

**Phoenix Business and Workforce Development Board
Meeting Minutes
May 12, 2022 ~ 8:30 a.m.**

VIRTUAL MEETING

Board Members Present:

Nick Bielinski (Vice Chair)
Ali Benezra
Dawna Cato
Steven Cramer
Kaaren Lyn Graves
Travis Hardin
Brendan Mahoney
Dean Sheinert
Sam Wolo

Daniel Barajas
Karen Carter
Jeff Clark
Jon Ellerston
Jenny Grondahl
Jesus Love
Meghan McGilvra
John Soto

Board Members Absent:

Scott Holman
Nick DePorter
Latasha Causey
Luke Tate

Luke Tate
Patrick Fitzhugh
Karen Hartson

Public Attendees:

LaSetta Hogans (Executive Director)
Sharlet Barnett
Dr. Sheila Murphy
Stacey Van Emst
Susan Roger
Todd Berndt
Sylvia Hokey
Eric Toll
Desert Romero
Nancy Avina
James Montoya
Amanda Taylor
Amy Schofield
Ariadna Valentin
Zack Hiscock

Eric Johnson
Ron Drake
Laura Whitehead
Matalie Hastings
Kweilin Waller
Melissa Maness
Nichole Ayoola
Jordan Dodeward
Kennedy Riley
Dustin Panoff
David Chavez
Beatriz Erives
Alex Platas
Steven Bennett
Stan Flowers
Samantha Hansen

1. Call to Order

Phoenix Business and Workforce Development (PBWD) Board Vice Chair, Nick Bielinski, called the May 12, 2022 PBWD Board Meeting to order at 8:32 a.m. Roll call was completed and a quorum of 17 members were present.

2. Approval of March 10, 2022 PBWDB Meeting Minutes

A motion to approve the March 10, 2022 PBWDB Meeting Minutes was made by PBWD Board Member, Steven Cramer, and seconded by PBWD Board Member, Travis Hardin.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: None

Motion passed

3. Consent Items

The following Consent Items were presented for approval:

- One-Stop Operator March Report
- WIOA Title II Quarterly Updates
- ARIZONA@WORK City of Phoenix Quarterly Newsletter

A motion to approve the consent items was made by PBWD Board Member, Daniel Barajas, and seconded by PBWD Board Member, Jenny Grondahl.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: None

Motion passed

4. Client Referral System

One-Stop Operations Director, Stacey Van Emst, shared a presentation on the Unite Us client referral system. The objectives for the client referral system are:

- Procure a closed looped referral system for local workforce development area (LWDA) partners in the City of Phoenix and Maricopa County.
- Identify an Internet based platform at no cost.
- Expand service delivery and improve partner transparency and accountability.

- Standard approach for referring and tracking customer referrals.
- Data dashboards for quality improvement and impact analysis.

Unite Us closed-loop referral solution meets the City of Phoenix and Maricopa County local workforce development area goals and objectives for a regional service delivery approach to customer referrals. Unite Us was Designed to connect healthcare and community service providers to streamline the referral process, foster easier access to vital services and provide confirmation when social services are delivered.

Unite Us recognizes the sensitive nature of the data collected and has built the necessary policies, procedures, and data governance standards to ensure its protection.

- HIPAA compliant
- HITRUST certified
- SMHSA, 42 CRF Part 2
- FERPA-compliant networks in which appropriate viewing permissions are assigned for sensitive classes of information.
- All network information is protected by secure technology and user procedures.
- The network is routinely audited for digital security.
- Consent is required from every person who has a client record in the network before information is shared.

The Unite Us platform recently acquired another referral platform, NowPow, and is projected to resume onboarding of new organizations in July 2022.

A motion to approve Unite Us as the Client Referral System for ARIZONA@WORK City of Phoenix was made by PBWD Board Member, Meghan McGilvra, and seconded by PBWD Board Member, Dawna Cato.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: Steven Cramer and Jesus Love

Motion passed

5. Local Plan Modifications

PBWD Board Consultant, Dr. Sheila Murphy, reviewed the updated to the Local Workforce Development Area Plan (Local Plan) with the Board members. Dr. Murphy discussed the updates to the Local Plan to include:

- Ensure consistency with State Plan
- Update economic analysis in PBWDB 2020 Plan
- Describe changes in local area:
 - Financing
 - Structure
 - Strategies
- Specify procurement practices and definitions

A motion to approve the Local Plan modifications was made by PBWD Board Member, Kaaren Lyn Graves, and seconded by PBWD Board Member, Steven Cramer.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: None

Motion passed

6. Communication and Outreach Committee

The PBWD Board's Communication and Outreach Committee (COC) is being dissolved as a standing committee under the WIOA. A Goal Group has been established to carry out the strategic objectives of Goal #3: ARIZONA@WORK City of Phoenix is the recognized workforce authority in the region.

A motion to approve dissolving the Communication and Outreach Committee (COC) was made by PBWD Board Member, Jesus Love, and seconded by PBWD Board Member, Steven Cramer.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: None

Motion passed

7. PBWD Board Bylaws Amendment

Section III. COMMITTEES of the PBWD Board bylaws was amended to remove the Communication and Outreach Committee (COC) as a standing committee under the WIOA. Language including the Goal Group was added to the bylaws in the same section as noted previously.

A motion to approve the PBWD Board Bylaws was made by PBWD Board Member, Steven Cramer, and seconded by PBWD Board Member, Dawna Cato.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: None

Motion passed

8. Service Provider Agreement/Memorandum of Understanding (MOU)

PBWD Board Executive Director, LaSetta Hogans, shared that an agreement (MOU) was created between the City's Human Services Department (HSD), Business and Workforce Development Division (BWDD), the Community and Economic Development Department (CEDD) and the PBWD Board regarding the provision of WIOA Adult, Dislocated Worker and Youth program services. The purpose of the MOU is to document the understanding that the provider for WIOA Title IB services in the City of Phoenix is the Business and Workforce Development Division of HSD. The MOU provided clear reference to service ownership, accountability, roles and responsibilities, and a clear, measurable description of services to be provided. The effective date of the MOU is July 1, 2022 and expires in two years on June 30, 2024.

A motion to approve the City of Phoenix Human Services Department, Business and Workforce Development Division will continue to be the WIOA Service Provider of Adult, Dislocated Worker and Youth programs was made by PBWD Board Member, Jeff Clark, and seconded by PBWD Board Member, Meghan McGilvra.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

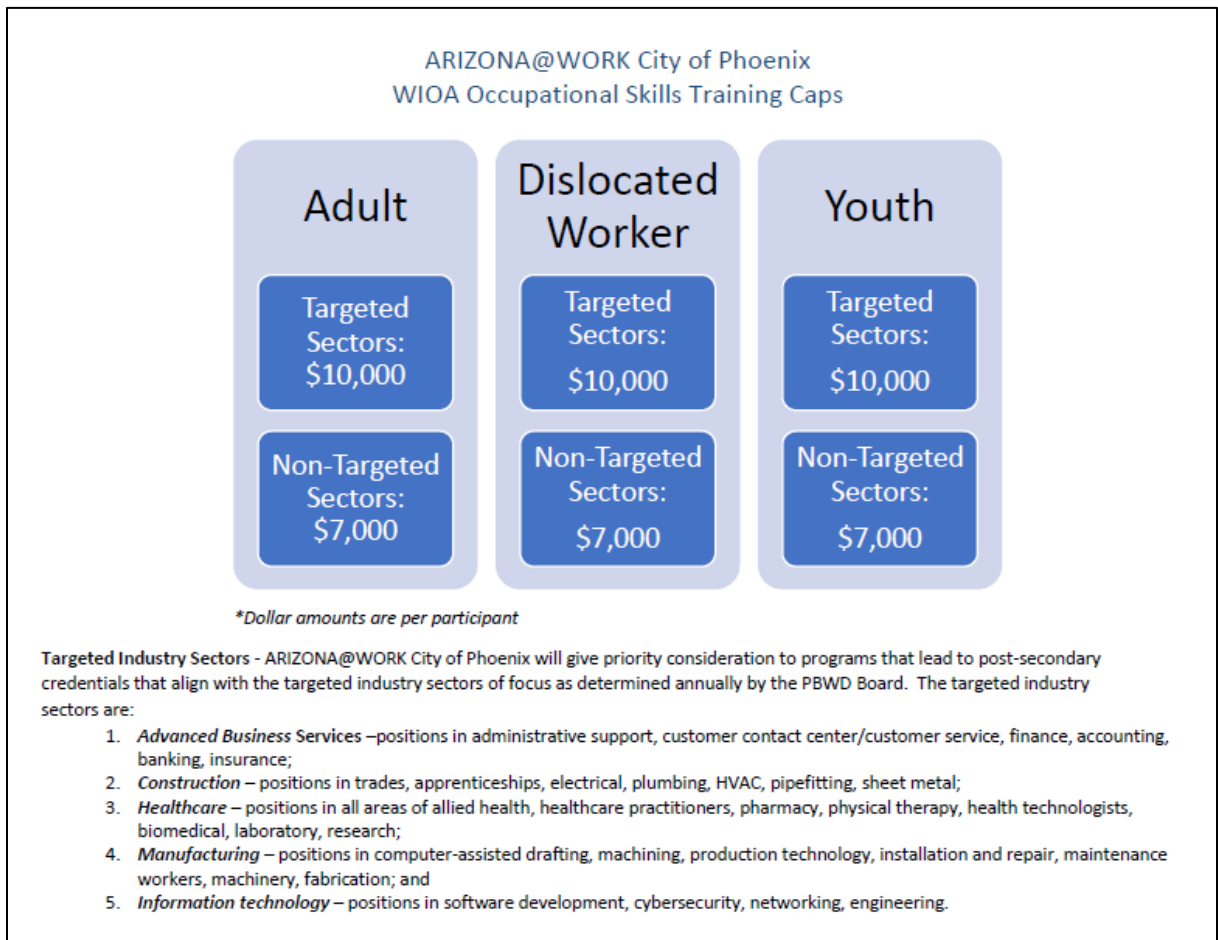
Abstained: None

Motion passed

9. WIOA Occupational Skills Training Caps

Daniel Barajas, PBWD Board Member and Program Excellence Committee (PEC) Chair, shared that the PEC recently completed the process of reevaluating the WIOA occupational skills training caps for participants who enroll in training. The PEC invited the ARIZONA@WORK City of Phoenix Adult, Dislocated Worker, and Youth providers to give feedback regarding the amount allowable for training and any pain points the funding limits cause for participants and/or staff. Daniel thanked City and Board staff for their efforts and assistance to ensure the committee members had all relevant research and data to make an informed decision.

At the May 5, 2022 PEC meeting, the committee voted to approve an increase in the WIOA training caps as shown below.



A motion to approve the WIOA training amounts for Adult, Dislocated Worker, and Youth programs to \$10,000 for targeted sectors and \$7,000 for non-targeted sectors, per participant was made by PBWD Board Member,

Steven Cramer, and seconded by PBWD Board Member, Jenny Grondahl.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

Abstained: None

Motion passed

10. Key Take Aways from the National Association of Workforce Boards (NAWB) Conference

PBWD Board Vice Chair, Nick Bielinski, asked the PBWD Board members who attended the NAWB conference in April to share highlights from their experience.

Meghan McGilvra shared she was very happy to see people in person. Secondly, we are doing great work and we can do so much more by partnering with education and industry to develop career pathways and system-level changes.

Jenny Grondahl shared that as a new Board member it was fantastic to be able to attend the conference. Jenny learned a lot about apprenticeship pathways, including a pathway from workforce development boards to the chambers of commerce. Many best practices are out there, and Jenny has already implemented three new best practices. Jenny encourages all new Board members to attend the NAWB conference if they get a chance to.

Nick Bielinski shared that there is conversation going on regarding educational degrees and return on investment. Many employers are no longer posting the requirement for a two or four-year degree. Employers are needing talent now. Conversations between employers and education around credentials and workforce is occurring and needs to continue in order to develop educational programs that are short-term and meet employer need.

Daniel Barajas shared there were several amazing breakout sessions full of informative and useful information on how the workforce board can be more engaging. One of the sessions included speakers from the U.S. Department of Labor, Department of Education and Department of Transportation and where they are taking new legislation with braided funding. This information is always good to know so that we can be on the lookout for funding opportunities. Several conference attendees from around the country, after learning Daniel was from the Phoenix workforce board, asked to co-present at next year's conference.

11. Committee Reports

Business and Workforce Engagement Committee (BWEC):

BWEC Chair, Jesus Love, shared the committee needs to work on their strategies within the workgroups. The committee is planning to have the first in-person Bagels & Business event since March of 2020, on August 24, 2022. This is an opportunity to network with businesses and while gaining knowledge about topics that important to businesses. More information is coming soon.

Program Excellence Committee (PEC):

PEC Chair, Daniel Barajas, shared that in alignment with the Local Plan updates, we want to focus on industry career pathways. Where is the demand and what training programs should we be focusing on. The ARIZONA@WORK City of Phoenix 3rd quarter performance updates were presented, and all measures were in the green. A round of applause for the City team in keeping us in the green!

12. Matters for Future Discussion

- Steven Cramer – Would like to discuss outreach to the community from an industry and business perspective. Have a working group that actively participates in trade associations and meetings in the Valley so we can understand what the workforce needs are in the various industries. We want to leverage the ARIZONA@WORK City of Phoenix brand and be a participant at the trade association meetings.
 - Follow-up: Which associations do we want to be a part of? Where can we provide outreach and in what manner? How do we communicate?
 - Add this item to the Executive Leadership Committee June meeting agenda.

13. Call to The Public

- Travis Hardin – Please reach out to Travis if you have resources and connections with housing authority to assist an individual with disabilities relocate. Email provided, or search Govenda for the membership roster for Travis' information.
- E Cole – Rio Salado College, Adult Education, Title II will continue to use the comment period during the Board meetings to share goals. There are nine Adult Education, Title II providers and they serve three local workforce areas (Phoenix, Maricopa County and Pinal County). Regionalization is a goal of Title II and they are working on Addendums for the MOU's within each local area. These Addendums are required in order to contribute shared funds to the system cost through the IFA. It is

problematic for Title II to use multiple client referral systems across three local areas. They applaud the WIOA training caps increase that was just approved by the PBWD Board and appreciate the consistency between the Adult and Youth dollar amounts. The work Title II is doing with IET's very innovative and there is value in these programs that result in certifications for students.

- Stacey Van Emst – National Association of Workforce Development Professionals is next week, and we have a virtual platform to make the conference available for those who cannot attend. Up to 30 individuals can attend to virtual sessions.
- Jeff Clark – Inquired about assigning a number to the WIOA Service Provider Agreement (MOU) for tracking purposes. PBWD Board Executive Director, LaSetta Hogans, will follow-up with the law department regarding this.

14. Adjournment

A motion to adjourn the meeting was made at 10:23 a.m. by PBWD Board Member, Dawna Cato, and seconded by PBWD Board Member, Kaaren Lyn Graves.

Approved: Nick Bielinski, Daniel Barajas, Ali Benezra, Karen Carter, Dawna Cato, Jeff Clark, Steven Cramer, Jon Ellerston, Kaaren-Lyn Graves, Jenny Grondahl, Travis Hardin, Jesus Love, Brendan Mahoney, Meghan McGilvra, Dean Sheinert, John Soto, and Sam Wolo

Opposed: None

All were in favor and the meeting adjourned at 10:23 a.m.