Phoenix Business and Workforce Development Board
Executive Leadership Committee Meeting Minutes
October 13, 2022 ~ 8:30 a.m.

The meeting of the Phoenix Business and Workforce Development Board Executive Leadership Committee was held virtually on October 13, 2022.

Committee Members Present:
Nick Bielinski (Vice Chair)
Latasha Causey (Chair)
Jesus Love
Daniel BarajasSteven Cramer

Committee Members Not Present:
Meghan McGilvra

Public Attendees:
LaSetta Hogans
James Montoya
Susan Roger
Laura Whitehead
Demitria Robles
Eric Johnson
Mary Alejandro
Kweilin Waller
Hayden Maynard
John Soto
Steven Bennett
Deb Furlong
Ken Valencia
Kweilin Waller
Ariadna Valentin
Camille Padilla
Jovanna Parkhouse

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Action items taken are noted in **bold** print.

1. **Call to Order/ Roll Call:**

   PBWDB Vice Chair Nick Bielinkski called the October 13, 2022, Phoenix Business and Workforce Development (PBWD) Board Executive Leadership Committee (ELC) Meeting to order at 8:32 a.m. Roll call was completed, and quorum was met with four members in attendance.

2. **Approval of Minutes for ELC June 9, 2022 Meeting Minutes:**

   ELC Member Steven Cramer made a **motion to approve minutes for the June 9, 2022 ELC Meeting** and ELC Member Daniel Barajas seconded.

   ELC Vice Chair Nick Bielinski made a **motion to approve minutes for the March 10, 2022 ELC Meeting** and ELC Member Meghan McGilvra seconded.

   Approved: Nick Bielinski, Jesus Love, Steven Cramer, and Daniel Barajas,

   Opposed: None

   Motion passed unanimously

3. **PBWD Board Chair Update:**

   N/A

4. **Board Platform Vendor and Scope of Work:**

   PBWD Board Liaison, Genie Usher, invited ELC members to volunteer to assist with the compilation of the Board platform software solicitation Scope of Work. The City of Phoenix, Community and Economic Development Department currently has a contract with Govenda that is set to expire in January of 2023. Genie explained to the members the purpose of putting out a new solicitation. ELC Vice Chair Nick Bielinski, Steven Cramer and Daniel Barajas volunteered to spend 30 minutes assisting Genie with the Scope of Work.

5. **November Full Meeting Location Option/Discussion (Veterans Week):**

   ELC Vice Chair Nick Bielinski discussed having future ELC meetings in-person once or twice per year. In particular the November 10 Full Board meeting falls the day before Veteran's Day and PBWDB member, Patrick Fitzhugh had previously volunteered to host this meeting at the USAA campus in Phoenix. Nick explained that these meetings would still offer a hybrid option and in-person attendance would not be mandatory. PBWDB Executive Director, LaSetta Hogans made note that these meetings will still be required to have a virtual attendance option, per City Standard. Nick suggested that the Board also extend this meeting invitation to Mayor Gallego. ELC member Daniel Barajas expressed agreement with this

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suggestion. It was discussed that a list of attendees needed to be provided to Patrick Fitzhugh

6. **Committee Updates:**

Business and Workforce Engagement Committee (BWEC):
Jesus Love, BWEC Chair, shared the committee will continue to work on the strategies with regularly scheduled workgroup meetings for each of the strategies. He also discussed a future coalition of community colleges and a finished workforce alliance to possibly do a joint event. He indicated that there will be more to come on that because he had not heard back from them.

Program Excellence Committee (PEC):
Daniel Barajas, PEC Chair, shared that the committee had a new board member join the Committee. The Committee has been more intentional and purposeful with their scorecard and is working on strategies to improve it by subdividing members to each one of the strategy areas and working towards refining the metrics and the timelines. The committee has also included success stories of the workforce program participants as a standing agenda item.

Additional Updates: Steven Cramer, ELC Member, provided an update on behalf of the Branding and Engagement Strategy Team (BEST) work group, which reflects the team's initiative to be able to focus on the data and the communications that relates to the data to ARIZONA@WORK. Steven gave an overview of the One Stop Operator Monthly report to the ELC.

7. **Matters for Future Discussion:**
   - Scheduling in-person meetings for Board and Committees and next steps.

8. **Call to the Public and Open Discussion:**

ELC Vice Chair Nick Bielinski, reminded members to RSVP for all meetings as required by the Bylaws.

9. **Adjournment:**

A motion to adjourn the meeting was made at 9:35 a.m. by ELC member Steven Cramer and seconded by ELC Chair, Latasha Causey.

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Approved: Latasha Causey, Jesus Love, Steven Cramer, Nick Bielinski, and Daniel Barajas.

Opposed: None

All were in favor and the meeting adjourned at 9:35 a.m.

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ARIZONA@WORK City of Phoenix Website Analytics

January 2022 – August 2022

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Innovative Workforce Solutions

Objective

- Website data analysis (ARIZONA@WORK)
- Periodical trends shown
- Highlights shown

Analysis

- Multiple aspects covered
- Awareness about counts
- Lowlights depiction

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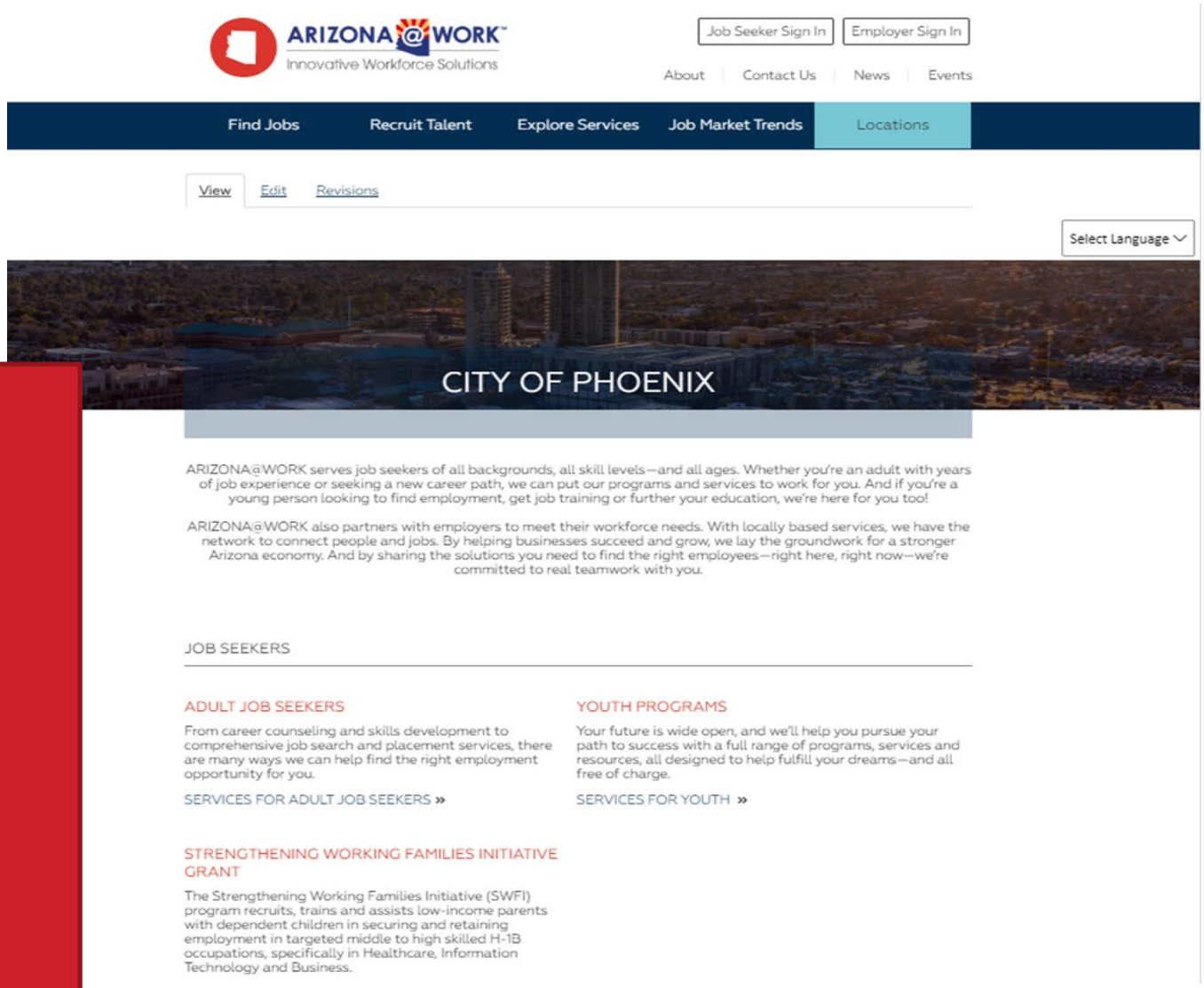

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Monthly summary

January

- Average time on page -105
- Unique page views -7518
- Bounce rate – 57%
- Entrances -2599

February

- Average time on page -79
- Unique page views -6994
- Bounce rate – 61%
- Entrances -2839

March

- Average time on page -100
- Unique page views -7592
- Bounce rate – 61%
- Entrances -3370

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Monthly Summary

April

- Average time on page - 89
- Unique page views - 6137
- Bounce rate – 61%
- Entrances -3069

May

- Average time on page - 85
- Unique page views - 7356
- Bounce rate – 64%
- Entrances - 3997

June

- Average time on page -101
- Unique page views - 10062
- Bounce rate – 63%
- Entrances – 4879

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Monthly Summary

July

- Average time on page -128
- Unique page views -7738
- Bounce rate – 61%
- Entrances -3915

August

- Average time on page -121
- Unique page views -9189
- Bounce rate – 51%
- Entrances -1243

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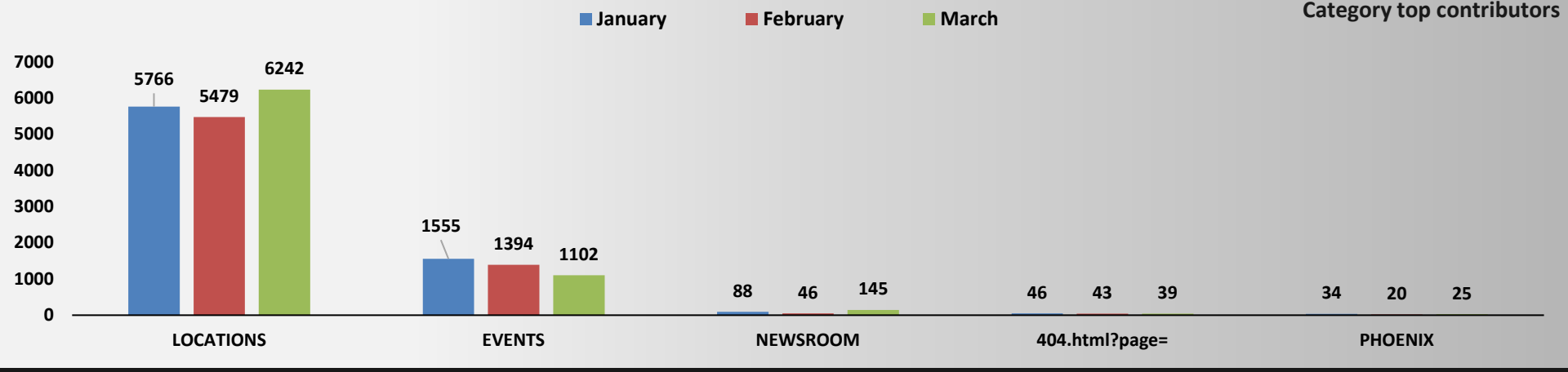
Top contributors : Category – Q1



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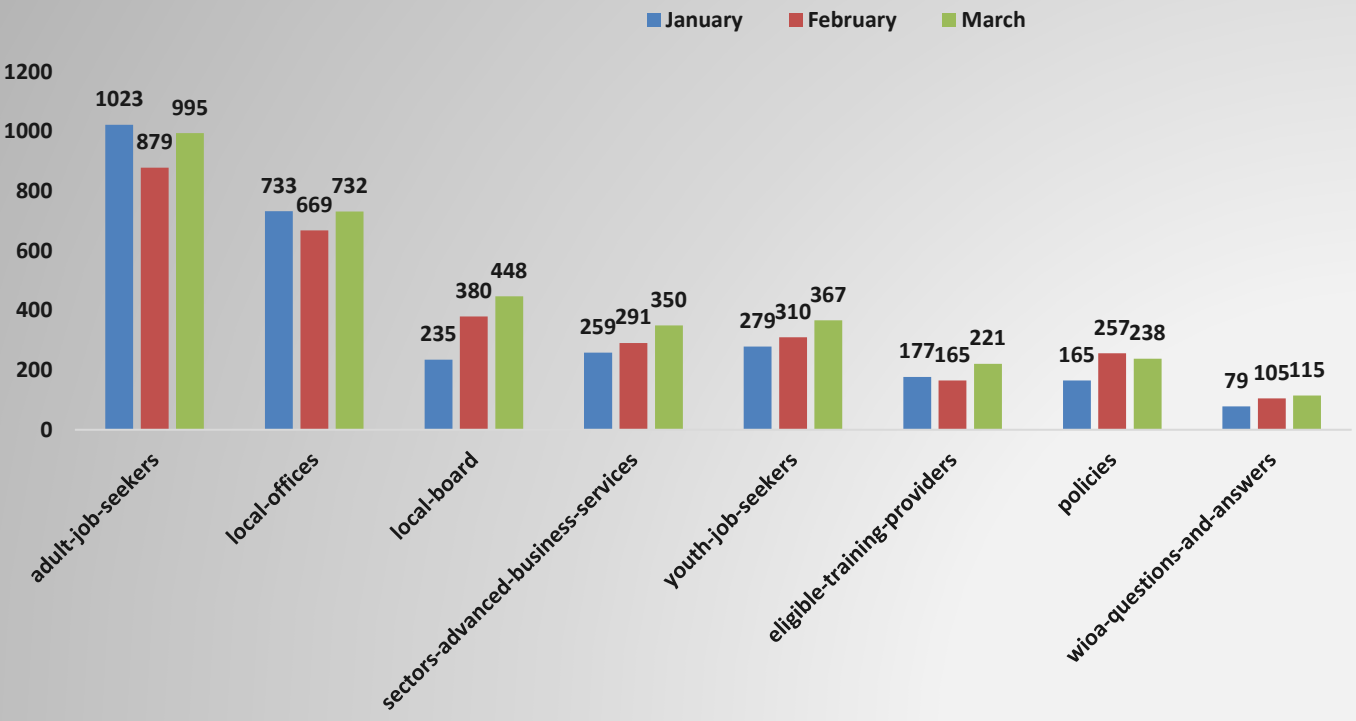

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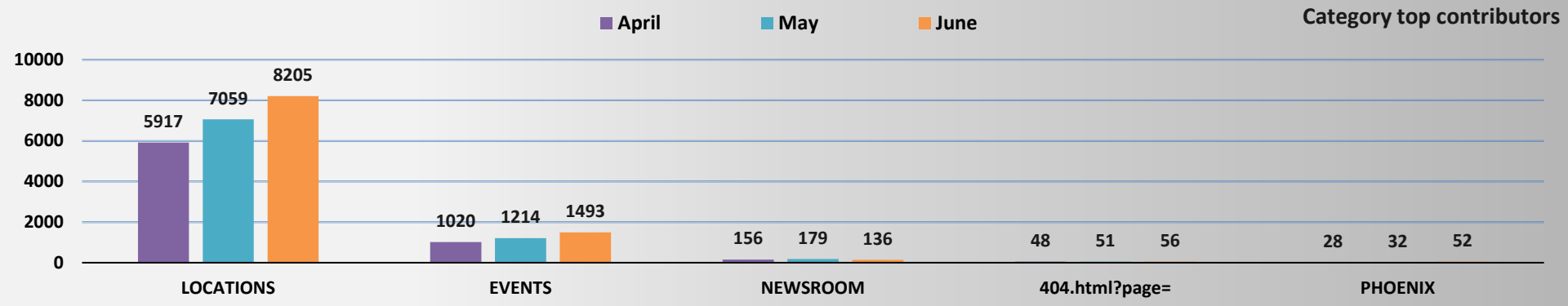

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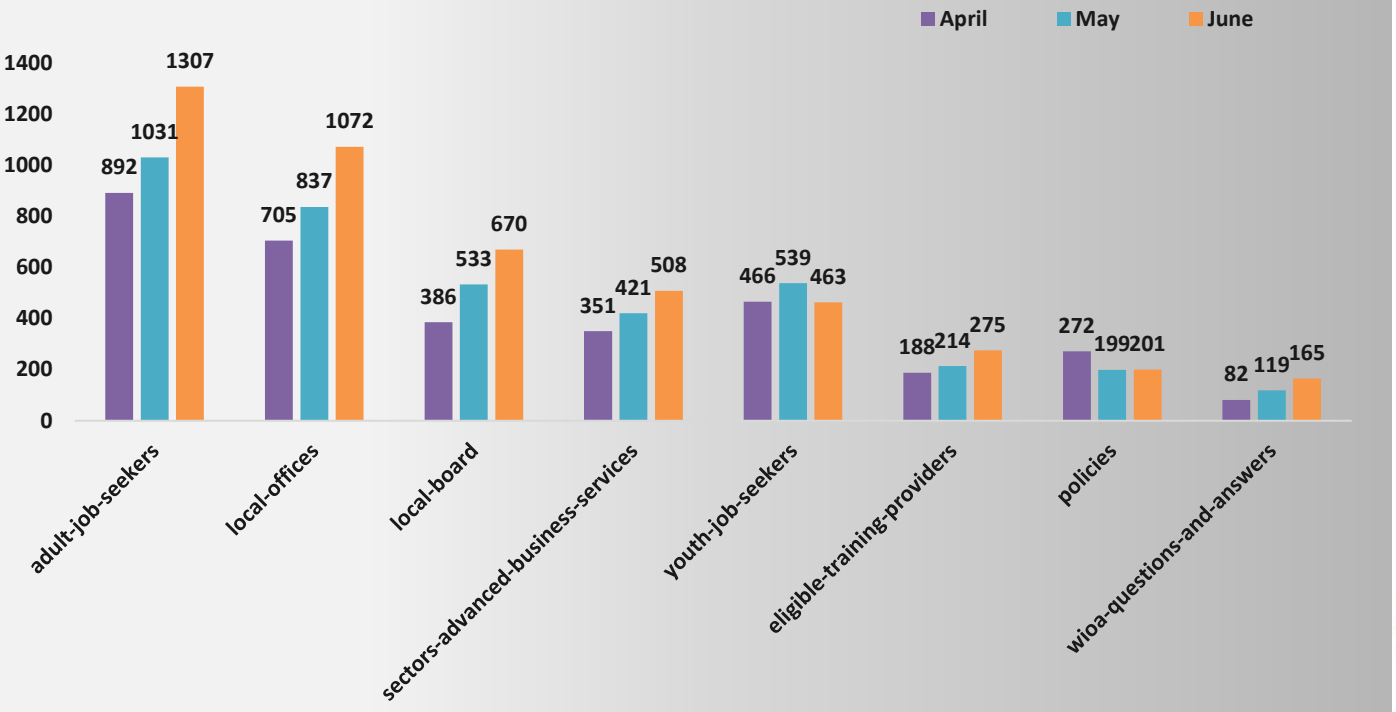

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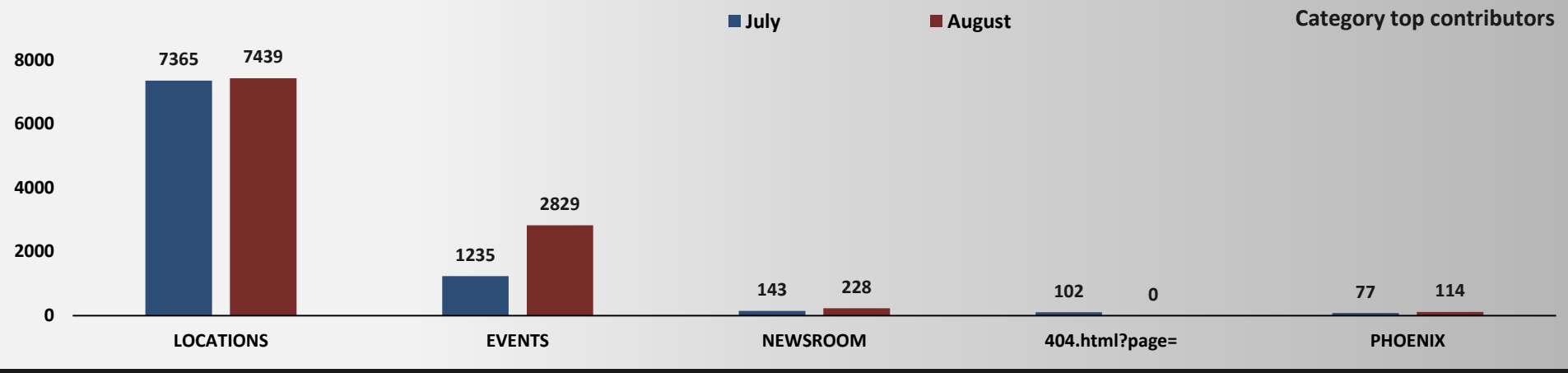

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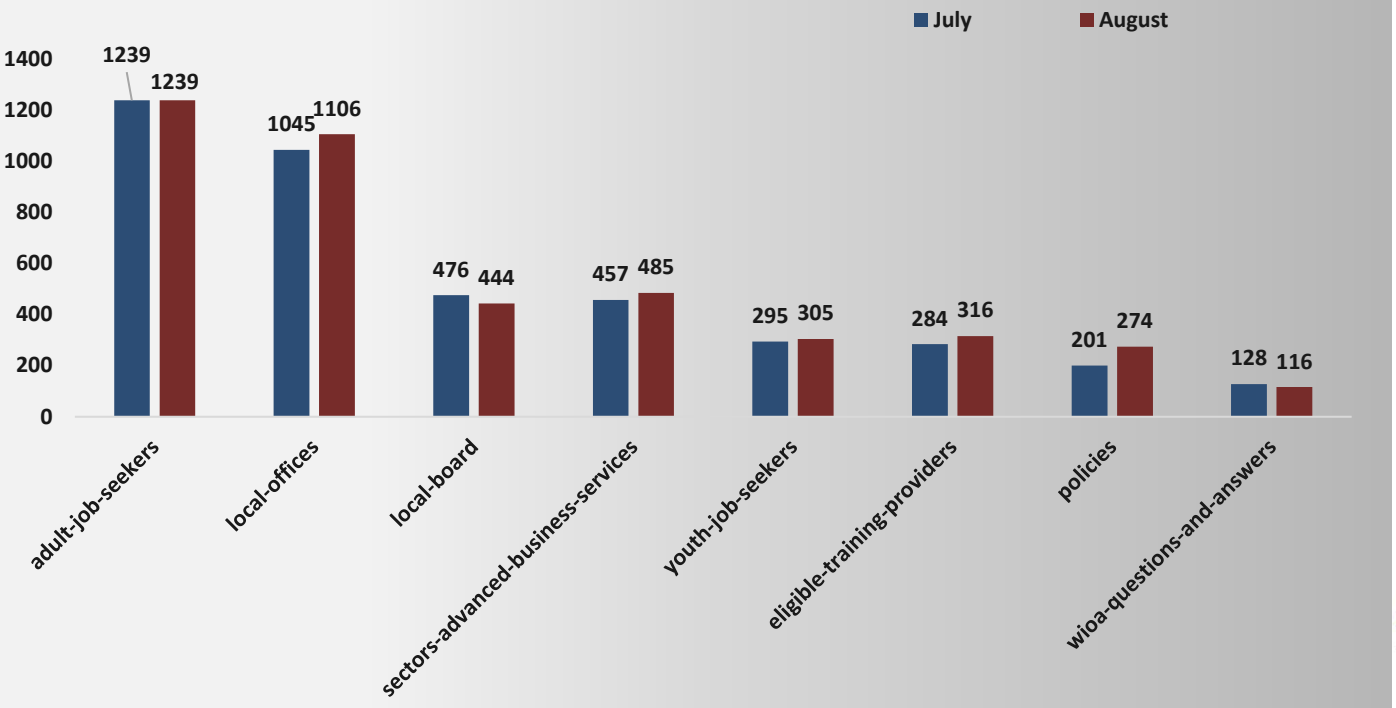

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Top contributors : Events > CoP – (Pageview)

Top 10 contributors - Events		January
city-phoenix	des-case-manager-virtual-hiring-event	181
	virtual-healthcare-career-event-1	145
	interview-skills-success-249	143
	virtual-manufacturing-construction-career-event	136
	create-winning-resume-185	125
	interview-skills-success-250	111
	create-winning-resume-186	81
	virtual-contact-center-career-event-4	73
	virtual-hospitality-career-event-1	72
	understanding-linkedin-32	47

Top 10 contributors - Events		February
city-phoenix	phoenix-sky-harbor-hiring-event	178
	equus-day-hiring-event	130
	create-winning-resume-187	128
	virtual-construction-manufacturing-career-event	114
	virtual-hiring-event-abm-and-city-phoenix-housing-department	99
	virtual-warehouse-hospitality-career-event	79
	create-winning-resume-188	75
	interview-skills-success-252	74
	virtual-healthcare-career-event-2	74
	interview-skills-success-251	72

Top 10 contributors - Events		March
city-phoenix	create-winning-resume-8	148
	interview-skills-success	98
	virtual-bagels-and-business	95
	copper-river-seafoods-hiring-event	90
	interview-skills-success-0	85
	valley-metro-virtual-hiring-event	72
	virtual-healthcare-career-event-2	61
	streets-maintenance-apprenticeship-program-info-session-0	46
	understanding-linkedin	43
	understanding-linkedin-5	41

Top 10 contributors - Events		April
city-phoenix	skilled-trades-expo-virtual-job-fair	300
	create-winning-resume-10	144
	interview-skills-success-1	96
	create-winning-resume-11	75
	interview-skills-success-4	72
	skills-trade-expo-virtual-series	61
	understanding-linkedin-7	40
	rp-companies-hiring-event	32
	virtual-contact-center-career-event-5	29
	calportland-hiring-event	24

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Top contributors : Events > CoP – (Pageview)

Top 10 contributors - Events		May
city-phoenix	Southwest-key-program-hiring-event	190
	Skilled-trades-expo-virtual-job-fair	178
	Interview-skill-success-7	101
	Oakcraft-hiring-event-0	98
	Create-winning-resume-2	80
	Create-winning-resume-0	74
	Integrity-staffing-solutions-hiring-event	74
	Interview=skills-success-3	67
	Taiwan-semiconductor-company-hiring-event	44
	Calportland-hiring-event-0	44

Top 10 contributors - Events		June
city-phoenix	TSMC-hiring-event	373
	TSMC-hiring-event	304
	Create-winning-resume-1	172
	Interview-skills-success-2	133
	Interview-skills-success-5	114
	Create-winning-resume	112
	Understanding-linkedin-0	75
	Understanding-linkedin-1	56
	Camelback-moving-inc-hiring-event	50
	Southwest-key-programs-hiring-event	29

Top 10 contributors - Events		July
city-phoenix	phoenix-municipal-court-hiring-event	182
	create-winning-resume-0	156
	york-employment-hiring-event	130
	interview-skills-success-0	118
	interview-skills-success	116
	city-phoenix-pac-hiring-event	113
	create-winning-resume-4	108
	understanding-linkedin-2	72
	kind-hospitality-hiring-event	50
	create-winning-resume-5	40

Top 10 contributors - Events		August
city-phoenix	phoenix-sky-harbor-hiring-event	178
	equus-day-hiring-event	130
	create-winning-resume-187	128
	virtual-construction-manufacturing-career-event	114
	virtual-hiring-event-abm-and-city-phoenix-housing-department	99
	virtual-warehouse-hospitality-career-event	79
	create-winning-resume-188	75
	interview-skills-success-252	74
	virtual-healthcare-career-event-2	74
	interview-skills-success-251	72

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Job center wise – snapshot

Job Center	Month	Pageviews	Unique Pageviews	Average of Avg. Time on Page	Entrances	Bounce Rate
city-phoenix-north	January	235	185	83	62	62%
	February	240	204	90	107	71%
	March	235	201	111	100	73%
	April	215	180	121	72	76%
	May	271	228	109	103	73%
	June	338	279	78	135	79%
	July	324	266	113	123	67%
	August	377	302	115	128	69%
Job Center	Month	Pageviews	Unique Pageviews	Average of Avg. Time on Page	Entrances	Bounce Rate
city-phoenix-west	January	193	148	118	45	71%
	February	150	128	44	44	89%
	March	179	154	81	65	89%
	April	179	154	81	65	89%
	May	197	171	58	74	93%
	June	251	219	59	110	54%
	July	227	202	56	86	77%
	August	217	191	55	67	82%
Job Center	Month	Pageviews	Unique Pageviews	Average of Avg. Time on Page	Entrances	Bounce Rate
city-phoenix-south	January	144	115	46	30	90%
	February	123	106	68	40	88%
	March	171	147	118	62	87%
	April	162	134	105	49	88%
	May	205	167	70	71	89%
	June	251	219	59	110	54%
	July	227	202	56	86	77%
	August	217	191	55	67	82%

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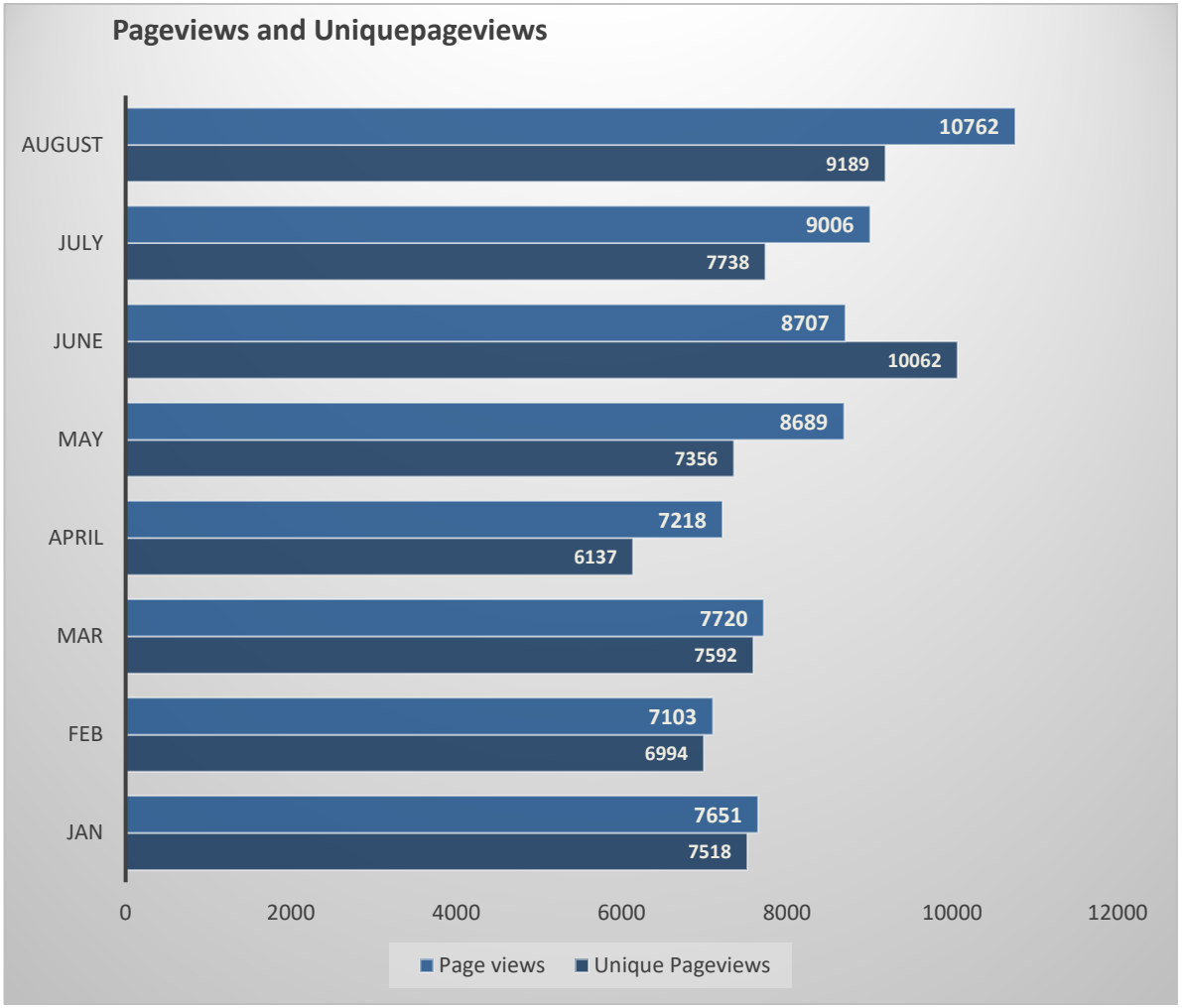
Let's look at the monthly trends ..

Pageview Vs Unique pageview

- ✓ **Page view - the first page a visitor goes to on your site, essentially their point of arrival. They might get there from clicking a Google search result, following a link in an email, or following a recommendation from another site.**
- ✓ **Unique Page view -The total number of times a page was viewed by users in a single session. In other words, a unique pageview aggregates pageviews that are generated by the same user during a session. So, if a person viewed the same page twice (or more times) during an individual session, unique pageviews would only count that pageview once.**
- ✓ **Periodical steady increment is observed over 2022 Q3**



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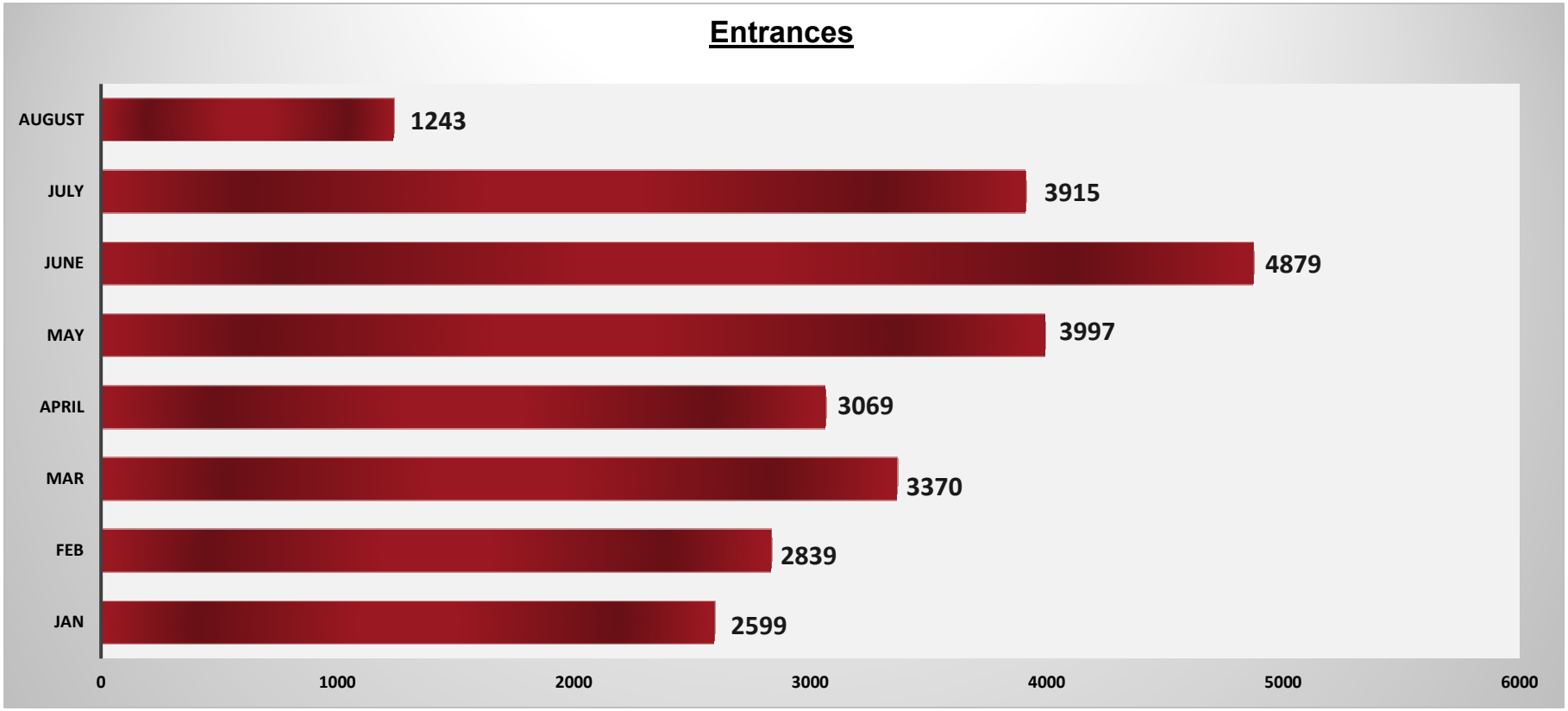
Entrances



- **Entry Page – The first page viewed by a visitor while browsing through a website.**
- **Visible increment of entrances for June 2022**

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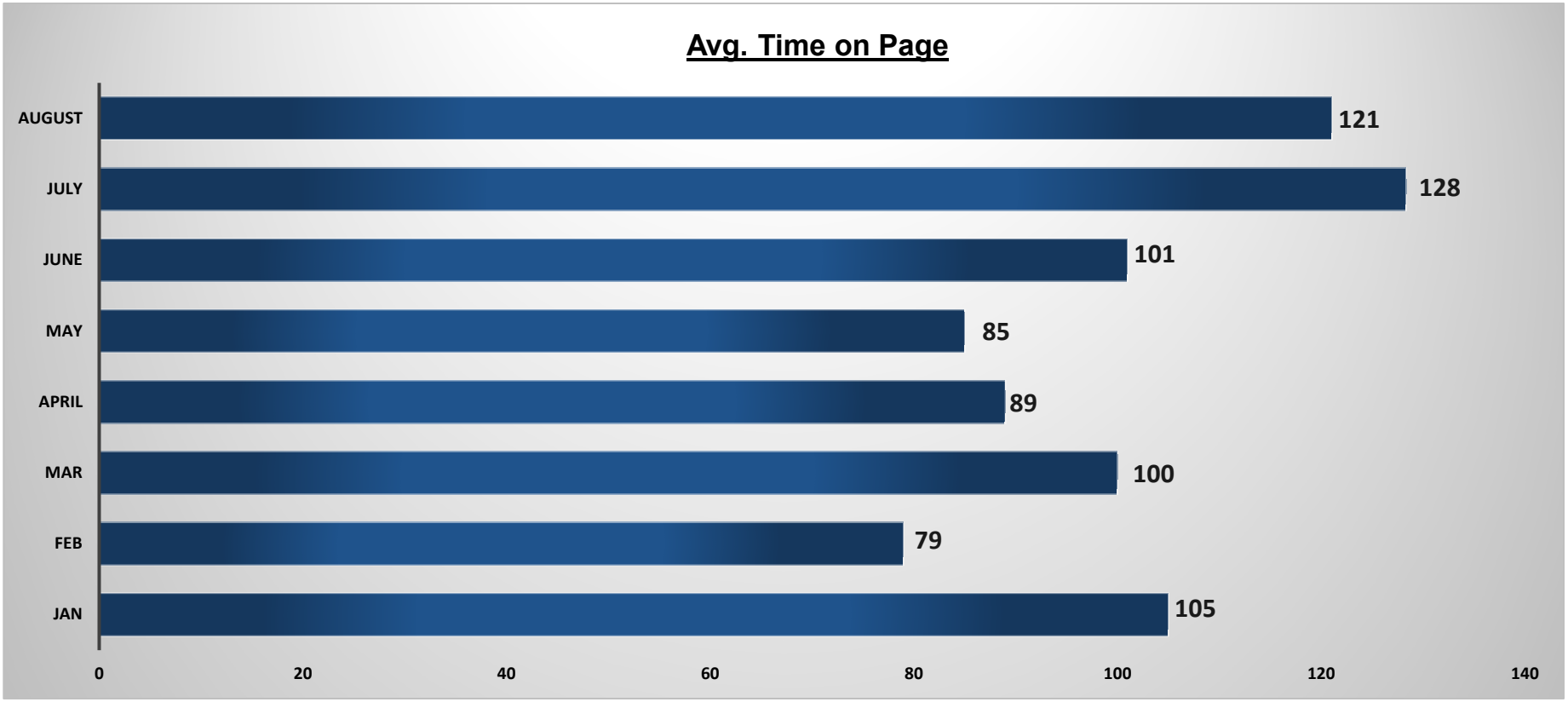
Avg. Time on Page



- **The average amount of time spent on a single page by all users of a website. This metric does not consider exit pages or bounces, and only measures the average time spent by users on non-exit pages**

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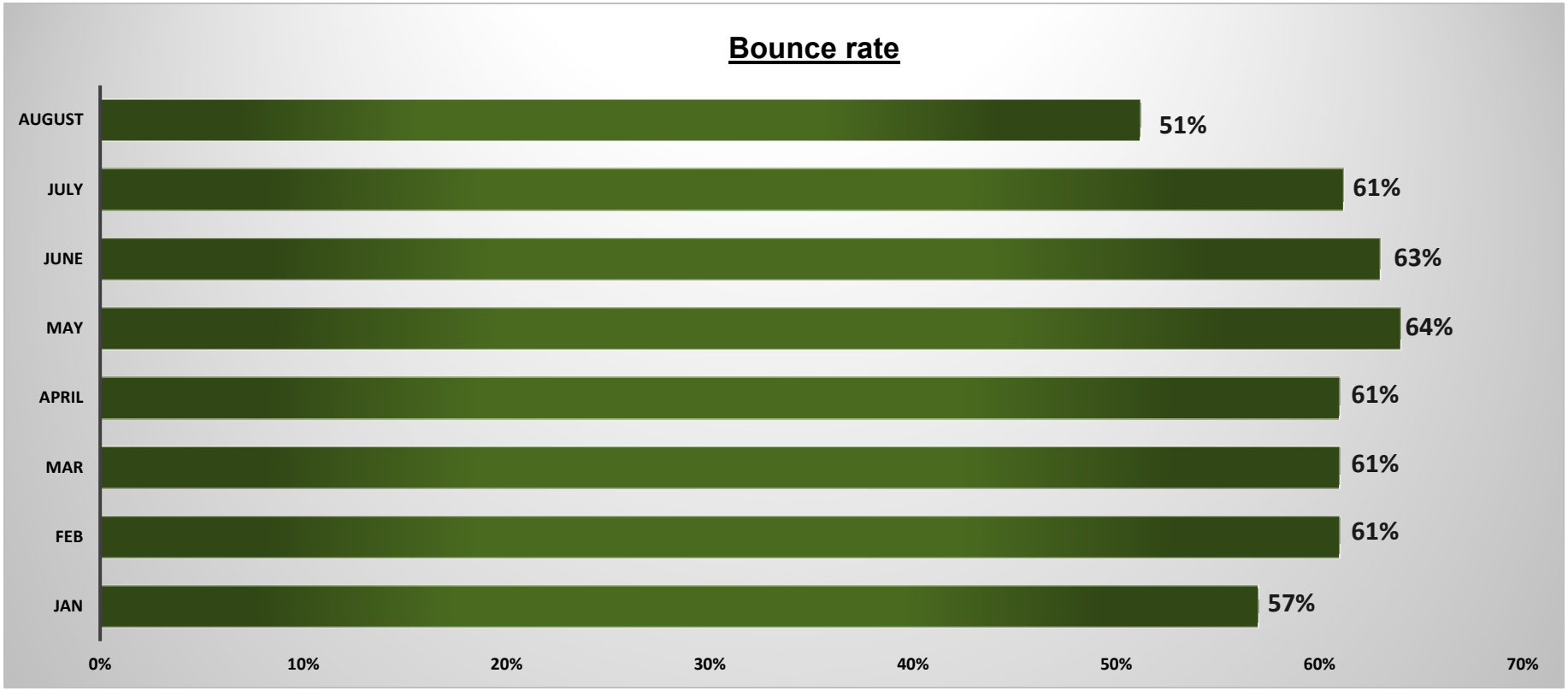
Bounce rate



- **The percentage of visitors that leave your website after viewing a single page.**
- **No further increment is observed in 2022**

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