



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
BUSINESS ENGAGEMENT COMMITTEE
OUTREACH EVENTS WORKGROUP
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center
302 North First Avenue, 6th Floor, Phoenix, AZ 85003-1611
July 11, 2019
10:45 a.m.**

Members Present:

Jesus Love
Janice Mrkonjic

Members Not Present:

Kaaren-Lyn Graves

Public Attendees:

LaSetta Hogans
Hayden Maynard

Rob Stenson

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

1. Call to Order / Roll Call / Introductions:

The Outreach Events Workgroup (OEW) Chair, Jesus Love, called the July 11, 2019 meeting to order at 10:51 a.m. Roll call was completed and a quorum of two members were present.

2. October Bagels & Business Event:

OEW Chair, Jesus Love, proposed making the Bagels and Business events a series of meetings relating to Title IB: Adult, Dislocated Worker and Youth Programs, Title II: Adult Education, Title III: Employment Services, and Title IV: Vocational Rehabilitation. The mission is to engage Human Resources executives and explain the Workforce Innovation and Opportunity Act and how business can engage with the different title partners.

OEW member, Janice Mrkonjic, proposed rebranding the Bagels and Business from “attract, employ, and train” to “employ, engage, and educate”. She suggested including the Society of Human Resources Management (SHRM)

and attendees of all four meetings would receive a certificate and a continuing education credit through SHRM. She suggested having a panel with a Phoenix Business and Workforce Development Board (PBWDB) member, a Title partner, a business that has worked with people from the title, and a participant through one of the title partners.

OEW Chair, Jesus Love, suggested having dates picked out for the entire series before promoting the entire series from the beginning with dates.

PBWDB Executive Director, LaSetta Hogans, asked if the Title partners would be able to share their talent pool with attendees and where they were in their job seeking process. ARIZONA@WORK City of Phoenix Business Engagement Supervisor, Rob Stenson, said it would be important to expose businesses to the workforce talent pool that they are not familiar with, that businesses want an easy process to attract and employ people. Rob Stenson said that the Arizona Office of Economic Opportunity (OEO) and Arizona Department of Economic Security (ADES) collaborated to provide a roadshow highlighting the Title I-IV programs in Northern Arizona.

Janice Mrkonjic suggested incorporating ARIZONA@WORK Maricopa County into the Bagels & Business events. Rob Stenson said that Maricopa County and DES are interested in being involved in Bagels & Business, which will increase attraction to the events.

Jesus Love suggested meetings that start 7:30am – 10:30am on October 17, 2019, January 16, 2020, March 19, 2020, and May 21, 2020. The event would include time for networking and a mini-expo with the Title partners. Janice Mrkonjic said a call-to-action would be included in the event to meet with WIOA titled partners about their services.

OEW Chair, Jesus Love, motioned to move forward with four Bagels & Business events to present and discuss the hidden talent provided by the four WIOA Title Partners. OEW member, Janice Mrkonjic, seconded. No members were opposed.

3. Topics of Future Events:

The OEW proposed that the October 17, 2019 event spotlight Title I providers and participants, the January 16, 2020 event spotlight Title II providers and participants, the March 19, 2020 event spotlight Title III providers and participants, and the May 21, 2020 event would highlight Title IV providers and participants.

4. Matters for Future Discussion:

Evaluations of the programs

Target audience and marketing

Sponsors

Continuing Education Credits

5. Call to the Public & Open Discussion:

None.

6. Adjournment:

OEW Member, Janice Mrkonjic, motioned to adjourn, OEW Chair, Jesus Love, seconded. The meeting was adjourned at 11:37 a.m.