



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

**VIRTUAL MEETING
February 17, 2022
9:00 a.m.**

Members Present:

Robert Cain
Karen Carter
Dawna Cato
Jeff Clark

Kaaren-Lyn Graves
Fred Lockhart
Jesus Love
Brendan Mahoney

Public Attendees:

Christina Edwards
LaSetta Hogans
Sylvia Hokey
Hayden Maynard

James Montoya
Demitria Robles
Rob Stenson

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

1. Call to Order / Roll Call:

The Business and Workforce Engagement Committee (BWEC) Chair, Jesus Love, called the February 17, 2022 meeting to order at 9:00 a.m. Roll call was completed and a quorum of eight members were present.

2. Approval of January 20, 2022 Business and Workforce Engagement Committee Meeting Minutes:

BWEC Vice Ad-hoc Member Fred Lockhart motioned for approval of the January 20, 2022 Business and Workforce Engagement Committee (BWEC) minutes, BWEC Vice Chair Kaaren-Lyn Graves seconded.

Robert Cain, Karen Carter, Dawna Cato, Jeff Clark, Jesus Love, and Brendan Mahoney, voted to approve. No members were opposed.

3. Bagels and Business Event Planning:

BWEC Ad-Hoc Member Robert Cain shared that he and ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor Rob Stenson met, and they were on track to host a virtual event on March 16, 2022. Rob Stenson

shared information about a panelist from Conscious Capitalism. BWEC Member Dawna Cato said she had potential presenters she would like to reach out to who would be able to speak to the changing economic landscape.

BWEC Chair Jesus Love shared that it was important that members of the committee promote the event, as it was an opportunity to help businesses and to share information about the Phoenix Business and Workforce Development (PBWD) Board and ARIZONA@WORK. He encouraged everyone to attend and be involved.

4. Business Engagement Updates:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared information about customized training and how employers can develop a pre-vocational training with companies, those companies are committed to interviewing candidates who complete the training. Rob shared there are companies involved in commercial painting and roofing that are interested in a learning opportunity and work experience combination for candidates. The program will focus on individuals with barriers to employment and will help develop the customized training work-based learning program at ARIZONA@WORK City of Phoenix.

Rob shared that the Business Engagement team is still seeing employer unavailability to participate in virtual events as opposed to prescreening and sending potential candidates to companies directly to start the application process. From conversations with ARIZONA@WORK Maricopa County and Arizona Department of Economic Security (DES), they are experiencing similar obstacles. BWEC Member Dawna Cato said that her company saw quick jobseeker disinterest if companies do not engage with potential applicants within two hours. Rob shared that the market is incredibly competitive right now and recruiting is extremely difficult. The Society of Human Resource Management (SHRM) and Indeed have suggested that companies streamline their processes as much as possible, make the application process easy, and try to speed up the interview process to maintain candidate interest in positions, but this does not fit all company cultures. BWEC Chair Jesus Love asked if there was an end to this hiring environment insight. Rob shared that many companies are opting to put a cap on growth, shifting hours to fit their employment levels in the short term. In the long-term, there are low levels of workforce participation post-COVID-19 and employers may need to engage with long-term unemployed candidates. Arizona is experiencing high rates of small business creation and that might not be reflected in Bureau of Labor Statistics (BLS) reporting.

5. Phoenix Business and Workforce Development Committee Updates:

BWEC Chair Jesus Love shared that the Communication Outreach Committee is working to establish an outreach baseline to gauge future engagement success and development of a social media plan. The Program Excellence Committee are reviewing the Eligible Training Provider List (ETPL) and industry sector alignment, and they are monitoring the training reimbursement levels.

- 6. Business and Workforce Engagement Committee Strategic Plan Review:**
BWEC Chair Jesus Love shared that he was unable to meet with BWEC Vice-Chair Nick DePorter and BWEC Member Dawna Cato and he said that he met with PBWD Board Executive Director LaSetta Hogans and ARIZONA@WORK City of Phoenix Business Engagement Rob Stenson regarding advancing the strategic plan. He asked that strategy champions commit to meeting with staff within the next ten days to develop ideas on how to move the strategies forward. BWEC Ad-Hoc Member Robert Cain agreed that the recommendation to redefine some of the strategies would be beneficial to the committee. BWEC Vice-Chair Kaaren-Lyn Graves agreed that it would be good to meet and develop new ideas. Staff will reach out and set up the meeting and assist strategy champions. Jesus encouraged strategy champions to look for how the strategic plan can be advanced.

- 7. Committee Update Report:**
BWEC Chair Jesus Love said he would report information about the Bagels & Business planning and strategic plan advancement.

- 8. Matters for Future Discussion:**
None

- 9. Call to the Public/Open Discussion:**
Kaaren-Lyn Graves shared that the Arizona Hispanic Chamber of Commerce received another grant to serve rural communities and she will share more information in the future.

- 10. Adjournment:**
BWEC Ad-Hoc Member Robert Cain motioned to adjourn the meeting, BWEC Ad-Hoc Member Fred Lockhart seconded.

Karen Carter, Dawna Cato, Jeff Clark, Kaaren-Lyn Graves, Jesus Love, and Brendan Mahoney approved the motion, and the meeting was adjourned at 9:47 a.m.