

**Phoenix Business and Workforce Development Board
Meeting Minutes
November 10, 2022 ~ 8:30 a.m.**

HYBRID MEETING

Board Members Present:

Latasha Causey-Chair	
Nick Bielinski (Vice Chair)	Alli Benezra
Scott Holman	Jeff Clark
Steven Cramer	Patrick Fitzhugh
Jesus Love	Claudia Reilly
Dean Scheinert	Allison Rapping
Kaaren-Lyn Graves	Meghan McGilvra
John Soto	Suzanna Armijo

Board Members Absent:

Karen Hartson	Karen Carter
Daniel Barajas	Adam Hawkins
Sam Wolo	Luke Tate

Public Attendees:

LaSetta Hogans (Executive Director)	Matalie Hastings
Kweilin Waller	David Chavez
Nicole Kelsheimer	Samantha Hansen
James Montoya	Jovanna Parkhouse
Eric Johnson	Reeta Nongmaithem
Steven Bennett	Ginger Spencer
Gina Montes	Deb Furlong
Kandi Tillman	Stan Flowers
Kaaren Lyn-Graves	Hayden Maynard
Dustin Panoff	Gretchen Wolfe
Mary Alejandro	Todd Berndt
Sandra Enriquez	Gina Harper
Stacey VanEmst	Kimberly Thompson-
Eddie Barojas	Heinl
Christina Edwards	Kristi Wimmer
Patrick Brown	Elizabeth "E" Cole
Sharlet Barnett	

1. PBWD Board Chair Update:

Phoenix Business and Workforce Development (PBWD) Board Chair, Latasha Causey invited City of Phoenix Mayor Kate Gallego to address the Board before officially beginning the meeting. Mayor welcomed everyone and thanked the

Board for the work their service, encouraging members to bring forth ideas for how to continue to grow Phoenix's workforce and make connections with employers. Mayor shared recent projects she has been working on in workforce including bringing jobs to the valley via the upcoming Super Bowl and Taiwan Semiconductor Manufacturing Co.'s (TSMC) economic investment in the Valley.

The Board Chair, Latasha Causey then made several announcements regarding member vacancies and welcomed new members, Claudia Reilly and Suzanna Armijo. Claudia and Suzanna introduced themselves and provided background on their professions and how they would apply their experience to the Board.

2. Call to Order:

Phoenix Business and Workforce Development (PBWD) Board Chair, Latasha Causey, called the November 10, 2022 PBWD Board Meeting to order at 9:01 a.m. Roll call was completed and a quorum of 15 members were present.

3. Approval of September 8, 2022 PBWDB Meeting Minutes:

A motion to approve the September 8, 2022 PBWDB Meeting Minutes was made by PBWD Board Vice Chair, Nick Bielinski, and seconded by PBWD Board Member, Patrick Fitzhugh.

Approved: Latasha Causey, Alli Benezra, Jeff Clark, Steven Cramer, Meghan McGilvra, Dean Scheinert, John Soto, Scott Holman, Kaaren-Lyn Graves, Claudia Reilly, Alison Rapping, and Suzanne Armijo

Opposed: None

Abstained: None

Motion passed

4. Annual Procurement Updates:

Gretchen Wolfe, Special Projects Administrator and Procurement Manager with the Community and Economic Development Department shared Workforce-related procurement items that her team is working on. This item requires Board approval to move forward.

Workforce-Related Procurement

2021-2022 Recap

2022-2023 Outlook

November 10, 2022

Tamara John, Contracts Specialist II
Hayden Maynard, Administrative Assistant I

City of Phoenix
COMMUNITY & ECONOMIC
DEVELOPMENT DEPARTMENT



2021-2022 Procurement Plan

Description of Goods/Services	Outcome
Board Meeting Equipment (microphones/name plates)	Postponed
Branded Items (Polo Shirts, Portfolios)	Completed
Employment Analytics and Job Board Data	Completed
Entrepreneurship Training Consulting Services	In Process
Event Registration System	Completed
Local Workforce Board Consulting Services	Postponed
Online Survey System	In Process



2022-2023 Procurement Plan

Description of Goods/Services	Estimated Cost
Board Meeting Equipment (microphones/name plates)	\$13,000
Lobby Management Software (5 years)	\$90,000
Local Workforce Board Consulting Services	\$500,000
Mobile Career Unit Vehicle (Bloomberg Grant)	\$600,000
Mobile Career Unit Software/Equip. (Bloomberg Grant)	\$500,000
Online Board Platform (5 years)	\$100,000



Recommendation

Request the Phoenix Business and Workforce Development Board approve the 2022 -2023 Procurement Plan.

A motion to approve Workforce-Related Procurement items was made by PBWD Board Member, Patrick Fitzhugh, and seconded by PBWD Board Vice Chair, Nick Bielinski.

Approved: Latasha Causey, Alli Benezra, Jeff Clark, Steven Cramer, Meghan McGilvra, Dean Scheinert, Scott Holman, Jesus Love, John Soto, Kaaren-Lyn Graves, Alison Rapping, Claudia Reilly, and Suzanna Armijo.

Opposed: None

Motion passed

5. DOL Dislocated Worker Grant (AZ Quest):

Deb Furlong, Workforce Development Supervisor with the City of Phoenix, Community and Economic Development Department discussed the City's plan to apply for the AZ Quest Grant. She informed that this program was designed because of job losses due to the COVID-19 pandemic and provides dislocated worker tuition and a stipend to provide for childcare, clothes, books, gas, etc. She noted that this is an industry-focused program. The service providers are the Human Services Department with the City of Phoenix and the Maricopa County Community College District, modeled after Route to Relief. Staff act as navigators on campus. This is a 2-year project. This item requires Board

approval before moving forward.



National Dislocated Worker Grant

Deb Furlong
Workforce Development Supervisor
City of Phoenix

National Dislocated Worker Grant (DWG)

- Under section 170 of WIOA
- DWG temporarily expand service captivity
- July 2022 - DOL announced \$199 million in QUEST Disaster Recovery
- Up to \$15 million per applicant
- 15 states, six Indian governments and one territorial government

DWG- QUEST

**Quality jobs, Equity, Strategy, and
Training (QUEST)**

**Funds will enhance public workforce
system for underemployed workers
through worker and business
engagements, elevate equity and connect
job seekers to high-quality jobs**

AZQuest

- Office of Economic Opportunity
 - City of Phoenix
 - Cochise
 - Mohave/ LaPaz
 - Yavapai
 - Yuma

- Partnership with community Colleges
 - Short term certification programs

- State Goals
 - 1500 participants
 - 925 City of Phoenix

- State Award
 - \$14,999,987
 - \$5,370,623 City of Phoenix

AZQuest Partners



MARICOPA
COMMUNITY COLLEGES



ARIZONA
COMMERCE AUTHORITY



City of Phoenix

ARIZONA @ WORK™
Innovative Workforce Solutions

Program Design

Eligibility:

- Job loss due to COVID 19
- Other defined dislocated workers

Services:

- Tuition assistance
- 6-week stipend non training expenses
- Additional support services

Industry focus:

- Manufacturing, logistics, healthcare, science, professional and technical services

Service Provider:

- HSD Workforce Team
- Maricopa Community College District

Staffing:

- Braided funding with WIOA
- Shared staff
- Onsite community college

Contract term:

- 9/26/2022 -9/30/2024



Thank you!

A motion to approve the DOL Dislocated Worker Grant (AZ QUEST) was made by PBWD Board Member, Kaaren-Lyn Graves, and seconded by PBWD Board Member, Dean Scheinert.

Approved: Latasha Causey, Nick Bielinski, Alli Benezra, Jeff Clark, Steven Cramer, Patrick Fitzhugh, Meghan McGilvra, Scott Holman, Jesus Love, John Soto, Alison Rapping, Claudia Reilly, and Suzanna Armijo.

Opposed: None

Motion passed

6. October 2022 Results for America Fellowship:

Deb Furlong, Workforce Development Supervisor with the City of Phoenix, Community and Economic Development Department presented on her recent experience at the fellowship she attended this past June. Results for America is a non-profit organization formed in 2012 to make investing in making “what works” the new normal. The intention is in government funding in data-driven, evidence-based approaches, setting standards of excellence, targeting policy makers at the local level that will make decisions that will decide where funds are spent most effectively. Workforce will have the ability to direct funding that is project-focused, for example the City of Phoenix works on transitional jobs for

vulnerable populations: justice-involved, special populations, refugees, homeless. Deb stated that being intentional and understanding of the needs of these various populations is their focus. Deb Shared that there were various sessions in 2 days and the team worked on proposals, challenging peer feedback, break-out sessions, sharing problem statements, allowing others to share solutions and ideas about defining “Quality Jobs”, determining data, and involving public procurement processes in receiving funding. The City of Phoenix was mentioned in a ‘what works’ city in how to use evidence-based practices and pay-for-performance as well as building program flexibility, leaving a legacy. Deb and her team will follow this cohort over the next 12 months.



Results for America Fellowship

Deb Furlong, Workforce Development Supervisor
&
Jovanna Parkhouse, Recreation Coordinator

Results for
America
Mission

To make investing in what works the “new normal,” so that when policymakers make decisions, they start by seeking the best evidence and data available, then use what they find to get better results.

Approach



Creating “Standards of Excellence”

Infrastructure necessary to invest in what works



Implementation

Support policymakers investing in what work (resource & technical assistance)



Mobilization

Create champions to invest in what works



Results for America - Cohort 3

- 12-month cohorts of state and local workforce fellows
- Focused on:
 1. Using evidence and data to improve job quality and
 2. Evidence-based workforce spending
- Application criteria:
 - Represent across state and local organizations
 - Ability to direct funding, initiatives
 - Project focus and scope or explanation of required capacity building needs

City of Phoenix Application

- Transitional Jobs Program
- Supporting Job seekers with additional barriers:
 - Justice involved, homeless and refugee/immigrant communities)
- Evidence based practices
- Pay for Performance

Our Fellows

- Kweilin Waller
 - Deputy Director Human Services Department (HSD) City of Phoenix
 - Title 1B provider
- Jovanna Parkhouse
 - Workforce Development Supervisor HSD— special populations
 - Title 1B provider
- Ricky Duran
 - Data and Innovation Manager-
 - City of Phoenix
- Tim Tucker
 - Deputy Workforce Administrator
 - Title III- Division of Employment and Rehabilitation Services (DERS)
- Vanessa Ramirez
 - Contract Specialist HSD City of Phoenix
- Deb Furlong
 - Workforce Development Program Operations Supervisor
 - Phoenix Business and Workforce Development Board

Fellowship Kick-Off Washington D.C. October 26th-28th

Evidences Based Workforce Spending

- Arizona
- California
- Colorado
- District of Columbia
- Iowa
- Illinois
- Ohio
- Pennsylvania
- Texas

Advancing Job Quality

- California
- Colorado: Pikes Peak, Rural, Denver
- Illinois
- Ohio
- Oregon/Washington
- Wisconsin
- Virginia

Convening Agenda

Harvard Kennedy
School of Government-
Procurement/Grantma
king and Equity

Job Quality - Where
to Start

Racial Equity & the
Workforce System

Team Time

Peer Feedback

DOL's Clear

Things to Consider

- What does quality Jobs mean for us (employers, participants)
- How do we add data elements to capture quality job data?
- How can we ensure our procurement process is inclusive ?
- Procurement – how can we do it better?
- How to we infuse evidence practices in our work?
- Pay for performance VS performance -based contracting?
- How do we build flexibility but not check a box?
- How do we leave a legacy in our community?



7. Member Presentation – Kandi Tillman, Managing Co-Founder, 50 Strong:

50 Strong Managing Co-Founder, Kandi Tillman presented on her role, the work that her team at 50 Strong does to support veterans in the community, and how their work relates to the work done by the Phoenix Business and Workforce Board and ARIZONA@WORK. Kandi has served the PBWD Board for the past

4 years, currently on the BEST Work Group. In August of 2020, Kandi noted a need for industry-driven collaboration with employers that have military job seeker initiatives. 50 Strong is fully funded by private industry on their efforts. Growth is based as demonstrated by the value to employers. Veteran employment is below 3% nationally, leaving employers to figure out how to onboard veteran talent. Kandi is working to build a virtual “bar” for those leaving service. 50 Strong was featured in the Wall Street Journal. The DOL Assistant Secretary for Veterans was invited to Washington DC to share about efforts. Kandi focuses on what is the opportunity, what is the solution, and what is the simplest way to get there. Her organization helps employers looking for veterans and helps employers collaborate with each other for best practices. Kandi shared that the Department of Defense program, Skillbridge Connect has revolutionized veteran employment. The goal of 50 Strong is to put employment opportunities in front of veterans.

8. Member Presentation – Title II Adult Education Program:

PBWDB Member representing Title II, Jesus Love, Executive Director of Literacy Volunteers of Maricopa County was joined by fellow Title II Programs staff; Kristi Wimmer, Program Manager and Supervisor of Maricopa County Adult Probation Frank X. Gordon Adult Education Program; and CEO of Arizona Center for Youth Resources, Sharlet Barnett to present on Title II Adult Education programs and how Title I and Title II partners can better work together.


Ms. Wimmer began with an adult education program presentation and overview of services they provide to Phoenix and Maricopa County residents, including eligibility. She noted that there are 20 Title II providers across the state of Arizona and 9 of these programs are in the City of Phoenix, serving some 6,000 individuals. Services that are free of charge for anyone who is eligible, 16 or older and legal citizens. They provide Adult Basic Education (ABE), GED preparation leading to the High School Equivalency (HSE) diploma, English Language Acquisition for Adults (ELAA), Workforce Preparation and Training, US Civics, Digital Literacy, and Integrated Education and Training (IET). Ms. Wimmer explained that the mission is to prepare participants to transition to higher education and certifications and get people into better colleges and careers with livable wages and quality jobs. She defined an eligible adult education participant as someone who did not finish high school to getting accreditation or college education. The adult basic education (ABE) program, takes people where they are, provide training, preparing them for free assessment tests, pre-entry level courses to take 100-level courses in college, and the high school equivalency diploma so they are able to move on to next goal. This could be ESL, to get into training, college or better paying job. Their program is all about workforce development through education, self-sufficiency, post-secondary education and skills training, improving communication skills, financial stability.

Ms. Barnett discussed Title II's Integrated Education and Training programs. This program allows focus on individuals and meet them where they are and go from there with educational supports, such as licensing after training and job attainment. Some services are funded internally, and other funds come from partnering with title I funds. She notes that biggest piece has workforce-focused, having conversations with students about their individualized goals, where they want to be, and what is the right track, with the end result being a job that pays a living wage. Ms. Barnett shared metrics are all components provided in Title I and allows partner to work more efficiently without duplicating services. Partners work together so that the better educated parents are, the better educated children are. They serve populations aged 16-24 and 145,000 are not employable. Her team helps these individuals become better connected.

City of Phoenix Title II Program Overview

AN ESSENTIAL PARTNER IN THE WORKFORCE DEVELOPMENT SYSTEM

Overview of Programs, Services, Eligibility, and Locations



1

ADULT EDUCATION & LITERACY TITLE II - AT A GLANCE



Title II is a core partner
in the workforce
development system



20 Title II Providers
across the
State of Arizona



9 Providers locally
serving
City of Phoenix/
Maricopa County



Based on FY20 data,
approximately 6,000
individuals were served
in Maricopa County/City of
Phoenix

www.azed.gov/adultedservices/AdultEducation-Programs [azed.gov]

2



MISSION OF ARIZONA ADULT EDUCATION

To Prepare Learners for Success in College, Career, and Life

System Goal: Serve as an integral component of Arizona's educational pipeline, leading to postsecondary education and career pathways.

Professional Goal: Empower adult learners to transition to postsecondary education and livable-wage employment.

Instructional Goal: Prepare adult learners for success in postsecondary education and the workforce.



Adult Education
Services

3

ADULT EDUCATION WHAT DO WE DO?

- Adult Basic Education (ABE)
- GED preparation leading to the High School Equivalency (HSE) diploma
- English Language Acquisition for Adults (ELAA)
- Workforce Preparation and Training
- US Civics
- Digital Literacy
- Integrated Education and Training (IET)



PURPOSE OF ADULT EDUCATION

- Increased self-sufficiency
- Employment skills
- High School Equivalency diploma
- Postsecondary education and skills training
- Improved English communication skills
- Better ability to care for family financially

**It's all about
Workforce Development**



Adult Education Services

6

Workforce Development is the Focus of Adult Education



7

TITLE II PROGRAMS SERVING CITY OF PHOENIX



8

UNIQUE POPULATIONS



Serves a large ESL (ELAA) population



Delivers instruction leveraging adult education certified instructors and volunteers



Largest local adult education program with multiple campuses valley-wide. Belong to the Maricopa Community Colleges District.

9

UNIQUE POPULATIONS



Focuses on Opportunity Youth
ages 16-24



Works with justice involved
students at probation buildings



Serves primarily recently
arrived immigrants and refugees

10

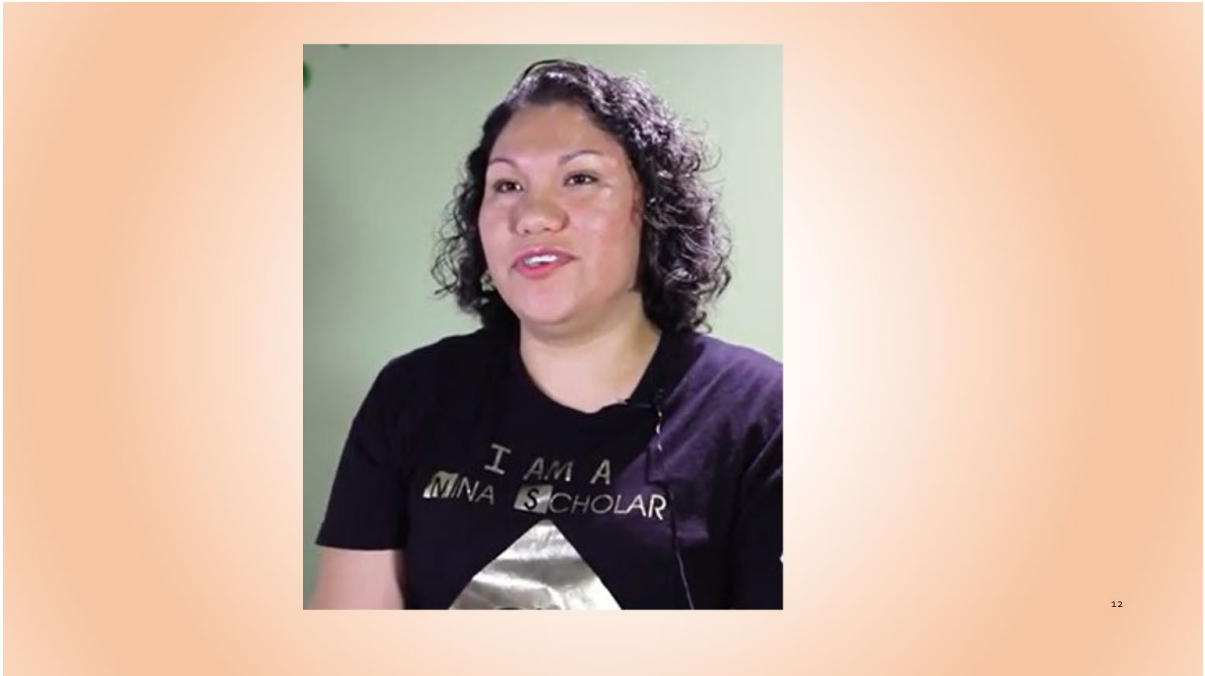
Outcomes and Success

WIOA Funded

Success is measured by ...

- Standardized Assessment Scores (TABE), increase in Educational Fluency Levels
- High School Equivalency Diploma
- Entered or Improved Employment
- Post-Secondary Education (College) or Training
- Industry Recognized Credential

11



12

<https://www.youtube.com/watch?v=E2orrsx21NU&list=PLgZIJ1OaKljGRPR6JCK2bBvC1IqzPRvP1&t=125s>



How Title I and Title II partners can work better together

- All people referred, regardless of whether or not they have a high school diploma or GED should receive services
- ARIZONA@WORK One Stops can refer to any Title II program for TABE testing & classes

13

QUESTIONS



14

9. Member Presentation – Kaaren-Lyn Graves, Executive Director NABEDC

Ms. Graves provided a presentation on how MBDA works with minority owned businesses, providing funds through the U.S. Department of Commerce and NBSDA. In 1996, Ms. Graves started technical and business writing of business plans, resumes, etc. She stated that the MBDA asked what they could do better. A Tribe consultation was held to get feedback, creating the BAA grant which allowed for different entities to serve AIANAH. AHCC goes after grants that serve indigenous people. Ms. Graves team provides business development, partnered with the university of phoenix. AHCC has programs that help special populations and help clients with capital to win contracts, etc. Grant deliverables include those in 2019, 596 clients. Ms. Graves and her team met with people every day, serving 95 clients, 147 million dollars in contracts. She notes that this is a big deal to the local economy, workforce, and to veterans. She added that 356 jobs were acquired and retained, 10 million in PPP loans, investments, which keep companies in business. Ms. Graves said that she Responds to solicitations, worked with the Santa Ana Light Rail System since 2013. Ms. Graves looks to the Board for help and resources to support efforts, events, letters of support (ongoing and continued funding) to help vulnerable populations her organization serves, as well as responding to grant opportunities for AHCC to work with other partners.

NABEDC

Serving American Indians, Alaska Natives,
Native Hawaiians, and all Tribal Enterprises

Phoenix Business & Workforce Development

*Presented by Kaaren-Lyn Graves, Executive Director
November 10, 2022*

Welcome

A Special Thank You...

- Phoenix Business and Workforce Development Board & Committee Members
- City of Phoenix Staff
- Community Partners
- Guests

Personal Background

- Family
- Business Owner
- Work Experience
- Board Participation
- Recent Successes



Historic Overview

MBDA -United States Department of Commerce, Minority Business Development Agency (MBDA, Headquarters are in Washington, DC)–The only federal agency tasked with working with Minority Business Enterprises.

MBDA Tribal Consultations-MBDA incorporated feedback into this project from six (6) Tribal Consultations conducted throughout the United States. The purpose was to gain an understanding of ways to better support businesses and economic development needs in the American Indian, Alaska Native, Native Hawaiian (AIANNH) communities.

Arizona Hispanic Chamber of Commerce Foundation (AZHCCF)– Serves as the Operator and oversight authority to the grant project.

Native American Fatherhood & Families Association (NAFFA) Official Collaborating Partner– connection to more than 10,000 “mothers and fathers” of many different tribes; in and outside of the United States

University of Phoenix-Official Education Partner (Arizona, Utah, Nevada, Southern California, & Navajo Nation



Funding Partners

- United States Department of Commerce, Minority Business Development Agency (Headquarters/Washington, DC)
- JPMorgan Chase Bank, N.A.
- Wells Fargo
- BOK Bank
- Comerica
- APS
- US Bank
- Member Fees
- Community Partnerships/ Los Amigos Partners
- Chicanos Por La Causa

Historic Overview (continued)

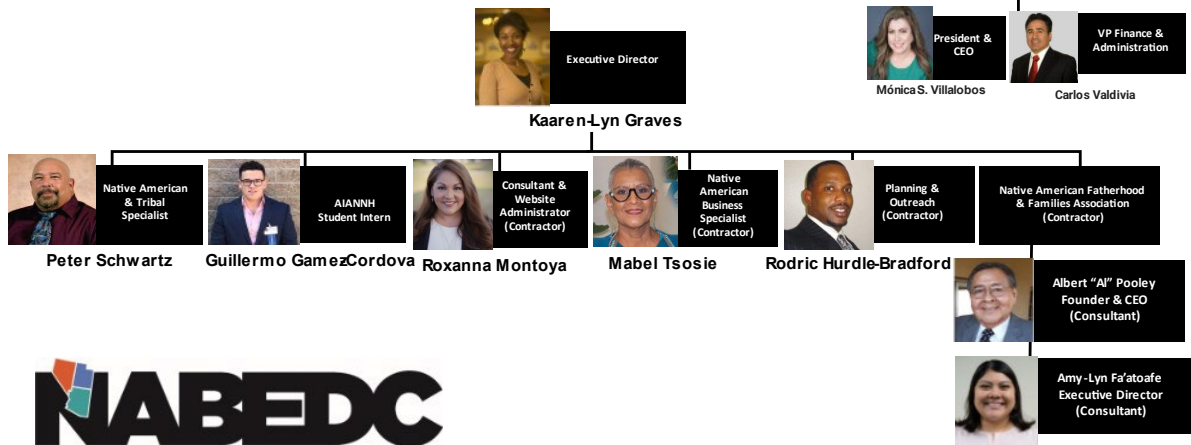
Official Project Name: The United States Department of Commerce, Minority Business Development Agency for the American Indian, Alaska Native, and Native Hawaiian Project & Official Program Name: "AIANNH Project NABEDC"

The purpose of NABEDC is to help AIANNHs start a business or grow an existing business through "...innovation, entrepreneurship, and strategic planning using transformative processes." Services under our grant are provided in Arizona, Utah, Nevada, Southern California, & Navajo Nation.

Core Business Development Services & Resources

- o One-on-One Technical Assistance
- o Dedicated Classes & Workshops
 - o Business Planning Activities
 - o How to Start and/or Grow a Business
 - o Steps Toward Obtaining Capital
 - o How to Obtain Government/Private Contracting Opportunities
 - o Marketing Strategies (website, elevator pitch, capability statements, etc.)
- o Export Assistance Services
- o Advanced Manufacturing Resources

**United States Department of Commerce –
Minority Business Development Agency
(MBDA)**





The purpose of AIANNH Project NABEDC is to help American Indians, Alaska Natives, Native Hawaiians (AIANNHs), and all minorities start a business or grow an existing business through "...innovation, entrepreneurship, and strategic planning using transformative processes."

By the Numbers: The AIANNH Project NABEDC Final Scorecard – 09/01/2021 – 08/31/2022

Requirements	Definitions	Annual Goals	Actuals
AIANNH & MBE Clients Assisted	The number of clients receiving technical assistance, training, introductions & resources	80	95
Economic Growth / Contracts Awarded	\$ - Contracts clients received as a direct/in-direct result of the services received. Contracts (and invoices) received include all forms of government contracts, corporate/private entities, & B2C.	\$6,800,000	\$147,818,089.60
Jobs Created & Retained	Number of jobs created and/or retained	Not Applicable	356
Economic Growth/Capital	Payment bonds, performance bonds, bid bonds, traditional loans, lines of credit, paycheck protection program (PPP), grants (ex. from local cities & municipalities, capital raised (angel investors)	\$836,000	\$10,878,000

Operated by the Arizona Hispanic Chamber of Commerce Foundation

Interactions & Ask

Thank You...

- Allowing us to send clients to you
- Attending and supporting us at events
- Allowing us to promote you and your services

Ask...

- Continued letters of support
- Awareness of any funding opportunities supporting the small business communities
- Promotions of the work we are doing



Questions



AN MBDA PROJECT SERVING AIANNHS

KAAREN-LYN GRAVES
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Kaaren@NABEDC.com

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FAX (602) 279-8900
WWW.NABEDC.COM

FUNDED BY THE MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA)
OPERATED BY THE ARIZONA HISPANIC CHAMBER OF COMMERCE (AZHCC) FOUNDATION

OPERATED BY

PARTNERED WITH



OFFICES

1020 E. MISSOURI AVE.
PHOENIX, AZ 85014

525 W. SOUTHERN AVE., SUITE 100
MESA, AZ 85210

10. Committee Reports:

Tabled

11. Matters for Future Discussion:

None.

12. Call to The Public:

None.

13. Adjournment

A motion to adjourn the meeting was made at 10:42 a.m. by PBWD Board Member, Jesus Love, and seconded by PBWD Board Member, Kaaren-Lyn Graves.

Approved: Latasha Causey, Nick Bielinski, Alli Benezra, Jeff Clark, Steven Cramer, Patrick Fitzhugh, Meghan McGilvra, Scott Holman, Dean Scheinert, John Soto, Kaaren-Lyn Graves, Jesus Love, Claudia Reilly, Suzanna Armijo, and Allison Rapping

Opposed: None

All were in favor and the meeting adjourned at 10:42 a.m.