

**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Employment Committee Meeting Minutes**  
October 16, 2017

**Members Present**

Nikki Jeffords\*  
Terell Welch\*  
Jim Strohacker\*  
Tanner Gers\*

**Members Absent**

Jordan Moon  
Kevin Foster

**Staff Present**

Lindsey Powers, Admin. Assist.  
\*Teleconferenced

**Guests Present**

Larry Wanger\*  
Bea Shapiro\*

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**Call to Order and Introductions**

Nikki Jeffords called the meeting to order at 11:38 am in the RSA Conference Room, Phoenix, AZ. Introductions were made a quorum was present.

Jim Strohacker motioned that Larry Wanger and Bea Shapiro be elected as members of the Employment Committee. Tanner Gers seconded the motion. The motion was approved by unanimous voice vote.

**Approval of September 29, 2017 Meeting Minutes**

Terell Welch motioned to approve the minutes from the September 29, 2017 meeting. Tanner Gers seconded the motion. The minutes were approved by unanimous voice vote.

**Strategies for Inviting Employers**

Nikki Jeffords summarized that the goal of the E75 event was to make employers aware of the capabilities of blind and visually impaired individuals. Ms. Jeffords stated the event would be about 60-90 minutes and that Tucson Electric Power, Marc Ashton, Foundation for Blind Children (FBC), and possibly Kevin Foster would speak at the event. She stated that the event would focus on providing awareness to employers rather than recognizing employer. Tanner Gers stated his understanding that the event had not received significant authority although he inquired regarding the change in focus. Nikki Jeffords stated the Employment Committee had not

received any submissions regarding the E75 awards thus far. Nikki Jeffords noted that Marc Ashton had attended the previous two events and suggested the committee limit the event to 60-90 minutes to respect the attendees' time. Tanner Gers stated the committee should take advantage of any publicity or news coverage as leverage to attract more employers to attend future events. Nikki Jeffords stated at the previous event, the committee did not have a program manager, or someone to ensure the event program was followed, which created some confusion. She stated the committee should ensure that the event was polished and professional. Terell Welch inquired whether the event planner for the event could act as the program manager of the event. Mr. Welch inquired whether the committee still intended for job ready candidates to create elevator speech videos. Nikki Jeffords stated she was unsure whether the elevator speeches were effective at the previous event. Ms. Jeffords stated the committee needed to identify the target audience of the event, such as employers or Human Resources professionals, and target the event towards those individuals. She stated that job ready candidates might benefit from attending a Reverse Job Fair or a different event where the clients could interact with employers. Tanner Gers stated the job ready candidates should attend a Reverse Job Fair, although the committee should invite the most professional job ready clients to attend the event and be introduced to the employers. Terell Welch stated he was unsure whether the committee could single out certain individuals to attend the event. Mr. Welch stated the committee should invite all job ready candidates or none to be fair to the clients.

Larry Wanger stated his agreement that the committee should identify the focus and audience of the event. Mr. Wanger stated that employers could be invited to speak about their experiences hiring blind and visually impaired individuals. Nikki Jeffords stated Tucson Electric Power, had hired two visually impaired individuals and had agreed to speak at the event. Larry Wanger stated the committee could invite some successfully employed blind and visually impaired individuals to speak briefly about their experiences. Terell Welch stated the agenda could include time after the event for employers to speak to the job ready candidates. Larry Wanger suggested the committee reach out to the state or local chapters of the Society for Human Resource Managers to connect with HR professionals. Nikki Jeffords stated Marc Ashton had suggested the committee market the event as an awareness event rather than an award event in order to attract HR professionals. Ms. Jeffords stated at the previous event, the speakers were not well prepared to present, and the videos were difficult to hear over the lunch noise. Nikki Jeffords stated the committee included several things into the event and attendees left confused regarding the goal of the event. Nikki Jeffords stated Tucson Electric Power representatives, Marc Ashton, and Kevin Foster would likely be polished speakers at the event.

Terell Welch stated the committee should consider that the goal of the event was to raise awareness for the event. Mr. Welch suggested that each committee member agree to reach out to and get five employers to attend the event. Nikki Jeffords stated any employer contact information should be sent to Lindsey Powers to be compiled into the invite list. Larry Wanger inquired whether the committee reserved the whole conference room at Ability 360. Nikki Jeffords stated her understanding that the committee had reserved the whole conference room space although she would follow up with Clinton McDaniel at Ability 360. Larry Wanger suggested the committee consider the table arrangements in case 30 employers attended instead of 80-100. Nikki Jeffords stated the committee would request round tables in order for attendees to eat lunch during the event.

### **E75 Marketing Discussion**

Nikki Jeffords stated that Terell Welch and Tom Hicks would present at the Governor's Summit on Volunteerism and Civic Engagement. Ms. Jeffords stated her understanding that Tom Hick's registration fee was free as the first speaker, and that Terell Welch's registration fee would be \$50.00. Terell Welch confirmed and stated he would submit his request for reimbursement to Rehabilitation Services Administration (RSA). Nikki Jeffords stated the Department of Economic Security (DES) offered to tape Terell Welch and Tom Hicks' presentation, which could be shared with employers and community partners.

Nikki Jeffords stated Kirk Adams, American Foundation for the Blind (AFB), would be in Arizona to attend a Business Leadership Network (BLN) breakfast on November 16, 2017. Ms. Jeffords stated the breakfast would likely be held at FBC, although she would confirm the time of the event with Mr. Adams. She added that the event was to connect individuals working in blindness agencies with businesses to promote employment of blind and visually impaired individuals and that all committee members were invited to attend.

Larry Wanger inquired whether the committee developed a flyer to promote the event. Nikki Jeffords stated the committee had developed a Save the Date flyer, which could be sent to all committee members.

### **E75 Program Development Discussion**

Jim Strohacker, Larry Wanger, and Terell Welch agreed to work on the E75 program as a workgroup of the committee. Jim Strohacker inquired regarding the budget allocated to food for the event. Terell Welch stated the committee allocated about \$12.50 per person for food at the event. Jim

Strohacker stated the committee could consider different food options such as Mexican or Italian food for the event. Jim Strohacker agreed to research food and catering options for the event. Terrell Welch stated the committee also needed for the caterer to serve the food, and noted the Phoenix Rescue Mission provided staff to serve the food and beverages throughout the lunch.

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

The next meeting of the Employment Committee would be on October 31, 2017 from 10:00-11:00 am in the RSA Conference Room, Phoenix, AZ. Agenda items are as follows:

- Strategies to Invite Employers
- E75 Marketing Discussion
- E75 Program Development Discussion

### **Announcements**

There were no announcements.

### **Public Comment**

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

### **Adjournment of Meeting**

The meeting stood adjourned at 12:26 p.m.