



Photo courtesy Mohave County

Mohave County Community Services personnel discuss their department's new grant-funded Triple Play Outreach Project. Business Services Representative Mary Mendola (from left), Clerical Support Alex Ball and Teacher Evan Purcell are pictured Tuesday, April 27, during an interview at the County Administration Building in Kingman.

County scores Triple Play grant

KINGMAN – Job seekers and businesses are the winners thanks to a \$50,000 Triple Play grant Mohave County One-Stop Career Centers have scored from the Arizona Department of Commerce.

The grant, made up of American Recovery and Reinvestment Act (ARRA) dollars, will fund the Triple Play Outreach Project for the Mohave/La Paz Local Workforce Investment Area.

Three Mohave County Community Services Department personnel involved in the project

recently discussed its economic benefits to the county, job seekers, existing businesses and potential businesses. Business Services Representative Mary Mendola, Clerical Support Alex Ball and Teacher Evan Purcell spoke of the expanded efforts to promote workforce and economic development through video, internet and print media resources.

“We are partnering with Mohave County Economic Development Director Jonas Peterson on this comprehensive marketing project,” Mendola said. “The Triple Play has three audiences – job

seekers, employers and potential employers. We will utilize three communication devices – our *Workforce News* newsletter, videos and our more-affirmative, user-friendly website.”

Mendola explained that, although the grant application was approved by the Arizona Department of Commerce, the money comes from federal ARRA funds.

“This is a one-year grant that goes from April 1 of this year through March 31, 2011,” she said. “I am going to focus on our website. Our goal is to simplify access and make the whole package more user-friendly. We will make a shortcut for people to get to the Workforce Development website where they can research all the details concerning energy careers. They will find our newsletters and videos online as well as lots of other information and links to other informational sites.”

“By retooling the website, making it more interactive and user friendly, we will have a powerful resource to reach people from all areas,” Purcell said. “Mohave and La Paz counties have the same challenge. We have communities that are spread out over a very large area. It is difficult for those of us centered in Kingman to be able to serve all of the communities in this region. Our planned website improvements will go a long way in serving everyone with up-to-date information.”

Ball designs the newsletter.

“It was the *ARRA Workforce News*,” she said. “It is now just the *Workforce News* as we are incorporating a wider variety of information. Our first edition was put out in July of last year. The idea is to let people know what we are doing and print articles about the people who are involved. Evan (Purcell) writes the newsletter and I put it together. Printed copies are mailed out and can also be found at all One-Stop Career Centers or on our website. All issues have been well received.”

“This grant is an exciting outreach opportunity for the newsletter,” Purcell, who also teaches GED (General Educational Development) classes at the One-Stop Career Center, said. “We are shifting away from just ARRA to a much broader scope. We will release our editions on a more regular basis and focus on all aspects of workforce.”

The Triple Play grant funds six issues over the coming year, Ball said.

“The third component of the Triple Play is a video project,” Purcell said. “Our first video was the Renewable Energy Information Fair that we held a couple of weeks ago. It was an experiment for us to get our feet wet with video taping and editing. These videos will help us reach out to the community. Arizona Western College (AWC), which is located in Parker, will help us with the video component. Keep in mind the Triple Play covers both La Paz and Mohave counties. AWC has a really great film program with a lot of specialized equipment. We will be working with them to create professional quality products.”

“AWC has the ability to produce and air interviews on their non-profit station,” Mendola said.

“They have a physical studio there (in Parker) and do their own broadcasting,” Purcell said. “AWC does a film series. It’s going to be great working with them. We will share our footage with the school and they will share with us. We will work together to make this a positive regional project.”

Purcell said all of the videos will be made available as DVDs as well as being accessible on the Workforce website. “In fact the first video we made, the one from the

Renewable Energy Information Fair, can be viewed on our website now at www.co.mohave.az.us/energycareers.”

The videos will consist of interviews concerning “success stories about clients who have done well, completed training and become employed, similar to what is in the newsletter,” Mendola said. “From the Economic Development Department side, we will talk with businesses and employers who have used our services. We will also promote what a great place Mohave County is for doing business.

“Triple Play will help us better serve our customers, job seekers and people in need of support services,” she said. “It puts things in plain language to help everyone better understand the services available to them before they even come through our door.”

“This is a collaborative effort,” Purcell said. “We are all involved in working toward the success of this project for Mohave County’s economy, individual businesses, job seekers and all of our community partners.”

For more information, go to the Mohave County Workforce Development website at <http://co.mohave.az.us/workforce> or call the closest Mohave County One-Stop Career Center: (928) 753-0723 in Kingman, (928) 758-0702 in Bullhead City or (928) 453-0710 in Lake Havasu City.