E75 Website Update

This item was tabled.

E75 Award Category Nomination Form Update

Dan Martinez stated he used Google forms to create an Award Category Nomination Form, although he was not satisfied with the end result. Mr. Martinez stated he would inquire whether Jeff Bishop, Assistive Technology (AT) Committee Chair could assist in developing a form that would be useful to the committee.

E75 Marketing Discussion

Nikki Jeffords stated the committee would request an update from Terell Welch regarding the E75 marketing materials at the next committee meeting. Tanner Gers inquired regarding the marketing initiative outside of inviting employers to attend the event. Nikki Jeffords stated Terell Welch's marketing materials could be used to reach different audiences. Nikki Jeffords noted the biggest challenge would be to get employers to the event.

E75 Sponsorship/Fundraising Discussion

Dan Martinez stated the Employment Committee intended to put the E75 Sponsorship form online, although the committee should still request sponsorship from organizations. Dan Martinez stated he would request sponsorship from the Arizona Council of the Blind (AzCB), although the organization did not have a large budget. Nikki Jeffords stated she requested sponsorship from the National Federation of the Blind of Arizona (NFBA), although they did not provide sponsorship at the previous event. Ms. Jeffords stated she would contact the Arizona Participating Operators Committee (APOC), who had provided sponsorship at the previous event. Tanner Gers inquired whether the committee had identified a sponsorship goal amount. Dan Martinez stated the committee would benefit from raising \$2000 from the community. Lindsey Powers stated the committee had about \$1200 in leftover funds from the previous award event. Tanner Gers suggested the committee contact the Lions Club, for potential sponsorship. Nikki Jeffords stated the Lions Club would have great employer contacts as well. Tanner Gers stated his National Federation of the Blind (NFB) chapter had relationships with businesses, such as In-N-Out Burger and Chick-Fil-A, who could potentially sponsor the event with free food. Nikki Jeffords stated

the committee had used the Phoenix Rescue Mission for the previous two award events, which offered more upscale food options. Kryslen Holt stated the Phoenix Rescue Mission had a training kitchen for individuals interested in restaurant careers.

E75 Newsletter Discussion

This item was tabled.

Agenda and Date for Next Meeting

The next meeting of the Employment Committee would be on June 21, 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 11:59 a.m.