



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
BUSINESS ENGAGEMENT COMMITTEE
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center
302 North First Avenue, 6th Floor, Phoenix, AZ 85003-1611
October 17, 2019
11:00 a.m.**

Members Present:

Kaaren-Lyn Graves
Jesus Love

Janice Mrkonjic
Patrick Winters

Members Attending via Teleconference:

Dean Van Kirk

Public Attendees:

Christina Edwards
LaSetta Hogans (PBWDB Exec. Dir.)
Hayden Maynard

James Montoya
Rob Stenson

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

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair, Jesus Love, called the October 17, 2019 meeting to order at 11:04 a.m. Roll call was completed and a quorum of five members was present.

2. Approval of September 19, 2019 Meeting Minutes:

BEC Ad-Hoc Member Patrick Winters motioned for approval of the September 19, 2019 BEC minutes, BEC Member Kaaren-Lyn Graves seconded.

Jesus Love, Janice Mrkonjic, and Dean Van Kirk voted to approve. No members were opposed.

3. Review Committee Attendance Hours:

BEC Ad-Hoc Member Patrick Winters motioned to approve the consent agenda item, BEC Member Kaaren-Lyn Graves seconded.

Jesus Love, Janice Mrkonjic, and Dean Van Kirk voted to approve. No members were opposed.

4. Bagels & Business Event Recap:

BEC Members discussed the October 17, 2019 Bagels & Business Event that focused on youth engagement. ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor, Rob Stenson, shared that the Phoenix Business and Workforce Development Board (PBWDB) Chair, Audrey Bohanan, suggested making more time for networking at the end of the event and asked if name badges could be created. BEC Vice-Chair, Janice Mrkonjic, suggested sending the registrants who did not attend the event a recap of the event and resources, as well as information about the next event in January. Rob suggested having more service providers at future meetings and suggested that program leads of service providers bring specific data that shares return on investment (ROI) with the businesses to incentivize collaboration.

Rob shared there would be a meeting outline available for the January Bagels & Business event at the November BEC Meeting. Rob asked members if they wanted non-WIOA funded service providers to be involved in future events. The BEC decided it would be good to invite more service providers. Janice suggested after the panel and testimonials during the January event that they have a speed networking activity, so members of the audience can interact with the service providers. BEC Member, Kaaren-Lyn Graves, suggested having more participant testimonials at events. BEC Chair, Jesus Love, suggested asking the Service Delivery Committee (SDC) if there could be an item on their next committee meeting agenda to discuss the January Bagels and Business event and will work with Board staff to coordinate with the SDC.

Dean Van Kirk left the meeting at 11:45 a.m.

No action was taken.

5. Reporting Elements:

PBWDB Executive Director LaSetta Hogans presented the elements that providers use to report outcomes and what data they are able to pull from the elements. LaSetta shared that the Executive Leadership Committee (ELC) has asked that the PBWDB Committees share which information they want presented to them and that the Continuous Improvement Committee (CIC) would be tracking that information. ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that the information the

Business Engagement team tracks is reported to the BEC in the Numbers@Work report every month. LaSetta shared that a dashboard will be created from the data that the committees request. BEC Chair, Jesus Love, suggested waiting until next meeting to finalize which items they want reported to the BEC, giving members time to review the data they currently review and what data is available. Rob shared that the Business Engagement Team funding is tied to Incumbent Worker Training (IWT), On-the-Job Training (OJT), customized training, and Rapid Response. The Business Engagement Team also provides recruiting activities, including hiring events, job posting, and resume screening, to Phoenix-based businesses. The team also provides Labor Market Information (LMI). LaSetta shared that providing LMI to businesses and service providers is a PBWDB responsibility.

6. Work-Based Learning Review:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson explained that Incumbent Worker Training programs are layoff aversion programs. The program is used to identify which missing skills in existing employees are preventing individual and business success. The training is intended to upskill employees to prevent a future layoff, making the employee more competitive in the workplace and to make them more profitable for the business they are currently employed by. The ELC voted to initiate a rubric that will be used to determine whether IWT applications should be accepted.

7. Regional Business Engagement Efforts:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that the Business Engagement Team has been involved in more regional recruitment efforts. The region is successful at short-term events, where applicants are brought into hiring events. The region is currently working with a hiring company that needs 1,000+ employees over several months. The recruiting efforts are more time-intensive than hiring events, because the team is pulling resumes from Arizona Job Connection (AJC) and calling candidates and screening them before forwarding resumes to the company. The team is reviewing up to 100 candidates a week, but only sending 1-2 resumes to the company. The team has started asking if they need to augment AJC with another system to conduct more efficient searches for companies.

8. Skills Gap Discussion:

This item was continued

9. Numbers@Work Report:

This item was continued

10. Strategic Plan Scorecard Review:

This item was continued

11. Matters for Future Discussion:

Reporting Elements: review data elements for future dashboard

Bagels & Business attendance data and future event outline

Tools for a better recruitment strategy

On-the-Job Training Program review

12. Call to The Public & Open Discussion:

None

13. Adjournment:

BEC Vice-Chair Janice Mrkonjic motioned to adjourn the meeting, BEC Ad-Hoc Member Patrick Winters seconded.

Kaaren-Lyn Graves and Jesus Love approved the motion and the meeting was adjourned at 12:59 p.m.