

**Phoenix Business and Workforce Development Board
Executive Leadership Committee Meeting Minutes
December 12, 2019 ~ 8:30 a.m.**

The meeting of the Phoenix Business and Workforce Development Board Executive Leadership Committee was held on December 12, 2019 located at Phoenix City Hall, 200 W. Washington St., 20th Floor, Phoenix, AZ 85003.

Committee Members Present:

Audrey Bohanan (Chair)
Michael Hale (Vice Chair)
Bethany Woodard
Nick Bielinski
Jesus Love
Steven Cramer

Janice Mrkonjic
Susan Ciardullo
Michelle Jameson
Daniel Barajas

Committee Members Absent:

Nick DePorter

Public Attendees:

Kerri Barnes
Stacey Van Emst
Stan Flowers
LaSetta Hogans
Christina Edwards
Sheila Murphy
Isis Sanchez

Stephen Paskel
Tracey Regenold
Michael Burchett
Kweilin Waller
Mark Carr

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

1. Call to Order/ Roll Call/ Chair Update

PBWDB Chair Audrey Bohanan called the December 12, 2019 Phoenix Business and Workforce Development (PBWD) Board Executive Leadership Committee (ELC) Meeting to order at 8:34 a.m. Roll call was completed, and quorum was met with 10 members in attendance.

Chair Update The following items were discussed during the Chair Update:

1. Strategic Planning Board Retreat- February 27th & 28th. Need to make sure all committees have representation at the retreat.

2. Current PBWD Board Vacancies: 2 Labor Vacancies. Must be filled by February 2020.
3. Committee Update Reports
 - Be sure to submit 1 week after your meeting
 - Add your suggestion of completing them after their committee meetings
4. National Association of Workforce Boards (NAWB) is accepting nominations for their 2020 Board of Directors. This is a great way to represent our local area on a national level. If anyone is interested let Christina know and she will send information to you via email.
5. Meet and Greet with Mr. Jeffery Stone, Regional Director of Region 6 for the US DOL. Share and ask others that attended to share.
6. The state will be holding an ARIZONA@WORK IT Summit in January 2020. The purpose will be to identify IT functionality needed to fulfill our goals of:
 - (1) promoting a strong Arizona economy
 - (2) serving business needs
 - (3) preparing job seekers and defending against poverty, and
 - (4) protecting taxpayers by providing efficient, accountable government services.

All stakeholders will be invited including WAC, local boards, program operators, and education partners. The state has asked that all local areas pause workforce-related IT procurement activities until we can collaborate on these efforts. More details to come.

2. Approval of Minutes for October 10, 2019 Meeting:

ELC member Michelle Jameson made a **motion to approve minutes for the October 10, 2019 meeting**, and ELC member Steven Cramer seconded.

Approved: Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Michelle Jameson, Jesus Love, Janice Mrkonjic and Bethany Woodard


Opposed: None

Motion passed unanimously

3. Attendance Records- PBWDB & ELC

ELC Chair, Audrey Bohanan, reviewed the attendance logs for the PBWDB and ELC meetings with committee members. Chair Bohanan reminded ELC members of the importance of being present at Board and committee meetings. Chair Bohanan instructed the Board Liaison to update the attendance logs with excused absences appearing in white with the letter “E”.

4. PBWDB Committee Updates


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**Phoenix Business and Workforce Development Board
Committee & Workgroup Report**

Committee/ Workgroup Chairs and/or Vice Chairs, please complete this report and email to christina.edwards@phoenix.gov and lasetta.hogans@phoenix.gov after each committee or workgroup meeting.

These updates will be shared at the Executive Leadership Committee meetings and the Full Board meetings.

Date: November 21, 2019

Committee Name: Business Engagement Committee

Committee Members: Jesús Love (Chair), Janice Mrkonjic (Vice Chair), Kaaren-Lyn Graves, Dean Van Kirk, Ali Garnero-Hernandez and Patrick Winters (ad hoc member).


Up to three (3) items to share with the PBWDB:

- We were thrilled to have special guests join us at today's meeting:
 - Fellow PBWDB member Brandon Ramsey, and City of Phoenix staff member Stan Flowers. In the public audience were Sheila Murphy and Tracey Regenold, Consultants to our PBWDB.
- An insightful and enthusiastic conversation, with laughter, regarding future Bagels and Business events was enjoyed by all. Many thanks to Brandon and Stan for representing the Service Delivery Committee whose purpose is the focal point of our January 16, 2020 Bagels and Business event. We recognize this event could not be as awesome as it is without the amazing support from City of Phoenix personnel: Rob Stenson, James Montoya, LaSetta Hogans, Christina Edwards, Hayden Maynard, and their fellow collaborators. We covered a variety of interests including but not limited to:
 - program format – panel discussion, intentional networking, bridging what we know as Titles I and 3
 - create poster boards describing processes through the lens of an Arizona@Work job seeker and employers. These boards will be available for display at future events to educate our audience.
 - create a 3-5 question survey and a Call to Action of our audience to retain their commitment to attending future Bagels & Business events, let alone hire our @Arizona@Work job seekers.
- For the December 19, 2019 meeting, each committee member will review the Labor Market information and Numbers@Work documents, along with the reporting elements, provided in our October 17, 2019 meeting. This will help Rob Stenson and his team to collect meaningful metrics of results that represent this Committee's purpose and goals.

What do you need from Board Members?

- We request the presence of all PBWDB members at our Bagels and Business events, particularly members of the Committee that aligns with the presentations:
 - Thursday, January 16, 2020 – Connecting with Soft and Hard Skill-Trained Candidates (Title I & III)
 - Thursday, March 19, 2020 – Empowered Candidates Connecting to Career Pathways (Title II)
 - Thursday, May 21, 2020 – Leveraging Referrals (Title I & III), Business Service Center
 - Thursday, August 20, 2020 – Inclusive Hiring Programs (Title IV)
 - Time – 9:30am to 10:30am
 - Networking @9:30am | Opening Remarks @9:00am | Program @9:15am | Conclude @10:30am
 - Location – City of Phoenix, Business and Workforce Development Center, 302 N First Ave., 6th Floor, Phoenix AZ 85003
- We request the presence of a committee-specific member at our Business Engagement Committee's monthly meeting leading up to the Bagels and Business event focused on the purpose and goals of their working committee. Invitations to join us will be sent in January 2020. Many thanks in advance.
 - Advancing Youth Workforce
 - Continuous Improvement
 - Service Delivery

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Date: November 14th, 2019

Committee Name: Service Delivery Committee (SDC)

Committee Members: Derek Anderson, Jim Cahill, Susan Ciardullo, Stacie Garlieb, Michelle Jameson, Brandon Ramsay, Jim Sorensen

Up to three (3) items to share with the PBWDB:

- One-Stop Operator Goodwill's Michael Burchett and Stacey Van **Enst** shared data on customer experience upon visiting one-stops, their welcome function. They informed us they have a lobby management tool to track and analyze this data, but it does not connect with AJC outcomes. For Goodwill's other function, keeping an eye on the system at large, we are asking to see continuous improvement of the operations with a tool to show conversions: what happens from when a customer enters to what services they use and if they get assistance leading to employment. We would also like to examine survey data (AMS).
- Stacey Van **Enst** shared a best practice from Spokane, WA, where they remodeled the one-stops to be more user friendly. It has the welcoming look of a library versus DMV. A benefit of the model is everyone must sign into AJC to use any services. As of now we don't enroll people in the resource room, so we aren't tracking those users. They also align the team by customer function, not funding stream, which makes more sense to the customers. The team decided once we analyze our own data to see our baseline we can see what aspects we may want to adopt.

What do you need from Board Members?

Continuous Improvement committee, please help with 1) above.

**Continuous Improvement
Committee (CIC):**

CIC Chair, Nick Bielinski, shared that the committee continues to work on goals and strategies that are meaningful and can be accurately measured. The committee is looking at the One-Stop Operator Monthly Reports and the survey responses within those reports. The November and December committee meetings were cancelled due to no quorum of members. The CIC would like to request that new PBWDB members be assigned to the CIC to help increase the number of committee members to ensure quorum can be met on a continuous basis.

**Advancing Youth Workforce
Committee (AYWC):**

AYWC Vice Chair, Bethany Woodard, stated the committee continues to look at the Scorecard for year three and make adjustments to goals and strategies. Vice Chair Woodard shared the results of the Youth Ambassador Workgroup meetings and that a WEX was in place for a youth enrolled in WIOA. The Youth Ambassador also has an ad-hoc seat on the Advancing Youth Workforce Committee but does not have voting rights within the committee.

ELC Chair, Audrey Bohanan, ask Vice Chair Woodard to present the Youth Ambassador Workgroup results at the next PBWDB meeting in January.

4. PBWD Board Policy Procedure

ELC Chair, Audrey Bohanan, reviewed the language that was added per the committee's request, in the PBWD board Policy Procedure regarding a need for clarifying policy language. The following language was added to the document:

A. Revisions

For the purposes of this policy, "Administrative" revisions are considered modifications that do not have substantive changes to policies such as correcting editing errors would not reflect a change or intent on the policy. "Substantive" revisions are any modifications that change how or what services are being provided and would reflect a change of the intent of the effort or policy. Any modifications to the proposed policy will be highlighted and submitted to the PBWD Board for review and approval. If there is a need for clarification regarding the language in the PBWD Board policies, the advice of the City of Phoenix attorney will be taken into consideration.

Additionally, language regarding a public comment period was added to the document:

B. Public Comment Period

All proposed policies will be posted on the ARIZONA@WORK website for public comment for a period not less than two weeks (calendar days) to allow contractors, subrecipients, and system partners an opportunity to review the proposed policy and make recommendations. Upon completion of the public comment period, if further discussion is needed with stakeholders, a web conference will be scheduled with all parties to review and discuss revised draft policy.

Chair Bohanan suggested implementing the public comment period after July 1, 2020. Public comment period has been deemed a “best practice” and gained committee support regarding implementing a public comment period. Any comments submitted would be sent back to the PBWDB for review and consideration. The committee will revisit the PBWD Board Policy Procedure document at the July PBWDB meeting.

5. PBWD Board and ARIZONA@WORK City of Phoenix Policy Review and Draft Approval:

Deputy Human Services Director, Kweilin Waller, reviewed the policy changes with the committee on the following policies:

- A. **SWFI** Sec. 400-401 Grant Program Eligibility
- B. **SWFI** Sec. 400-402 Support Services
- C. **SWFI** Sec. 400-414 Support Services- Childcare

ELC member Steven Cramer made a **motion to approve the SWFI policies A.-C.** and ELC member Susan Ciardullo seconded.

Approved: Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Michelle Jameson, Jesus Love and Bethany Woodard

Opposed: None

Motion passed unanimously

6. PBWDB Membership Application Review and Recommendation

The Executive Leadership Committee (ELC) will reviewed the application, resume and letter of recommendation for two board vacancies, consisting of three candidates.

1. An application and resume were received from **Christine Gannon, Founder/Managing Partner of Brightworks Consulting**, for a vacant Small Business position on the PBWD Board. This applicant is recommended by PBWDB Member Brandon Ramsey.
2. An application and resume were received from **Maurice Nally, Director of Strategy & Transformation at Republic Services**, for a vacant Business position on the PBWD Board. This applicant is recommended by PBWDB Member Nick Bielinski.
3. An application and resume were received from **Stephen Paskel, Owner & Senior Vice President of Operations at CMIT Solutions of Biltmore**, for a vacant Business position on the PBWD Board. This applicant is recommended by PBWDB Member Steven Cramer.

ELC member Steven Cramer **motioned to recommend all three candidates to the City of Phoenix Mayor and City Council for review and appointment to the PBWD Board** and ELC member Susan Ciardullo seconded.

Approved: Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Michelle Jameson, Jesus Love and Bethany Woodard

Opposed: None

Motion passed unanimously

8. Client Referral System Research Update

One-Stop Operator, Stacey Van Emst, and Michael Burchett, Manager, gave the committee an update on progress towards a Client Referral System (CRS) among the workforce system partners.

Stacey shared that sessions at the Quarterly Partner Meetings have been held with Title I and Title III leaders to see what they want out of a CRS. These partners want to make sure a CRS is appropriate and that someone receives the referral. Partners want an electronic, easy to use referral system. Shared language and common measures are key to the referral system success.

Stacy also reached out to all the local workforce development areas in the state to see what they currently use for partner referrals.

Michael Burchett, One-Stop Manager, walked the committee through screen shots of the proposed Client Referral System (CRS). The tool being used for the CRS is Confluence, an open source software platform, and it is wiki-

based. Content on the platform can be managed easily and creates good functionality for users. Every partner organization that sends/receives referrals will have the ability to track the referrals through Microsoft forms.

The next step is for Michael to work with a small group of partners for a pilot test of the CRS. These partner organizations should be actively making referrals to/from the job centers for the pilot to be successful.

Michael let the committee know if they would like an individual demo to please let him know. Jesus Love and Steven Cramer asked for a private demo of the CRS.

9. Title II- Adult Education Shared Costs Update

Jesus Love, PBWDB Member and Title II partner, shared information around the MOU and shared cost. Jesus asked if the RFP process has begun for the Client Referral System and while a CRS is on the PBWDB procurement plan, an RFP is not currently in process.

Jesus shared that the shared costs addendum to the MOU for Title II to share costs with Title I is in process. Meetings have taken place for review of the proposed shared cost agreement. City teams are internally reviewing the terms of the agreement. Jesus hopes that by the January meeting an agreement will be finalized.

10. PBWD Board Strategic Plan ELC Scorecard-Year Three Goals

The following goals/strategies were updated on the ELC Year Three Scorecard:

- Goal 3.1 change strategy to read, “Acquire technology. Budget and implement technology.
- Goal 4. Split goal between jobseekers and business. Add Strategy: Obtain report from DES on ARIZONA@WORK website clicks. Utilize CED outreach and marketing individuals to assist ELC in marketing ARIZONA@WORK to the community.
- Goal 5: Board members will reach out to other workforce boards across the country. Several board members are attending NAWB in March 2020.
- Goal 7.1 was deleted. Goals 7.2, & 7.3 were combined. Status is yellow.
Summer Youth RISE – 400 applicants and 150 or so served. There may be an opportunity to help provide additional funding for RISE.

Applications go out in February. Need PBWDB support in seeking additional funding opportunities. WEX opportunities with board members business.

Long-term solution for funding to be donated to the City. Board staff can assist in researching this. Kweilin Waller, Deputy Human Services Director, stated we can work with Neighborhood Services. RISE needs funding-board members can introduce RISE staff then they can pitch to businesses.

- Goal 9.1 stayed yellow.

ELC member Michael Hale **motioned to approve the changes to the ELC Scorecard Year 3** and ELC member Steven Cramer seconded.

Approved: Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Michelle Jameson, Jesus Love and Bethany Woodard

Opposed: None

Motion passed unanimously

11. Matters for Future Discussion

- Send “Save the Date” for the PBWDB Strategic Plan Retreat, Feb. 27th & 28th, 9:00 a.m. – 4:00 p.m. @ Phoenix Business and Workforce Development Center
- Update PBWDB and ELC attendance logs with “excused” absences
- Send Labor vacancy definitions to Board members for two current Labor vacancies on the PBWDB
- Add **WIOA Policy Procedure** document to June ELC meeting agenda to revisit and finalized
- Add PBWDB member recognition to the February ELC meeting agenda

12. Call to the Public and Open Discussion

None

13. Adjournment

A motion to adjourn the meeting was made at 10:28 a.m. by ELC Member Susan Ciardullo and seconded by ELC member Michelle Jameson.

Approved: Audrey Bohanan, Michael Hale, Daniel Barajas, Nick Bielinski, Susan Ciardullo, Steven Cramer, Michelle Jameson, Jesus Love and Bethany Woodard

Opposed: None

All were in favor and the meeting adjourned at 10:28 a.m.