



**Phoenix Business and Workforce Development Board
Continuous Improvement Committee
Meeting Minutes**

**Phoenix Business and Workforce Development Center
302 N. 1st Avenue, 6th Floor West Conference Room
October 3, 2018**

Members Present

Audrey Bohanan

Members Present via Teleconference

Nick Bielinski

Kelley Coates (joined the meeting at 9:01 a.m.)

Tim Stump, Ad Hoc

Beth Salazar

Members Absent

Derek Anderson

Walker Evans

Members of the Public

Ashley Sisneros

Stacey Van Emst

City of Phoenix Staff

Kerri Barnes

Christina Edwards

LaSetta Hogans

Melissa Magallanez

Cynthia Spell Tweh

1. Call to Order / Roll Call

Audrey Bohanan, Continuous Improvement Committee Chairwoman, called the October 3, 2018, meeting to order at 8:32 a.m. Roll call was completed, and a quorum was present, one member was in person and four were available via teleconference.

2. Review and approval of September CIC Meeting Minutes:

Beth Salazar, Committee Member, motioned to approve the, September 5, 2018 Meeting Minutes, Tim Stump, Committee Ad Hoc Member, seconded the motion.

Motion passed 4:0

Yes: 4 - Audrey Bohannan, Nick Bielinski, Tim Stump and Beth Salazar

No: 0
Absent: 3 – Kelly Coates, Derek Anderson, and Walker Evans

3. Social media for ARIZONA@WORK:

William Bessette, guest presenter was absent. This item is continued to the next meeting scheduled on November 7, 2018.

Committee members discussed quick links on the City of Phoenix website to ARIZONA@WORK. It was suggested that the ARIZONA@WORK be added to the City of Phoenix website with only one-click leading to ARIZONA@WORK. Audrey Bohanan, Committee Chairwoman asked that committee members review the website and be prepared for the guest speaker at the next meeting.

4. Marketing Plan Review and Edits:

Committee members discussed the following suggestions:

- A stronger marketing plan for more effective outreach especially with hard to reach populations
- A tailored plan to reach key markets
- An outline with clear expectations and measurements for growth
- Develop a plan to meet needs
- Board members engaging in board work
- Meet with State PIO regarding the ARIZONA@WORK marketing plan

Audrey Bohanan, Chairwoman, Nick Bielinski, Vice-Chair, Kerri Barnes, and a One-Stop Operator member will participate in a work-group call to draft a Board member 1-page marketing plan and present at the next meeting.

5. Ambassador Tracking Form Research:

It was reported that board volunteer hours do not need to be tracked by committee staff beyond committee meetings. Audrey Bohanan, Continuous Improvement Committee Chairwoman, suggested to take a picture of yourself at an event and post on Google Community or LinkedIn.

LaSetta Hogans, Board Executive, will add new members to Google Community.

Kelley Coates joined the meeting at 9:01 a.m.

6. Strategic Scorecard for the Committee:

Kerri Barnes reported that the all the surveys were sent out by the end of September and that goal 6.1 and 6.2 is done, status is green. Updates are presented at the Section Leaders meeting on a regular basis. Goal 7.1 is done, and status is green.

Committee members questioned the committee assignment of Goals 4.1 and 4.2. Christina Edwards, Board Liaison, will verify the appropriate committee. Goal 8.3 members discussed having the One-Stop Operator report out after the quarterly meetings occur. Goal 8.3 status is green.

Goal 9.1 is being tracked by Christina Edwards, Board Liaison and LaSetta Hogans, Executive to the Board, status is yellow.

7. Review of Volunteer Hours:

Participation in meetings will be the only item tracked. Motion made by Kelley Coates to retire the Ambassador Tracking form and seconded by Tim Stump.

Motion passed 5:0

Yes: 5 - Audrey Bohannan, Nick Bielinski, Kelley Coates, Tim Stump and Beth Salazar
No: 0
Absent: 2 – Derek Anderson, and Walker Evans

8. Department of Economic Security (DES) Customer Service Survey Results:

Clients enrolled in AJC that receive a service or are on the path to Exit will receive a phone call from DES. This includes Title IB and Employment Services. Survey Monkey will be used for ARIZONA@WORK City of Phoenix. DES Staff will follow up on any issues.

9. Committee Meeting Day, Location and Time:

The committee agreed to change the regularly scheduled meeting to the first Wednesday of the month at 4:00 p.m. Motion made by Tim Stump to change the meeting time and seconded by Kelley Coates. **Motion passed 5:0**

Yes: 5 - Audrey Bohannan, Nick Bielinski, Kelley Coates, Tim Stump and Beth Salazar
No: 0
Absent: 2 – Derek Anderson, and Walker Evans

10. Matters for Future Discussion:

Marketing of new SOAR video

11. Call to the Public and Open Discussion:

Stacey Van Emst, One-Stop Operator staff, reported new membership cards with a link to the survey. Also, South Mountain Job Center will be added to the membership card.

Ashley Sisneros, new One-Stop Operator staff, introduced herself as staff working with Partner Coordination.

12. Adjournment:

Tim Stump, Committee Ad-Hoc Member, motioned to adjourn the meeting at 9:33 a.m., Kelley Coates seconded, **Motion passed 5:0.**

Yes: 5 - Audrey Bohannan, Nick Bielinski, Kelley Coates, Tim Stump and Beth Salazar
No: 0
Absent: 2 – Derek Anderson, and Walker Evans