



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
SERVICE DELIVERY COMMITTEE
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center
302 North First Avenue, 6th Floor, Phoenix, AZ 85003-1611
November 14, 2019
10:45 a.m.**

Members Present:

Susan Ciardullo

Jim Sorensen

Members via Phone:

Stacie Garlieb

Brandon Ramsey

Michelle Jameson

Members Not Present:

Derek Anderson

Public Attendees:

Eddie Barojas

Hayden Maynard

Michael Burchett

Sheila Murphy

Christina Edwards

Tracey Regenold

Sandra Enriquez

Stacey VanEmst

Stan Flowers

Laura Whitehead

LaSetta Hogans

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

1. Call to Order/Roll Call/Introductions

Service Delivery Committee Vice-Chair Susan Ciardullo, called the November 14, 2019 Phoenix Business and Workforce Development (PBWD) Board Service Delivery Committee (SDC) meeting to order at 10:54 a.m. Roll call was completed and a quorum of four members were present.

2. Approval of October 10, 2019 Meeting Minutes:

SDC Ad-Hoc Member Jim Sorensen motioned that the minutes of the October 10, 2019 meeting of the Service Delivery Committee be approved, SDC Chair Michelle Jameson seconded.

Susan Ciardullo and Brandon Ramsey voted to approve the motion. No members were opposed.

3. Review Committee Attendance Hours:

SDC Ad-Hoc Member Jim Sorensen motioned to approve the consent agenda item, SDC Chair Michelle Jameson seconded.

Susan Ciardullo and Brandon Ramsey voted to approve the motion. No members were opposed.

4. Business Engagement Committee Adult and Dislocated Worker-Focused Event

This item has been continued.

5. Upcoming SDC Meeting Dates and Times:

SDC Vice-Chair Susan Ciardullo explained that she and SDC Chair Michelle Jameson will not be able to attend the December and January SDC Meetings because of their involvement with the Stand Down Event. The SDC discussed cancelling the December meeting and to convene at the January Bagels & Business Event hosted by the Phoenix Business and Workforce Development (PBWD) Board on January 16, 2020.

SDC Ad-Hoc Member Jim Sorensen motioned to cancel the December SDC Meeting and to convene during the January 16, 2020 Bagels and Business Event. SDC Vice-Chair Susan Ciardullo seconded.

Michelle Jameson and Brandon Ramsey voted to approve the motion. No members were opposed.

6. One-Stop Operator Update:

One-Stop Operator Stacey VanEmst explained what the Virtual One Stop (VOS) Greeter is and what it tracks and how lists can be sorted by office, visit reason, hourly and daily traffic at one-stops, and by which staff assisted the customer. Staff analyzes data to plan staffing, use trends to plan hiring events

and to plan staffing during high traffic times. The VOS Greeter does not give case management information, but the program staff does track more information such as services received and support services they were referred to. The VOS Greeter does not track unique visits, but they have added an email field to the report to attempt to track unique visits. Goodwill of Northern and Central Arizona Manager, Michael Burchett, suggested a tool could be created using VOS Greeter information and information from the employment services teams in the One-Stops. This information could follow individuals from the welcome function through completion of services received at the One-Stop. SDC Vice-Chair Susan Ciardullo said she would like to know how much funding is going toward services that aid the jobseeker including training, resume writing, and bus passes. She suggested that by using VOS Greeter information and Arizona Job Connection (AJC) together, barriers to getting active assistance from employment services might be identified and addressed.

Stacie Garlieb entered the meeting at 11:20 am. Michelle Jameson left the meeting at 11:20 am.

7. One-Stop Needs and Community Collaboration:

One-Stop Operator Stacey VanEmst showed a presentation of the changes made at the Spokane One-Stop and how they made it more welcoming and relatable to their clientele. As a result of the changes made, they were able to engage more with jobseekers and businesses. Along with remodeling the space, they integrated their teams by function instead of by funding source, so it is based on the customer experience. There is a team in the resource room that engages with walk-ins who are using computers for job search or unemployment services and enrolling them with a career coach. Stacey said that ARIZONA@WORK staff do not know the ARIZONA@WORK mission. She said she asked the Spokane team how they funded their changes and they told her that the funding is there, it just needs to be found. SDC Vice-Chair Susan Ciardullo said that research needs to be conducted to be able to implement such large changes.

8. Marketing Materials:

ARIZONA@WORK City of Phoenix Workforce Supervisor Stan Flowers showed the SDC the different marketing materials that are used to market One-Stop services and hiring events. SDC Ad-Hoc Member Jim Sorensen said that use email blasts to unemployment recipients to advertise events, this list includes up to 25,000 people.

SDC Member Brandon Ramsey stated that he wanted to look at the effectiveness of brochures and see if there are more effective ways to build

community trust in the One-Stops. Looking at how the services are marketed to the communities and what partnerships can make the One-Stops more inviting and welcoming was suggested.

9. Strategic Plan Year Three:

1. Goal 2, Action 1: SDC Vice-Chair Susan Ciardullo said that by integrating reports and survey results process challenges will be identified.
2. Goal 9, Action 3: This will be posted on the PBWD Board Book-It site, not the ARIZONA@WORK website.

SDC Ad-Hoc Member Jim Sorensen motioned that Goal 9, Action 3 be changed to say that the dashboard of metrics would be posted on the PBWD Board online platform. SDC Member Brandon Ramsey seconded.

Susan Ciardullo and Stacie Garlieb voted to approve the motion. No members were opposed.

10. Matters for Future Discussion:

Grassroots marketing in community and social media

11. Call to the Public & Open Discussion:

None

12. Adjournment:

SDC Ad-Hoc Member Jim Sorensen motioned to adjourn the meeting at 12:00 p.m., SDC Vice-Chair Susan Ciardullo seconded.