



**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  
September 19, 2019  
9:00 a.m.**

**Members Present:**

Janice Mrkonjic

Patrick Winters

**Members Attending via Teleconference:**

Kaaren-Lyn Graves

Jesus Love

**Public Attendees:**

Christina Edwards

James Montoya

LaSetta Hogans (PBWDB Exec. Dir.)

Rob Stenson

Hayden Maynard

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

**1. Call to Order / Roll Call / Introductions:**

The Business Engagement Committee (BEC) Vice-Chair, Janice Mrkonjic, called the September 19, 2019 meeting to order at 9:00 a.m. Roll call was completed and a quorum of four members were present.

**2. Approval of August 15, 2019 Meeting Minutes:**

BEC Ad-Hoc Member Patrick Winters motioned for approval of the August 15, 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 Ad-Hoc Member Patrick Winters motioned to approve the consent agenda item, BEC Member Kaaren-Lyn Graves seconded.

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

**4. Outreach Events Workgroup Update:**

BEC Chair, Jesus Love, said that BEC Vice-Chair Janice Mrkonjic and ARIZONA@WORK City of Phoenix (COP) Business Services Supervisor Rob Stenson were finalizing the marketing collateral for the October Bagels & Business event. Jesus Love shared that Advancing Youth Workforce Committee (AYWC) Chair Daniel Barajas attended the last Outreach Events Workgroup (OEW) meeting and agreed to collaborate with the BEC to create a Youth-focused event. Rob shared that he went to the August AYWC meeting and received input from the committee about the program and how to present the Youth programs to the audience.

BEC Vice-Chair Janice Mrkonjic asked for an updated flyer for the event. The flyer will go out by September 27, 2019. Rob Stenson said that he would submit a curriculum to Arizona Society of Human Resource Management (SHRM) to see if they could get continuing education credits for the Bagels & Business attendees.

**No action was taken.**

**5. Strategic Plan Scorecard Review:**

BEC Vice-Chair Janice Mrkonjic reviewed the suggested changes and updates to the BEC Strategic Plan Scorecard which were discussed at the August 15, 2019 BEC meeting.

**BEC Ad-Hoc Member Patrick Winters made a motion to approve the following changes to the BEC Strategic Plan, BEC Member Kaaren-Lyn Graves seconded.**

- 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 PBWD Board's 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 previous program year.

- (2) Demonstrate an increase in recruiting events over the previous program year. (Proposed due date: June 30, 2020)
3. **Goal 3, Action 3:** BEC suggested editing the action to state: Continue convening and supporting community workforce collaboratives and 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 Representatives (BSR), and community sector meetings.
  4. **Goal 8, Action 2:** BEC suggested adding the tactic: Human Capital Institute (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, 2020)
  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)
    - (3) Measure of progress: Updates shared at BEC meetings through the regional Business Engagement Efforts and the Numbers@Work documents.
  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: January 31, 2020)
  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, 2020)
  9. **Goal 9, Action 4, Strategy 9.1:** BEC suggested the due date be June 30, 2020.

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

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

This item was continued.

**7. Regional Business Engagement Efforts:**

This item was continued.

**8. Numbers@Work Report:**

This item was continued

**9. Arizona Society of Human Resource Management Update (SHRM):**

This item was continued

**10. Matters for Future Discussion:**

Work-Based Learning Review

Arizona SHRM Conference Update

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

None

**12. Adjournment:**

**BEC Ad-Hoc Member Patrick Winters motioned to adjourn the meeting, BEC Member Kaaren-Lyn Graves seconded.**

**Jesus Love and Janice Mrkonjic approved the motion and the meeting was adjourned at 10:00 a.m.**