



**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
March 21, 2019
9:00 a.m.**

Members Present:

Susan Ciardullo
Michael Hale

Janice Mrkonjic
Patrick Winters

Members via Phone:

Jesus Love

Public Attendees:

LaSetta Hogans
Christina Edwards
Hayden Maynard

James Montoya
Christina Quijada
Rob Stenson

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

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair, Michael Hale, called the March 21, 2019 meeting to order at 9:02 a.m. Roll call was completed and a quorum of four members were present.

2. Approval of February 21, 2019 Meeting Minutes:

BEC Member Janice Mrkonjic motioned for approval of the February 21, 2019 BEC minutes, BEC Member Susan Ciardullo seconded.

Michael Hale and Jesus Love voted to approve. No members were opposed.

3. Review Committee Attendance Hours:

BEC Member Susan Ciardullo motioned to approve the consent agenda item, BEC Member Jesus Love seconded.

Michael Hale and Janice Mrkonjic voted to approve. No members were opposed.

BEC AD-Hoc Member Patrick Winters entered the meeting at 9:05 am.

4. Business Engagement Attendance:

The BEC reviewed the updated Phoenix Business and Workforce Development Board (PBWDB) bylaws pertaining to attendance. The bylaws were approved by the PBWDB on March 14, 2019 and are pending approval by the City Council.

No action was taken.

5. Strategic Plan Scorecard Review:

The BEC discussed the outstanding items for the committee on the PBWDB Strategic Plan

Goal 1, Action Item 1, Strategy 1.2: City of Phoenix (COP) Business Engagement Team Supervisor Rob Stenson shared updates from the Workforce Collaborative (TWC) and the Regional Business Services teams. TWC collaborates to address business needs in the Greater Phoenix area among non-profit workforce development entities. The Regional Business services teams include COP, Maricopa County, and Arizona Department of Economic Security (DES). They share information, collaborate on branding, and work together to address business needs in the region.

Goal 1, Action Item 1, Strategy 1.3: Rob Stenson shared the technology that is being used to provide better information on the ARIZONA@WORK website after the site redesign. New tools will be used to provide more up-to-date Labor Market Information (LMI) and data for jobseekers and workforce developers.

Goal 1, Action Item 2, Strategy 1.4: The strategic plan directs the business engagement team to expand the On-the-Job Training (OJT), Incumbent Worker Training (IWT), and customized training opportunities. Rob Stenson shared that OJT funding is up by 26% and IWT is up by 25%

Goal 8, Action Item 2, Strategy 8.3: Staff professional development will be discussed during the meeting.

No action was taken.

6. Future Bagels and Business Events:

COP Business Engagement Supervisor Rob Stenson shared that he is working to finding a date that Trevor Stokes will be available for the next Business and Bagels event. Trevor Stokes will be able to share information about how the

Arizona Career Readiness Credential (ACRC) can be used to help business recruit candidates for open positions more efficiently.

No action was taken.

7. Business Engagement Services Training:

COP Business Engagement Supervisor Rob Stenson introduced Business Engagement Specialist Christina Quijada to the BEC. The Business Engagement team discussed the strengths of their team and what weaknesses there are. Christina shared that the human resources background is not strong enough to speak with human resources supervisors to address why their organization could not attract candidates. To enhance the team's ability to act as an extension of a business' human resource department, they researched different trainings available. Christina presented four training options, what the core competencies for each program are, and whether they are endorsed by human resources organizations.

Christina Quijada reviewed the four options that were researched by the team. Programs offered by the Human Capital Institute offered stackable credentials with a strong human resources background. Rob Stenson shared that COP workforce team is in process of Global Career Development Facilitator training, but it is jobseeker-centric. Rob shared that the Employer Engagement Certification offered by Workforce180 is not ideal for small groups and that it's sales-centric.

Susan Ciardullo suggested that two staff members take separate programs and have a "teach-back" with each other to reinforce the material.

No action was taken.

8. By The Numbers Report:

Business Engagement Team Supervisor Rob Stenson presented an updated draft of the new By the Numbers (BTN) Report and asked the BEC to review it and give suggestions on ways to make the document a better tool to understand the work that the Business Engagement team is doing. The document is intended to inform the BEC about Business Engagement activities and for the ARIZONA@WORK City of Phoenix One-Stop Job Center workforce development staff, so educational programs available for high-demand positions in the targeted sectors is shared. BEC Chair Michael Hale asked the BEC to consider how the BTN report can be used to spur action and bring ideas back to the BEC during the April meeting.

9. Matters for Future Discussion:

Ad-Hoc Member Recruitment

10. Call to the Public & Open Discussion:

Healthcare Sector Partnership is meeting April 4, 2019.

11. Adjournment:

BEC Member Janice Mrkonjic motioned to adjourn the meeting, BEC Ad-Hoc Member Jesus Love seconded.

Susan Ciardullo, Michael Hale, and Jesus Love approved the motion and the meeting was adjourned at 10:29am.