



**Phoenix Business and Workforce Development Board
Program Excellence Committee
Meeting Minutes**

**Virtual Meeting
November 3, 2022
9:00 a.m.**

Members Present:

Daniel Barajas, Chair
Allison Benezra
John Soto
Jaclyn Boyes

Samantha Hansen
Meghan McGilvra, Vice Chair
Stacie Garlieb
Suzanna Armijo

Committee Members Absent:

Elizabeth "E" Cole
Scott Holman
Karen Hartson

Public Attendees:

Genie Usher (PBWDB Liaison)
Susan Roger
Laura Whitehead
Amy Schofield
Mary Alejandro
Dustin Panoff
Eddie Borajas

Stan Flowers
Sandra Enriquez
Demitria Robles
Gina Harper
David Chavez
Matalie Hastings
Kweilin Waller

Tracee Spire
James Montoya
Steven Bennett
JoAnn Schavey
Ricky Duran
Deb Furlong

Jovanna Parkhouse
Beatriz Erives
Justin West
LaSetta Hogans
Stacey VanEmst
Ariadna Valentin

1. Call to Order / Roll Call:

Daniel Barajas, Program Excellence Committee (PEC) Chair, called the November 3, 2022, meeting to order at 9:03 a.m. Roll call was completed, and a quorum was present.

2. Approval of October 6, 2022, Meeting Minutes:

Daniel Barajas, Program Excellence Committee (PEC) Chair requested a motion to approve the October 6, 2022, PEC Meeting Minutes. **A motion to approve the October 6, 2022, Meeting Minutes**, was made by PEC Vice-Chair Meghan McGilvra, and seconded by PEC Member Stacie Garlieb.

Approved:

Daniel Barajas, Meghan McGilvra, Samantha Hansen, Allison Benezra, John Soto, Jaclyn Boyles, Stacie Garlieb, and Suzanna Armijo

Abstained: None

Opposed: None

Motion passed by majority

3. Announcement of PBWD Board Member Jon Ellerston Retirement

PEC Chair, Daniel Barajas announced the retirement of PBWD Board and PEC Committee member, Jon Ellerston. Chair publicly thanked Mr. Ellerston for his contributions and work.

4. Announcement of new PBWD Board Member, Suzanna Armijo

PEC Chair, Daniel Barajas publicly welcomed new PBWD Board and PEC Committee member, Suzanna Armijo.

Ms. Armijo introduced herself to the group. She has 25 years of clinical behavioral health experience and now works for the State of Arizona, Department of Economic Security in the field of workforce. She is a Program Supervisor over the program that transitions participants from school to work. She educates the community about the program and vocational rehabilitation services.

Mr. Chair then asked members to go around and introduce themselves to Ms. Armijo. After introductions, Mr. Chair provided Ms. Armijo with an overview of the PEC Committee goals, strategies and purpose.

5. Q1 Performance Report

City of Phoenix Human Services Department Deputy Director, Kweilin Waller provided the Quarter 1 data and negotiated performance method metrics presentation, noting that data is cumulative from previous quarters and includes results from the State's Data Validation results. Ms. Waller went over participant employment and credential attainment, median earnings, enrollment and measurable skills gain (MSG) data for July through September 2021.

City of Phoenix Human Services Department Workforce Development Supervisors, David Chavez and Laura Whitehead shared adult dislocated worker and youth outcomes, including enrollment numbers collected through September 30, 3033. A comparison from the previous year showed an increase of 71%. Ms. Whitehead pointed out that staff has focused on relationship-building and identifying those individuals from special populations from low incomes who need and could gain the most benefit from offered services. These include the homeless, justice-

involved and those in substance recovery. Ms. Whitehead noted an increase in enrollment numbers specific to the justice-involved population from 52 to 138 participants. This, she states, has a correlation to targeted funding. Mr. Chavez then discussed youth enrollment data. He stated that enrollments in this population have increased 72% since last Program Year. Mr. Chavez credited the partner youth providers for their outreaching efforts. Mr. Chavez moved on to program performance measures and went over the current scale, where any value below 100 will now be considered a 'fail' and require corrective action after two consecutive quarters. Ms. Whitehead then went over overall performance for the current quarter, including adult dislocated worker and youth. She noted that they are meeting 3 out of 5 performance measures for participant sustainability with some slightly increased from the previous year and others on track to meet. Ms. Whitehead mentioned that for those goals that show 'fail' on the chart, some vendors and customers have not reported out their data and so this could not be captured and included timely. These data are based in real-time measures and may fluctuate throughout the quarter, and Ms. Whitehead stated that these reports should be considered more of an evaluation. Mr. Chavez finished up this presentation sharing youth employment, median earnings, credential attainment, and MSG program measures and efforts to further support participants.

PEC Madame Vice Chair asked what counts as MSGs in this report. Mr. Chavez welcomed youth providers, YMCA or Neighborhood Ministries to help answer this question. Amy Schofield, Neighborhood Ministries Program Manager shared that MSGs could mean high school credits, diploma, certification, on-the-job, apprenticeship, or skills progression or occupational training that can qualify as MSGs. Dustin Panoff, with the YMCA added that the progression of education levels in math, language or reading can also qualify as an MSG.

Dustin, David, and Ricky all made the point that those attained credentials not paid for by WIOA funds, as mandated by the State of Arizona, would not count as an MSG. Ricky noted in the chat that this change was made in fiscal year 2020-21.

City of Phoenix, Workforce Development Supervisor, Deb Furlong mentioned that the City could potentially gather additional information around tracking all credentials in the MSG performance measures, not just those paid for with Workforce funds.



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Program Year 2022-2023 WIOA - Title I 1st Quarter Overview

Phoenix Business and Workforce Development Board
Performance Excellence Committee
November 3, 2022



Annual Performance Time Frames

Program Year 2022-23

July 1, 2022 - June 30, 2023

Program Year 2022-23: July 1, 2022 - June 30, 2023																													
2021									2022									2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2022-23 Program Year																													
Enrollments																													
Employed in 2nd Quarter after Exit																													
Employed in 4th Quarter after Exit																													
Median Earnings (2nd Quarter after Exit)																													
Credential Rate																													
Measurable Skills Gain																													

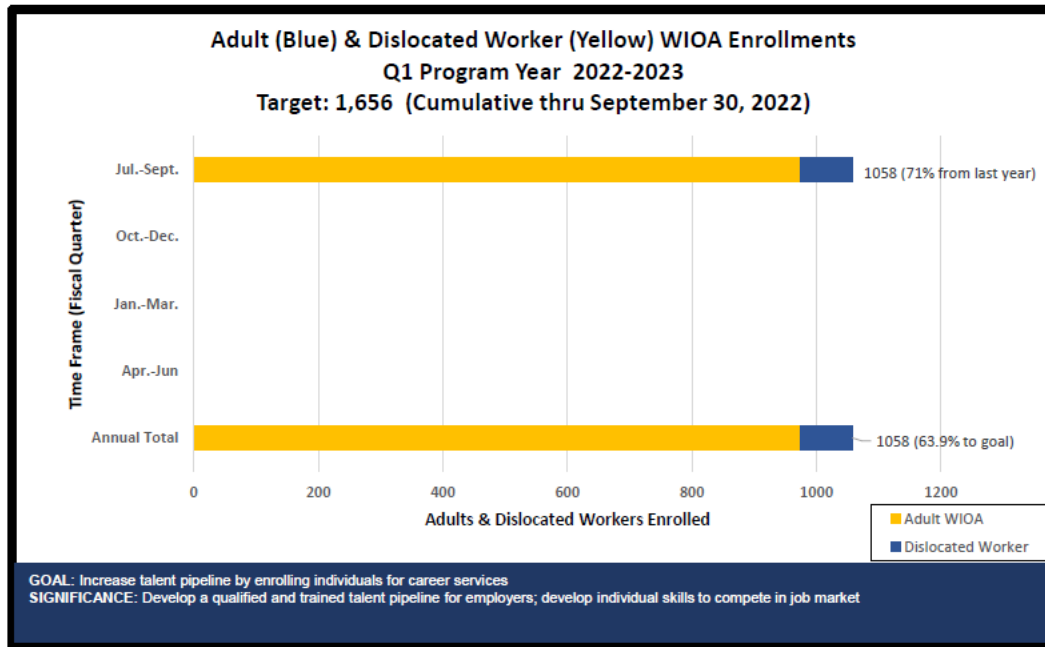
**Q4 Employment
&
Credential
Attainment**

**Q2 Employment
&
Median
Earnings**

**Enrollments
&
Measurable
Skill Gains**

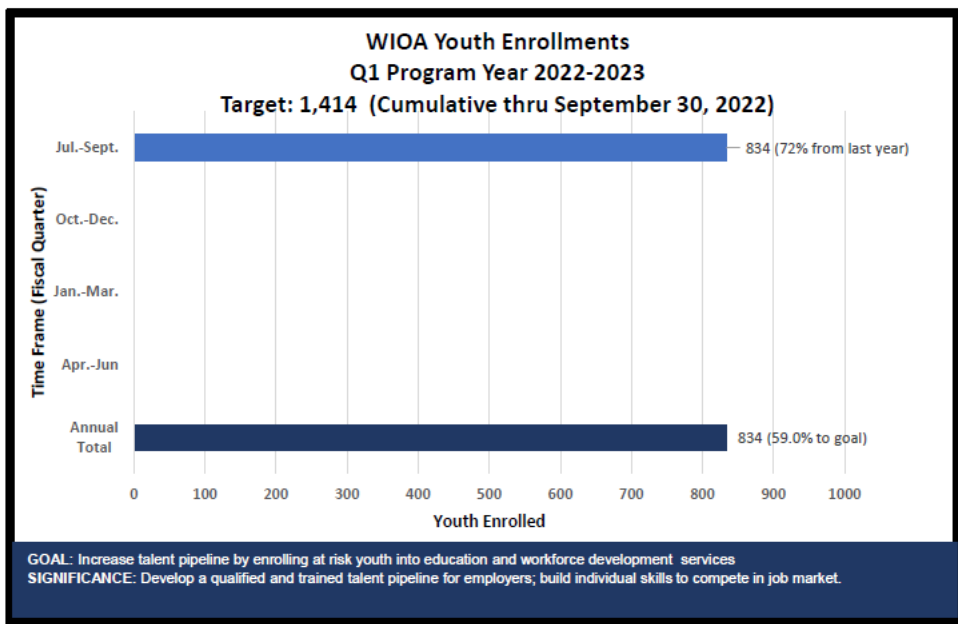


PY 2022-23 Adult Program Q1 Enrollments





PY 2022-23 Youth Program Q1 Enrollments





Negotiated Performance Metrics

Measure	Adult	Dislocated Worker	Youth
2nd Quarter Employment 07/01/21 – 06/30/22	67.50%	75.0%	72.0%
4th Quarter Employment 01/01/21 – 12/31/21	65.0%	72.50%	70.0%
Median Earnings 07/01/21 – 06/30/22	\$6,500.00	\$9,500.00	\$5,044.00
Credential Attainment (CA) 01/01/21 – 12/31/21	69.0%	70.0%	52.0%
Measurable Skill Gains (MSG) 07/01/22 – 06/30/23	60.50%	62.0%	55.0%

Passing	100% of Negotiated Value
Failing	Below 100% of Negotiated Value



PY 2022-23 Q1 Performance

Measure	Adult	Dislocated Worker	Youth
2nd Quarter Employment 07/01/21 – 09/30/21	72.93%	72.92%	72.97%
4th Quarter Employment 01/01/21 – 03/31/21	59.09%	59.68%	82.41%
Median Earnings 07/01/21 – 09/30/21	\$ 7,599.96	\$ 9,286.94	\$5,962.53
Credential Attainment (CA) 01/01/21 – 03/31/21	72.0%	51.35%	64.13%
Measurable Skill Gains (MSG) 07/01/22 – 09/30/22	32.30%	23.68%	13.44%

Passing	100% of Negotiated Value
Failing	Below 100% of Negotiated Value



**Photo taken prior to pandemic*

QUESTIONS



6. Workforce Program Participant Success Story:

City of Phoenix Human Services Department Workforce Development Supervisor, Laura Whitehead introduced Career Advisor, JoAnn Schavey from the South Job Center. Ms. Schavey shared a story on behalf of a successful participant. JoAnn shared that a young woman named Angela was referred by Bridge to Hope, a Christian foundation for single mothers with children. Ms. Schavey shared that Angela was living in a domestic violence, homeless, substance abuse situation. She noted that this program requires the participant be able to work full time and be substance-free as a prerequisite before referring to ARIZONA@WORK. She became Ms. Schavey's customer on July 1, 2021 and was enrolled in Phoenix SOAR (Survivors Offering Assistance in Recovery) on August 4, 2021. By September, Angela completed the Phoenix SOAR program and began training in medical, administrative and electronic health records management. By December 2021, Angela had earned her certificate of completion as a Medical Administrative Assistant from the National Healthcare Association. ARIZONA@WORK paid for her transportation, testing fees, and resume writing services. Upon completion of her certificate, Angela began seeking employment and by May 2022, she gained employment with Recovery Empowerment Network (REN) as a Recovery Coach. Angela remains fully employed and continues to receive services from Bridge to Hope. Ms. Schavey is currently working with Angela to help her gain housing for her and her two-year-old son.

Ms. Whitehead opened the meeting up to questions from the Committee. While there were none, Stacie Garlieb publicly recognized the work being done by staff at the Job Centers, and encouraged newer Committee members to visit the centers and see, in person, the work that is being done. She also commended Laura for her leadership.

7. Employment Services Presentation

John Soto, Program Manager with the Arizona Department of Economic Security presented on Title III Employment Services programs and metrics. Mr. Soto shared that Employment Services covers four different regions across Arizona, including virtual services. Region 1 includes the City of Phoenix. [services, background, customers, key metrics/data] Mr. Soto informed the group that this program was established as a nationwide system of public employment offices which then became part of the One Stop Delivery system which provides universal access under aligned performance and accountability measures under the Workforce, Innovation and Opportunity Act (WIOA). Among data collected, Mr. Soto stated that they track and collect information on clients served, referrals to Title IB partners, customer traffic. Mr. Soto covered services provided at no cost to the client, including employment

services, career counseling, labor exchange services, job searches, placement assistance, and customized recruitment, candidate matching, prescreening, skills assessment, and special technical services for employers. Mr. Soto mentioned that the highest priority is given to veterans and disabled veterans. Mr. Soto noted other services offered, such as hiring events and outreach activities to the community. Mr. Soto then introduced Beatriz Erives, Supervisor over three Employment Services offices to provide insight and perspective in supporting clients seeking services.

PEC Chair, Daniel Barajas asked Mr. Soto and Ms. Erives what connections they see between the work PEC and the PBWD Board is doing and the work Employment Services is doing. Mr. Soto answered that there is a strong connection to instilling hope that is being done in Employment Services, as their clients are coming into their offices in dire situations seeking to better their lives for their families and themselves. Ms. Erives agreed and added that members should visit the offices to get a better idea of the work that they are doing.

DRAFT

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WAGNER- PEYSER - EMPLOYMENT SERVICES- WHAT IS IT?



- ✓ Act of 1933 established a nationwide system of public employment offices known as the Employment Service.
- ✓ Amended in 1998 to become a part of the One-Stop delivery system. A system that provides universal access to services under one roof.
- ✓ In 2014, the Wagner-Peyser Act was amended again under title III of the Workforce Innovation and Opportunity Act (WIOA). Aligns performance accountability indicators with other federal workforce programs.

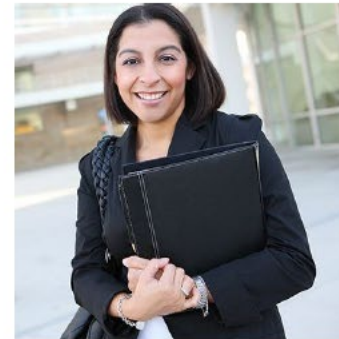
WHAT SERVICES ARE PROVIDED TO JOB SEEKERS?

ARIZONA@WORK offers an array of services that are tailored to meet the unique needs of the individual

Employment Services are **No Cost** and available to everyone

Services can include:

- Job search assistance
- Referral to employment opportunities
- Skill and career interest assessments
- Skills upgrade such as certification and training
- Résumé review and development
- Interview preparation



SERVICES FOR EMPLOYERS

ARIZONA@WORK partners with employers to meet their workforce needs

CUSTOMIZED RECRUITMENT

- Job Posting on AJC
- Candidate Matching and Pre-Screening
- Skills Assessment to identify qualified applicants
- Hiring Events
- Special Recruitment Services



Thank You!



8. Strategy Team Assignment Updates

The Program Excellence Committee will provide updates to inform how each team is accomplishing their Strategy Assignments. PEC Chair, Daniel Barajas mentioned that the purpose of these assignments is to improve upon the existing actions and better align these with the goal and individual strategies. He then asked LaSetta Hogans, PBWDB Executive Director for her perspective. Ms. Hogans stated that the wonderful thing about this space is that we are currently preparing to revisit the Board's Strategic Plan with our Board Consultant, Dr. Sheila Murphy. She added that the items that the PEC are working on within their assignments are focused on the job seekers and employers, Title I adult dislocated worker programs as well as Employment Services and Vocational Rehabilitation services, adult literacy; all of these items are tied in together with our One Stop Operator, focusing on the job seeker and how those services are delivered in partnership with our service providers. Ms. Hogans stated that, moving forward, the action items and metrics will be essential to developing the new Strategic Plan.

Mr. Chair then invited PEC Madame Vice Chair, Meghan McGilvra to go around and get updates from each of the Strategy Assigned Teams. Each team provided updates. The team for Strategy 1 had not yet met. The team for Strategy 2 has a meeting scheduled in December with Ms. Hogans to gain better insight and direction on how they will move forward. Strategy 3 will not be changing any of their action items, but instead break them down into smaller metrics and start highlighting the information needed from the Board and staff. The team for Strategy 4 had not yet met but Mr. Chair mentioned that a first step is to better define "ensuring return on investment for workforce development in the City" so that his team can develop metrics or key performance indicators around this action item. He will connect with fellow team member and PEC member Scott Holman.

Madame Vice Chair thanked the teams for their efforts and offered any assistance in future work on their teams.

Program Excellence Committee Meeting Goal 1 Strategy Assignment	
Strategy 1	Samantha Hansen, Ad Hoc Member
	John Soto, Member
	Stacie Garlieb, Ad Hoc Member
	Karen Hartson, Member
Strategy 2	Allison Benezra, Member
	Jacyln Boyes, Ad Hoc Member
Strategy 3	Elizabeth Cole, Ad Hoc Member
	Meghan McGilvra, Vice Chair
	Suzanne Armijo, Member
Strategy 4	Daniel Barajas, Chair
	Scott Holman, Member
	Revised 11/1/2022

9. Scorecard Review and Strategies for Improvement:

PEC Chair, Daniel Barajas provided an update on how the scorecard work is moving forward within the assigned Strategy teams, and that these will be reflected in future revisions.

Goal 1: Instill Hope.				
Strategies	Actions	Metrics	Timelines	Notes
1. Develop opportunities for individual connections and relationships to support vulnerable populations including youth and dislocated workers.	Action Item #1 Research with Youth Providers about peer-to-peer mentor and support network, and support a formal youth mentorship program.	Presentation to Board showing evidence of peer-to-peer mentor and support network and provide a summary of results with recommendations.	Quarterly starting 12/2020	
PEC Members: Daniel Barajas, Samantha Hansen	Action Item #2 Capture success stories from partners and collaborate with the Board Committees to disseminate success stories to the community at large.	Every 1st week of every quarter, all Title programs will publish success stories to include testimonials and highlight experiences on twitter, Instagram and Facebook.	Quarterly starting 12/2020	
	Action Item #3 Explore supportive services approaches modeled by Marcos de Niza and Aeroterra staff and management with vulnerable populations.	Summary report of presentations to Board.	Quarterly starting 12/2020	
	Action Item #4 Highlight new programs and exceptional outcomes about the Marcos de Niza, Aeroterra and other programs on the ARIZONA@WORK website, to educate all relevant partners and supporters.	Include link on website; present outcomes and share success stories to Board.	Beginning 07/2020	
	Action Item #5 Stimulate services for youth at all locations.	Research and provide an update to the board on the summary of services and best practices for youth programs and provide recommendations.	Beginning 09/2020	
	Action Item #6 Support dislocated workers to instill hope.	Research current practices and identify future opportunities that can be expanded to a variety of situations associated with layoffs and present findings and recommendations to the board	Beginning 09/2020	
	Action Item #7 Explore and support an initiative to coordinate services to support the employment of those who may be close to eviction.	Research and identify current relevant partners; identify specific supportive services and provide suggestions to Board.C9	Beginning 12/2020	
	Action Item #8 Research and support programs to activate financial self-sufficiency.	Identify programs for specific vulnerable populations; review success qualitatively, including testimonials.	Quarterly starting 03/2021	
2. Align with local investment in diversity and inclusion as a primary business strategy.	Recruit and retain talent from diverse communities to refresh perspectives and stimulate innovation.	Develop a plan for recruitment; report numbers by category of individual to Board.	Quarterly starting 09/2020	
PEC Members:	Implement responsive and flexible solutions to enrich the workforce through diversity.	Identify effective approaches; report implementation to Board.	Quarterly starting 09/2020	
3. Show promise for individuals seeking careers through the sharing of simple approaches.	Action Item #1 Create visuals around the centers to educate job seekers about examples of success.	Identify effective approaches; design plan for sharing with job seekers; report successes to Board.	Quarterly starting 01/2021	
PEC Members: Meghan McGilvra	Action Item #2 Create visuals that showcase comparative value of specific careers to increase buy in from participants at the centers.	Integrate best practices from Career Guidance Specialists; develop talking points to use with people who can benefit.	Quarterly starting 03/2021	
	Action Item #3 "Bundle" training to create a realistic pathway through portable, stackable credentials.	Develop a minimum of 3 examples of Career Pathway training that can be applied and expanded.	Beginning 12/2020	
	Action Item #4 Utilize community partnerships to effectively disseminate the success of various career pathways to populations we serve.	Develop a list of potential outreach partners with periodic check ins.		
4. Ensure ROI for Workforce Development in the City (Shared strategy with BWECC)	Establish and sustain a pipeline for optimizing future force based on LMI.	(1) Amount of expenditure; (2) Number of people hired	Quarterly starting 01/2021	
PEC Members: Jon Ellerston	Educate board, staff, and partners on return-on-investment concepts.	Number people terminated versus employed	Quarterly starting 03/2021	
	Proactively communicate baseline ROI measures and set regular reporting schedule to report change to the Board.	Level of Expenditure Number of people trained, developed in-house, promoted from within.	Quarterly starting 07/2021	
		EMSI and BLS (and other as confirmed by Business Services)	Quarterly starting 07/2021	

10. Matters for Future Discussion:

- Chairman Daniel Barajas requested to have a standing agenda item for “Program Participant Success Stories”
- Chairman also suggested PEC members consider meeting in person a couple times per year.
- Madame Vice Chair asked to have a partner, service provider or City staff report back on any attendance to NAWDP conferences or workshop presentations. Ms. Waller noted that Mr. David Chavez has attended similar, national events and could possibly share his experiences in the next meeting.
- Dustin Panoff, Valley of the Sun YMCA Director of Operations announced that he and a colleague would be attending the NAWDP Youth Symposium in Charlotte, NC in November. His organization will be presenting on the work they’re doing and how they are using funding to partner with other providers. He will be presenting at the next PEC meeting.

11. Call to the Public & Open Discussion:

Kweilin Waller, City of Phoenix Deputy Director Human Services Department, provided an introduction to the new Data Manager, Justin West. Mr. West introduced himself and gave some professional background information about himself. Justin began his career with the City of Phoenix in 2018, serving as a budget analyst in the Police Department, as well as in the Compliance and Oversight Division.

Stacey VanEmst, One Stop Operator Project Director announced to the group that the West Job Center has been undergoing a remodel and a date for the grand opening ceremony will be provided in the coming weeks. Additions include more cubicles, meeting room spaces, and more modernized look.

Ms. Waller also informed the group of the Phoenix Workforce staff attendance at the Results for America fellowship in Washington D.C. to learn more about data and equity and best practices for performance-based contracting. Deb Furlong will be presenting the information gained at the November 10 Full Board Meeting.

Tours:

Deb Furlong chatted that the One Stop Operators would be willing to set up a tour for PEC members connect with staff that are working at the Job Centers.

PEC member Jacklyn Boyes offered to host at Per Scholas at Central and Thomas Roads for the February 2nd meeting

Dustin Panoff, Valley of the Sun YMCA Director of Operations invited the group to the Annual Pancake Breakfast to be held at the Maryvale YMCA on Wednesday, November 23, 2023 from 8:00 to 11:00 a.m.

12. Adjournment:

A motion to adjourn the meeting was made at 11:00 a.m. by PEC Vice Chair Meghan McGilvra and seconded by PEC Member, Samantha Hansen.

Approved: Daniel Barajas, Jacklyn Boyes, Allison Benezra, John Soto, Stacie Garlieb, and Suzanna Armijo

Opposed: None

Motion passed unanimously