



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

**Located at: Phoenix Business and Workforce Development Center  
302 North First Avenue, 6<sup>th</sup> Floor, Phoenix, AZ 85003-1611  
August 15, 2019  
9:00 a.m.**

**Members Present:**

Alineth Gamero-Hernandez  
Kaaren-Lyn Graves  
Jesus Love

Janice Mrkonjic  
Patrick Winters

**Public Attendees:**

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 August 15, 2019 meeting to order at 9:02 a.m. Roll call was completed and a quorum of four members were present.

**2. Approval of June 20, 2019 Meeting Minutes:**

BEC Ad-Hoc Member Patrick Winters motioned for approval of the June 20, 2019 BEC minutes, BEC Member Kaaren-Lyn Graves seconded.

**Jesus Love and Janice Mrkonjic voted to approve. No members were opposed.**

**3. Review Committee Attendance Hours:**

BEC Vice-Chair Janice Mrkonjic motioned to approve the consent agenda item, BEC Ad-Hoc Member Patrick Winters seconded.

**Kaaren-Lyn Graves and Jesus Love voted to approve. No members were opposed.**

BEC Member Alineth Gamero-Hernandez entered the meeting at 9:07 am.

**4. Outreach Events Workgroup Update:**

BEC Chair, Jesus Love, shared updates from the July meeting of the Outreach Events Workgroup (OEW). The OEW decided to hold a series of events focusing on Title I-IV partners and the business services they offer and which populations they serve. The Bagels & Business events will be held quarterly on October 17, 2019. BEC Vice-Chair, Janice Mrkonjic, shared that the events would target Human Resources certified individuals and work with the Society for Human Resource Management (SRHM) to attach a human resources continuing education credit to individuals attending the events. Janice shared that a marketing professional with the Maricopa Community College District (MCCD) will collaborate with the OEW to create a formal invitation to the October 17, 2019 event. Phoenix Business and Workforce Development Board (PBWDB) Executive Director LaSetta Hogans shared that the Advancing Youth Workforce Committee (AYWC) is interested in partnering for a Bagels & Business event. ARIZONA@WORK City of Phoenix (COP) Business Engagement Team Supervisor, Rob Stenson, suggested having a Title I event and a separate Youth-focused event.

Jesus suggested inviting PBWDB Board Chair Audrey Bohanan to give opening remarks at the October 17, 2019 Bagels & Business Event. LaSetta suggested inviting PBWDB Vice-Chair, Michael Hale, to give the opening remarks because he has been involved with planning the Bagels & Business events in the past. Rob Stenson suggested holding the Youth event first, because they may have programs that are ready to start and may help build momentum going into the rest of the series. Janice Mrkonjic suggested engaging a workforce development professional from a known brand name might be attractive to potential attendees. BEC Member Ali Gamero-Hernandez suggested attaching outcomes and next steps upon completion of the event, including personalized business assessments completed by the ARIZONA@WORK business teams, to work with them to connect the appropriate titles and partners and start the talent pipeline to employees. Jesus Love suggested targeting employers that have engaged with the Youth programs and invite ARIZONA@WORK Maricopa County to share information and invite employers that they work. Jesus Love suggested inviting members from the AYWC to the next OEW meeting.

**No action was taken.**

**5. Strategic Plan Scorecard Review:**

ARIZONA@WORK City of Phoenix Business Engagement Team Supervisor

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Rob Stenson presented the BEC Year Three Business Engagement Committee updates. The BEC proposed the following changes be made to the strategic plan, to be approved at a later meeting:

1. **Goal 1, Action 1, Strategy 1.3:** BEC suggested this item be moved to Goal 9, with a verbiage change to acknowledge that a system-wide Customer Relations Management (CRM) tool must be accepted by partners, which is not within the PBWDB control.
2. **Goal 1:** BEC suggested adding two actions to increase employer engagement. The actions are:
  - (1) Demonstrate an increase in work-based program participation over the participation in the previous program year.
  - (2) Demonstrate an increase in recruiting events over the previous program year. (Proposed due date: June 30, 2019)
3. **Goal 3, Action 3:** BEC suggested editing the action to state: Continue convening and supporting community workforce collaboratives, to be more supportive and inclusive of workforce initiatives the BEC can support. The business services teams will provide BEC with updates from the Workforce Collaborative (TWC), Business Services Representative (BSR), and community sector meetings. (Proposed due date: June 30, 2019)
4. **Goal 8, Action 2:** BEC suggested adding the tactic: HCI certification programs have been identified and include strategic talent acquisition and human capital strategist certifications. Staff completion of these certifications will allow them to assist businesses in recruiting and retaining employees and expose them to best practices of human resources professionals. (Proposed due date: June 30, 2019)
5. **Goal 9, Action 1:** BEC suggested changing the action to say year three of the strategic plan and to add the following tactics:
  - (1) Monitor the implementation of a CRM tool agreed upon by participating network/system partners (from Goal 1).
  - (2) Collect data through a combined use of City of Phoenix (COP), CRM, Arizona Job Connection (AJC), and Excel. (Proposed due date: June 30, 2019)
6. **Goal 9, Action 2:** BEC suggested adding a tactic: "Update Numbers@Work document to include, and better describe, business engagement activities.
7. **Goal 9, Action 3, Strategy 9.1:** BEC suggested adding a tactic: "Identify what and where documents [dashboard of metrics] should be posted, current discussion is a sharepoint." (Proposed due date: September 30, 2019)
8. **Goal 9, Action 4, Strategy 9.1:** BEC suggested that a tactic be added: "Creation of performance metric report [Numbers@Work] and labor market reports used to communicate a dashboard of measures used for decision making. (Proposed due date: June 30, 2019)
9. **Goal 9, Action 4, Strategy 9.1:** BEC suggested the date be June 30, 2019.

BEC asked staff to make the proposed changes to the Year Three Strategic Plan and send it to the committee for review. The changes will be approved at the September BEC Meeting.

**No action taken.**

**6. Work-Based Learning Application:**

PBWDB Executive Director LaSetta Hogans explained that the policies have been approved by the PBWDB, but that the current application is under review.

**No action taken.**

**7. Regional Business Engagement Efforts:**

ARIZONA@WORK City of Phoenix Business Engagement Project Manager James Montoya shared updates from the Workforce Collaborative Arizona (TWC) quarterly meeting. The Census 2020, Microsoft, and Community First shared hiring updates with TWC. The next meeting is in October and will involve the Piper Foundation, who will share grants available to non-profits and how to apply for grants.

ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson shared that business partners were convened to develop potential curriculum to be developed at South Mountain Community College to upskill CDL Drivers as technology changes in the logistics sector.

**8. Numbers@Work Report:**

ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson presented the Business Services Team report for fiscal year 2018-19. He explained that the goals were not met because the procedures for Work-Based Learning are under revision and no new contracts have been created since the programs were put on hold. Once the applications are approved, there will be a dramatic change in Work-Based Learning contracts in process.

**9. Committee and Workgroup Report:**

BEC Chair Jesus Love presented the Committee and Workgroup Report that was approved by the ELC, which is how committee chair's will report out committee and workgroup progress to the PBWDB.

**10. Matters for Future Discussion:**

Work-Based Learning Review

Arizona SHRM Conference Update

**11. Call to The Public & Open Discussion:**

Arizona SHRM Conference August will be held from August 27 – August 30, 2019

**12. Adjournment:**

**BEC Member Ali Gamero-Hernandez motioned to adjourn the meeting, BEC Ad-Hoc Member Patrick Winters seconded.**

**Kaaren-Lyn Graves, Jesus Love, and Janice Mrkonjic approved the motion and the meeting was adjourned at 11:14 a.m.**