

**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
September 20, 2018
9:00 a.m.**

Members Attending:

Michael Hale, Chair
Susan Ciardullo
Rachel Galusha
Janice Mrkonjic
Dave Stakebake

**City of Phoenix Community and
Economic Development Staff:**

Christina Edwards
LaSetta Hogans
Hayden Maynard
James Montoya
Rob Stenson

Members Attending via Phone:

Malcolm Green

Members Absent:

Jesus Love, Vice-Chair
Lorenzo Sierra
Patrick Winters

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair Michael Hale called the September 20, 2018 meeting to order at 9:02 a.m. Roll call was completed and a quorum of five members were present.

2. For Approval: Approval of August 16, 2018 Meeting Minutes

BEC Ad Hoc member Janice Mrkonjic motioned for approval of the August 16, 2018 minutes, BEC Member Dave Stakebake seconded.

Michael Hale, Rachel Galusha and Malcolm Green voted to approve. No members were opposed.

Susan Ciardullo entered the meeting at 9:10am.

3. For Consent: Review Committee Attendance Hours

BEC Member Dave Stakebake motioned to approve the consent agenda, BEC Ad Hoc Member Janice Mrkonjic seconded.

Michael Hale, Susan Ciardullo, Rachel Galusha and Malcolm Green voted to approve. No members were opposed.

4. For Information, Discussion and Possible Action: Strategic Plan Scorecard Review

Community and Economic Development Department (CEDD) Business Services Team Supervisor Rob Stenson presented the Strategic Plan Scorecard to the BEC and reviewed the items separately, noting the progress toward the goal.

- **Strategy 1.1:** Utilize sector and public-private partnerships to identify and anticipate needs and implement customized solutions: (complete) a system has been implemented to track metrics and identify needs, the process will be continuous as technology improves.
- **Strategy 1.2:** Establish a system-wide business services design (> 50%): a framework has been presented and approved by the Phoenix Business and Workforce Development Board (PBWDB)
- **Strategy 1.3:** Integrate technology to improve and streamline all business services (no reportable action): an initial meeting has been held and next steps have been determined.
- **Strategy 1.4:** Expand On-the-Job (OJT) training, Incumbent Worker Training (IWT), and customized Earn and Learn Opportunities (>50%): Research has been conducted and the findings presented to the BEC and PBWDB, materials are shared with interested businesses continuously.
- **Strategy 8.2:** Identify human resources needs to support the Board's goals (>50%): Survey has gone out to businesses that the City of Phoenix (COP) CEDD business team works with to identify their needs and how the business team can address the needs and what training needs there are to develop staff accordingly. The business services team will evaluate a business services certification and the relevance to their work and whether the team should obtain the certification.
- **Strategy 9.1:** Identify meaningful metrics to track and evaluate progress toward a successful system in alignment with board goals (complete): The business services team has tracked their services and pulled information into a monthly report that is presented to the BEC and PBWDB.

BEC Ad Hoc Member Susan Ciardullo motioned to approve the designation of strategies 1.1 and 9.1 as complete, strategies 1.2 and 1.4 as more than 50% complete, and strategy 8.2 as less than 50% complete. BEC Member Dave Stakebake seconded.

Michael Hale, Rachel Galusha, Malcolm Green and Janice Mrkonjic voted to approve. No members were opposed.

5. For Information, Discussion and Possible Action: Fall Bagels and Business Event

The BEC reviewed successes of the previous Bagels and Business event including having 100+ attendees, the largest event so far, and having three companies connect with the business services team as a result of the meeting. BEC Chair Michael Hale said that the team needs to identify what makes an event a success and how to capture feedback from attendees.

BEC Chair Michael Hale said that he would have a framework for the next Bagels and Business event by the October BEC meeting. The BEC tentatively decided the next Bagels and Business Event will be held on November 1, 2018.

6: For Discussion Only: By the Numbers Report

CEDD Business Services Team Supervisor Rob Stenson presented the September By-The-Numbers Report to the BEC. Data presented included the number of companies that the Business Services team has met with, the number of hires assisted, completed and in-process Earn and Learn contracts, and the utilization of the Phoenix Business and Workforce Development Center. Rob Stenson shared that the Earn and Learn dollars are committed for the fiscal year and the Business Services team will be utilizing a rubric for approving contracts going forward.

7. For Discussion and Possible Action: Sector Strategies Update

Business Services Supervisor Rob Stenson said that Financial Industry Regulatory Authority (FINRA) has changed the requirements for Series 7 certification. As a result, there will be a new cohort in conjunction with the Greater Phoenix Chamber of Commerce (GPCC), Edward Jones, Vanguard, and other companies. The start date for the cohort is in November.

There have been a series of cohorts in entry-level CompTIA and Cisco programs to support the cyber-security sector. The GPCC has settled on a curriculum with Aprenti to address needs for the cyber-security sector.

ARIZONA@WORK Pima County, in Tucson, has pilot programs focused on manufacturing and developing talent pipelines from high schools and community colleges and there is an effort to replicate this in the Phoenix metro area. BEC Member Malcolm Green said there is a strong connection between their workforce developers with industry groups, that workforce developers convene meetings between the partners and there is a vested partnership in place that allows follow through on action plans.

8. For Discussion Only: Business Outreach and Volunteer Hours Discussion

BEC Members shared business outreach since the previous meeting including: outreach to the Young Manufacturers Academy, career fairs, Maximus, Arizona Community Foundation, and the Advanced Business Services Sector Partnership.

BEC Members decided to make business outreach a consent item, reviewing items that members send into committee staff before meetings.

Susan Ciardullo left the meeting at 10:40am.

9. Matters for Future Discussion

Mock presentation of the Roadshow Presentation.

Discuss Spring date for Bagels and Business.

10. Call to the Public and Announcements

None.

11. Adjournment

BEC Ad Hoc Member Janice motioned to adjourn the meeting, BEC Member Rachel Galusha seconded.

Michael Hale, Malcolm Green and Dave Stakebake approved the motion and the meeting was adjourned at 10:50am.