



**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
May 16, 2019
9:00 a.m.**

Members Present:

Susan Ciardullo

Kaaren-Lyn Graves

Michael Hale

Jesus Love

Janice Mrkonjic

Patrick Winters

Members via Phone:

Public Attendees:

Christina Edwards

Hayden Maynard

Rob Stenson

Patricia Winters

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 May 16, 2019 meeting to order at 9:02 a.m. Roll call was completed and a quorum of five members were present.

2. Approval of March 21, 2019 Meeting Minutes:

BEC Member Susan Ciardullo motioned for approval of the March 21, 2019 BEC minutes, BEC Vice-Chair Jesus Love seconded.

**Kaaren-Lyn Graves, Michael Hale and Janice Mrkonjic voted to approve.
No members were opposed.**

Patrick Winters entered the meeting at 9:04 am.

3. Review Committee Attendance Hours:

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

Susan Ciardullo, Kaaren-Lyn Graves, Michael Hale and Jesus Love voted to approve. No members were opposed.

4. Career Advisor Survey Results:

ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor Rob Stenson presented the ARIZONA@WORK COP Career Advisor Survey Results submitted in 2018. Rob stated the survey information was several months old. Rob shared the background on why the Phoenix Business and Workforce Development Board (PBWDB) Continuous Improvement Committee (CIC) conducted the survey. Rob explained that the survey showed there had not been proper training on how to use the EMSI software to share real-time labor market information with jobseekers.

Rob Stenson shared that the surveys do not mention what information the Career Advisors want included in job leads, including what positions are being hired for, who is hiring, and what the career paths are for employees based on education and certification. That feedback has led the Business Engagement Team to create the Sector Overviews, multi-page documents detailing the hiring forecasts in a specific sector as well as the most requested certifications in job postings and career paths for jobseekers depending on their level of education..

BEC Chair, Michael Hale, asked how the BEC can support the findings in the surveys. Rob said the information in the surveys pointed to necessary process improvements. BEC Chair, Michael Hale, suggested the committee put timelines on process improvements, should they be presented to the BEC in the future.

Rob Stenson also shared this does attach to the Labor Market Information (LMI) item in the PBWDB strategic plan and bringing information to the PBWDB regarding ITA cohorts.

No action was taken.

5. Strategic Plan Scorecard Review:

COP Business Engagement Supervisor Rob Stenson shared the updated notes from Year 1 of the PBWDB BEC Strategic Plan so they could close out the items.

- Goal 1, Strategy 1.2, Tactics a: Under the leadership of the Workforce Collaboration (TWC), there is a concentrated regional effort to create a single point of contact for organizations with the other ARIZONA@WORK entities assisting efforts.
- Goal 1, Strategy 1.3, Tactics b: This item is ongoing. The Business Engagement Team reports into the CRM, Arizona Job Connection (AJC) will be adding reporting technology to improve a centralized reporting technology system. The Business Engagement team will need to stay up-to-date with changes in technology. The BEC asked to have a client referral system adoption update.
- Goal 1, Strategy 1.4, Tactic a-d: The wage-based learning contracts have been slowed to ensure the contracts were aligned to the Workforce Innovation and Opportunity Act (WIOA) updates. Process improvements were made to ensure there were not contract problems going forward, but everything in the category has been addressed.
- Goal 8, Strategy 8.2, Tactic a-b: The By-The-Numbers Report has allowed the Business Engagement Team to know metrics and updates to share with stakeholders regularly.
- Goal 9, Strategy 9.1, Tactic a-b: The By-the-Numbers reports and LMI reporting fill these needs.

BEC Member Janice Mrkonjic motioned to change the following items from partly complete to fully complete Goal 1, Strategy 1.2, Tactic a, Goal 1, Strategy 1.3, Tactics b, Goal 1, Strategy 1.4, Tactics a-d, Goal 8, Strategy 8.2, Tactic a-b, Goal 9, Strategy 9.1, Tactic a-b. BEC Member Susan Ciardullo seconded.

Kaaren-Lyn Graves, Michael Hale, Jesus Love, and Patrick Winters voted to approve. No members were opposed.

6. Bagels and Business Event Recap:

BEC Chair Michael Hale asked how to maintain momentum behind the Bagels and Business Meeting. Rob Stenson said that the follow-up will be sent to participants on May 16, 2019. He asked the BEC members if they want the next meeting to be an organizational assessment or if there is an opportunity to create an industry specific meeting to sector needs, specifically for healthcare and information technology. These meetings could lead to career-pathing programs that educational partners could be brought into.

BEC Member Janice Mrkonjic suggested an invitation-only, C-Suite focused, Bagels and Business event to fully engage businesses. BEC Chair Michael Hale agreed it was a good idea, but the meeting needs an expected Return on Investment (ROI).

COP Business Engagement Supervisor Rob Stenson shared that Arizona Department of Economic Security (DES) and ARIZONA@WORK Maricopa County are interested in supporting the Bagels and Business efforts. He suggested that the ROI organizational assessment can support employee retention.

BEC Chair Michael Hale suggested that a proof of concept be developed. The BEC decided the target date for the next Bagels and Business meeting should be in August 2019 and that meetings should be no less than quarterly.

BEC Vice Chair Jesus Love moved that an invitation-only event be developed targeting C-Suite employees in organizations. BEC Ad-Hoc Member Patrick Winters seconded.

Susan Ciardullo, Kaaren-Lyn Graves, Michael Hale and Janice Mrkonjic voted to approve. No members were opposed.

7. Ad-Hoc Member Recruitment:

BEC Member Susan Ciardullo suggested approaching John Rodriguez from the Tempe Community Action Committee regarding Ad-Hoc Membership.

BEC Chair Michael Hale asked everyone to talk to people who they think may be active BEC Ad-Hoc members. BEC Member Janice Mrkonjic suggested sending LinkedIn profiles of prospective members to PBWDB Liaison Christina Edwards for review and outreach.

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 talked about the slowdown of Earn and Learn contracts due to process improvements. He said the Business Engagement team is projected to be on track to meet the previous years' numbers. Rob shared that the Business Engagement team had almost 50 hiring events during the month of April.

9. Matters for Future Discussion:

Client Referral System Update

Bagels and Business Topics for the next year and participant input

By the Numbers supporting documentation

10. Call to the Public & Open Discussion:

None.

11. Adjournment:

BEC Member Janice Mrkonjic motioned to adjourn the meeting, BEC Vice-Chair Jesus Love seconded.

Susan Ciardullo, Michael Hale, and Jesus Love approved the motion and the meeting was adjourned at 10:35am.