



**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
June 20, 2019
9:00 a.m.**

Members Present:

Kaaren-Lyn Graves
Michael Hale
Jesus Love

Janice Mrkonjic
Patrick Winters

Members via Phone:

Susan Ciardullo

Public Attendees:

Christina Edwards
Hayden Maynard

Rob Stenson
LaSetta Hogans (PBWDB Exec. Dir.)

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 June 20, 2019 meeting to order at 9:05 a.m. Roll call was completed and a quorum of five members were present.

Janice Mrkonjic entered the meeting at 9:07 a.m.

2. Approval of May 16, 2019 Meeting Minutes:

BEC Member Susan Ciardullo motioned for approval of the May 16, 2019 BEC minutes, BEC Member Kaaren-Lyn Graves seconded.

Michael Hale, Jesus Love, Janice Mrkonjic and Patrick Winters voted to approve. No members were opposed.

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. Business Engagement Committee Leadership Roles:

BEC Chair, Michael Hale, shared that he will step down as BEC Chair on June 30, 2019 and that the Phoenix Business and Workforce Development Board (PBWDB) Chair will name the new BEC Chair and Vice-Chair, for members who are interested.

No action was taken.

5. Strategic Plan Scorecard Review:

BEC Chair, Michael Hale, shared the focus on the strategic plan needs to be tightened. To do this, he shared the following ideas:

1. Differentiate between what is within the committee's ability and power to propose, to look at what the BEC can lead in implementation versus what they can facilitate.
2. Develop more realistic completion dates by determining milestones and hurdles in advance.
3. Focus on results, including ROI and other metrics that drive results.

ARIZONA@WORK City of Phoenix Business Engagement Team Supervisor Rob Stenson presented the BEC Year Two Business Engagement Committee updates.

- 1. Goal 1, Action 1, Strategy 1.2 & 1.3:** Rob shared that the By The Number (BTN) Report has been adjusted to share sector updates and that this information is shared at The Workforce Collaborative (TWC) and regional meetings. The regional Business Engagement teams have created a new job posting template and a regional point-of-contact for posting.
- 2. Goal 1, Action 2, Strategy 1.2:** The Business Engagement team is continuously improving the wage-based learning application process; the region is currently finalizing job posting and event fliers.
- 3. Goal 1, Action 2, Strategy 1.4:** Increases have been made in both On the Job Training (OJT) and Incumbent Worker Training (IWT), but the program is currently on hold for policy changes.

4. **Goal 8, Action 1, Strategy 8.1:** The City of Phoenix and the regional business team effort have been continuous.
5. **Goal 8, Action 2, Strategy 8.3:** The business engagement team has access to LinkedIn Learning training and various other training. The business engagement team has identified training they want to attend in coming fiscal year.
6. **Goal 8, Action 3:** This item does not apply to the Business Engagement team.
7. **Goal 9, Action 1:** The BEC reviewed Year One and adjusted the plan.
8. **Goal 9, Action 1, Strategy 9.1:** The BTN report incorporates the meaningful metrics, there is a Labor Market Information (LMI) report in the process of being approved.
9. **Goal 9, Action 1, Strategy 9.2:** Staff is transparent in communicating delays that affect performance – including the hold on OJT and IWT contracts, the changes to the BTN report, and the consistency of Bagels and Business events.

BEC Ad-Hoc Member Patrick Winters motioned to change the following items to fully complete Goal 1, Action 1, Strategies 1.2 & 1.3; Goal 1, Action 2, Strategy 1.2, Goal 1, Action 2, Strategy 1.4, Goal 8, Action 1, Strategy 8.1, Goal 8, Action 2, Strategy 8.3, Goal 9, Action 1, Goal 9, Action 1, Strategy 9.1 and to remove Goal 8, Action 3 from the BEC strategic Plan. BEC Member Janice Mrkonjic seconded.

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

Rob Stenson reviewed the BEC Year Three Strategic Plan with the BEC to review the goals for the upcoming year.

1. **Goal 1, Action 1:** Rob shared that a Customer Relationship Management (CRM) tool that the City of Phoenix and business engagement partners use is not realistic and that he is not in a position to implement the change, because there are many entities that would need to buy in. PBWDB Executive Director LaSetta Hogans shared that the Office of Economic Opportunity (OEO) is looking at a centralized tracking system. The BEC suggested changing the word implement to propose, because other organizations need to buy in.
2. **Goal 8, Action 1:** The PBWDB does not have the ability to add staff to the ARIZONA@WORK City of Phoenix. LaSetta Hogans shared that the PBWDB is responsible for a shared local governance agreement, including a Memorandum of Understanding (MOU), which addresses staff to the PBWDB. LaSetta Hogans recommended that they remove the item from their strategic plan.
3. **Goal 9, Action 1:** Staff will integrate Year Two goals into Year Three plan.

4. **Goal 9, Action 2:** The reports are constantly being refined to be standalone documents to report business engagement activities.
5. **Goal 9, Action 4:** Rob Stenson said there is no detailed business engagement directives regarding wage based training, there should be specific measures to gauge efforts by. He suggested using metrics the Arizona Department of Economic Security (DES) and Department of Labor (DOL) use to gauge how we are performing in comparison to other areas.

BEC Ad-Hoc Member Patrick Winters motioned to change Goal 1, Action 1 from implement a CRM tool to propose, that Goal 8, Action 1, Strategy 8.2 be removed from the BEC strategic plan. BEC Member Susan Ciardullo seconded.

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

Janice Mrkonjic left the meeting at 10:16 a.m.

Janice Mrkonjic returned at 10:19 a.m.

6. Bagels and Business Upcoming Events:

BEC Chair Michael Hale reviewed that the BEC had decided to focus on C-Suite employees and targeted an August date for the next event. BEC Member Janice Mrkonjic suggested September 2019 might be better timing for the next event. Michael Hale suggested that if the event is postponed, there should be interaction with participants in the meantime to keep the momentum going. ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson suggested sending out quick communications related to the topic of the next event, to start building interest. Janice Mrkonjic suggested a save the date regarding the topic, to generate interest. Michael Hale suggested waiting until October to have the event with continuous information to generate interest and keep the audience engaged.

PBWDB LaSetta Hogans suggested that the BEC collaborate with the Advancing Youth Workforce Committee (AYWC) for the January 2020 Bagels and Business Event, with an event targeting companies that hire youth workers.

BEC Vice-Chair Jesus Love motioned to create a workgroup to identify a date in October 2019, plan the Bagels and Business event, and develop a communication strategy; the workgroup will consist of Jesus Love, Janice Mrkonjic, and Kaaren-Lyn Graves. 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. By The Numbers Report:

ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson presented the updated BTN report. The business engagement team achieved their goal of 50 OJT contracts, but they did not achieve the monetary goal. There are IWT contracts in process but they will not be completed during the fiscal year, because it takes eight months to get to a contract creation and a year to complete a contract. Rob shared that the recruiting effort are up from the previous year, but that it is difficult to draw jobseekers to events, but that he will present a plan for engaging female returnships to the labor market and changing marketing to engage targeted demographics. Rob shared the Phoenix Business and Workforce Development Center usage numbers, but shared there are no specific goals related to usage.

8. Matters for Future Discussion:

Bagels and Business Workgroup Update

Work-Based Learning Application

Regional Business Engagement Efforts

9. Call to the Public & Open Discussion:

BEC Member Janice Mrkonjic expressed interest in the BEC Vice-Chair role.

BEC Vice-Chair Jesus Love announced that 30 adults will receive their high school equivalency certificate at Burton Barr Library College Depot on June 27, 2019.

10. Adjournment:

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

Susan Ciardullo, Kaaren-Lyn Graves, Michael Hale, and Janice Mrkonjic approved the motion and the meeting was adjourned at 11:07 a.m.