



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

**Virtual Meeting  
February 2, 2023  
9:00 a.m.**

**Members Present:**

Daniel Barajas, Chair	Allison Benezra
Meghan McGilvra, Vice Chair	John Soto
Elizabeth "E" Cole	Suzanna Armijo
Jaclyn Boyes	Stacie Garlieb

**Committee Members Absent:**

Scott Holman  
Karen Hartson  
Samantha Hansen

**Public Attendees:**

LaSetta Hogans (Exec. Dir.)	Ariadna Valentin
Genie Usher	Deb Furlong
Thomas Flynn	Demitria Robles
Laura Whitehead	Amy Schofield
David Chavez	Reeta Devi
Dustin Panoff	Justin West
Eddie Borajas	Stacey VanEmst



Noel Lutsey  
Jovanna Parkhouse  
Matalie Hastings

Tracee Spire  
Sandra Enriquez

**1. Call to Order / Roll Call:**

Daniel Barajas, Program Excellence Committee (PEC) Chair, called the January 5, 2023, meeting to order at 9:01 a.m. Roll call was completed, and a quorum was present.

**2. Approval of January 5, 2023, Meeting Minutes:**

Daniel Barajas, Program Excellence Committee (PEC) Chair requested a motion to approve the January 5, 2023, PEC Meeting Minutes. **A motion to approve the January 5, 2023, Meeting Minutes**, was made by PEC Vice Chair, Meghan McGilvra, and seconded by PEC Member Stacie Garlieb.

**Approved:**

Daniel Barajas, John Soto, Elizabeth “E” Cole, Jaclyn Boyes, Allison Benezra, and Suzanna Armijo

**Abstained: None**

**Opposed: None**

**Motion passed by majority**

**3. OSO Monthly Report for December 2022**

City of Phoenix, One Stop Operator, Project Director Stacey Van Emst presented the October 2022 OSO Monthly Report.



**To:** Deb Furlong, Workforce Operations Supervisor and LaSetta Hogans, Phoenix Business and Workforce Development Board Executive Director

**Date:** January 10, 2022

**From:** Stacey Van Emst – One Stop Operator and Steven Bennett – Operations Supervisor

**1. Number of customized recruitments and job fairs hosted at the centers and number of jobseekers in attendance.**

DATE	JOB CENTER LOCATION	BUSINESS NAME	INDUSTRY	# OF POSITIONS	# OF JOB SEEKERS ATTENDED
12/6/22	South	Integrity Staffing	Warehouse	200	1
12/7/22	North	Samuel Insurance	Insurance	10	1

**2. Number of customers welcomed at each center**

JOB CENTER LOCATION	NUMBER OF CUSTOMERS WELCOMED
North Job Center	(478 In Person, 88 Virtual) 566 Individuals
South Job Center	(441 In Person, 59 Virtual) 500 Individuals
West Job Center	Closed for Remodel

**3. Results of customer satisfaction surveys and event participant surveys**

DATE	LOCATION	TYPE OF EVENT	NUMBER OF PARTICIPANTS
December	North	Customer Satisfaction Survey	52
	West	Customer Satisfaction Survey	NA
	South	Customer Satisfaction Survey	53
As of 1/1/2023, 4,213 surveys have been completed with an overall satisfaction score of 4.76 out of 5.			

**4. List of general comments made by the customers or participants**

Josephina informed me that there wasn't a physical location for Unemployment and offered to fax the paperwork! She was efficient and cheerful! Thanks, Josephina, for all your help.

**5. List of recommended system improvements to address any concerns identified by the customers or participants**

**Comments:** Offer any job information about employers, or vocational schools who will hire people with different types of criminal backgrounds, in order for those people to increase their ability to impact the community in a positive manner, while contributing to society.

**Response:** Welcome Team staff, Title IB Adult/DW and Title III staff have attended the re-entry training offered by the Department of Economic Security and are well versed in assisting those with backgrounds, however we can revisit this topic with the job center team to identify additional ways to communicate resources and opportunities to those with backgrounds more effectively.

## 6. Success stories

An ARIZONA@WORK customer spent 34 years in the United States but because of his language barrier and lack of resources he struggled to support his wife and 5 children. He spent most of his life performing manual labor which resulted in several injuries and surgeries. At 52 years of age he decided he needed a change but was loyal to his company and did not want to leave. His co-worker suggested he obtain a HVAC certificate, but the programs were too expensive. He enrolled in the HVAC program through CPLC and obtained his certification. He has been promoted to a less physical position and as an HVAC Technician is earning \$10 more dollars an hour. He is also being sent by his employer to attend a leadership training program where he will have an opportunity to grow his skills and earn more money.

An ARIZONA@WORK underemployed customer was living out of their car and struggling to find employment. After meeting with a Career Advisor, the customer was able to identify barriers such as lack of credentials and job search skills and was enrolled into WIOA. The customer was able to attend the American Institute of Dental Assisting (AIDA) training and earn a certification. Upon completion of the training

program, the customer was able to obtain employment as the sole dental assistant of a private practice office earning \$18 per hour.

7. **System Training and Professional Development**

DATE	LOCATION	TYPE OF EVENT	NUMBER OF PARTICIPANTS
12/16/22	Virtual	Integrated Service Delivery – Eve’s Place (provides services to domestic violence victims), Tonya, Adult Program Coordinator Domestic Violence, Ruby, Adult Program Coordinator Sexual Violence Program	47
Recorded training is uploaded to the City of Phoenix SharePoint site			
12/27/22 and 12/28/22	Virtual	Legacy in Action Customer Service Training	20
12/30/22	Virtual	WIOA New Partner Onboarding	3

8. **Community of Practice**

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DATE	LOCATION	TOPIC
11/08/22	Virtual	Traitify, assessment tool for job seekers – Steven Bennett, Operations Supervisor, Equus Workforce Solutions.

9. **Additional Updates**

Quarterly Newsletter was sent out to all partners. See Attached.

4. **Quarter 2 WIOA Report**

City of Phoenix, Data Manager Justin West in the Business and Workforce Development Division presented 2<sup>nd</sup> quarter data.



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# Program Year 2022-2023

## WIOA - Title I

### 2<sup>nd</sup> Quarter Overview

Phoenix Business and Workforce Development Board  
Performance Excellence Committee  
February 2, 2023





## Annual Performance Time Frames

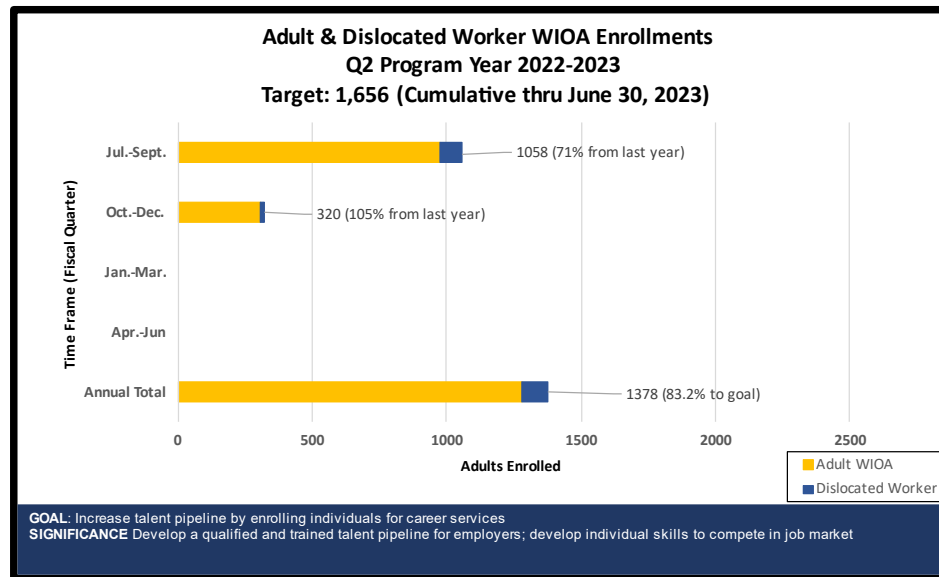
### Program Year 2022-23

July 1, 2022 - June 30, 2023

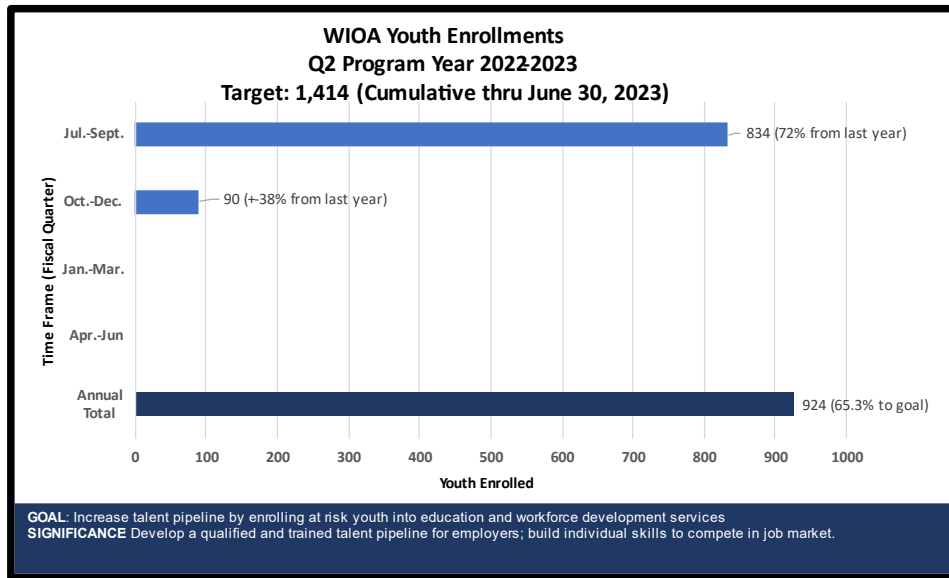
Program Year 2022-23: July 1, 2022 -June 30, 2023																													
2021												2022										2023							
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2022-23 Program Year																													
Enrollments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

**Enrollments  
&  
Measurable Skill Gains**

## PY 2022-23 Adult Program Q2 Enrollments



## PY 2022-23 Youth Program Q2 Enrollments



## Negotiated Performance Metrics

Measure	Adult	Dislocated Worker	Youth
<b>2<sup>nd</sup> Quarter Employment</b> 07/01/21 – 06/30/22	67.50%	75.0%	72.0%
<b>4<sup>th</sup> Quarter Employment</b> 01/01/21 – 12/31/21	65.0%	72.50%	70.0%
<b>Median Earnings</b> 07/01/21 – 06/30/22	\$6,500.00	\$9,500.00	\$5,044.00
<b>Credential Attainment (CA)</b> 01/01/21 – 12/31/21	69.0%	70.0%	52.0%
<b>Measurable Skill Gains (MSG)</b> 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 Q2 Performance

Measure	Adult	Dislocated Worker	Youth
<b>2<sup>nd</sup> Quarter Employment</b> 07/01/21 – 09/30/21	74.20%	70.11%	73.81%
<b>4<sup>th</sup> Quarter Employment</b> 01/01/21 – 03/31/21	62.69%	60.00%	79.37%
<b>Median Earnings</b> 07/01/21 – 09/30/21	\$ 7,906.86	\$ 10,033.57	\$ 5,691.76
<b>Credential Attainment (CA)</b> 01/01/21 – 03/31/21	71.60%	62.12%	56.46%
<b>Measurable Skill Gains (MSG)</b> 07/01/22 – 09/30/22	53.10%	40.82%	32.62%

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



## QUESTIONS

ARIZONA@WORK | Page 7

### 5. Workforce Program Participant Success Story:

Noel Lutsey, Career Advisor in the West Job Center shared a success story. A customer came to him under employed, receiving nutritional assistance and struggling to support her family. They discussed her interests in how

she could gain a livable wage and after looking at options, the customer decided she wanted a career as a CDL driver. After enrolling in the program, she successfully completed the work readiness program, S.O.A.R. and began researching training options, exploring multiple schools to choose the best one based on location and hours. After a discussion with staff and students, and upon completion, she was approved for training funding. During this time she reported some challenges with the training staff, and after achieving her CDL permit, she took some time off to collect herself. Upon reengaging with her, Mr. Lutsey provided her with some support services to continue with their training path. They discussed the challenges she was having, and with additional coaching from the vendor and others assistants, and also some alternate training with vendor staff, she was able to successfully move forward. The customer tested for and was able to receive or a C. D. L. class B credential after discussing some employment options and working with partner agencies, referred her to one of the employment specialists, she was interviewed and hired by the city of Phoenix in November. A class B license, allowed her to drive the dump truck, but prevented her from driving other work vehicles. In the next few months she did go back to school and she achieved her class and is now trained and operating additional equipment since or higher. She has been considered a valuable employee volunteering for work opportunities as they arise. Although she had a bumpy start. Facing challenges with her vendors, she's proud to say she is one of two women CDL drivers in her unit. Her willingness to share her story is an effort to demonstrate that this industry is not just fit for men, but also women and hopes or stories can inspire other women to join the team. Mr. Lutsey and the customer talk often, meet often, sometimes in person, sometimes by text, sometimes over the phone and he is her cheerleader very proud of what she's what she's achieved. She she texts him pictures of her truck. She's text him pictures of her within another girl, going out, just to see what it's like driving. She says, at some point, when she can find the time, she's gonna bring her truck by the West office when it's open . She is happy of what she achieved. Mr. Lutsey then opened up for questions.

## **6. Calendar of Events**

Genie Usher, PBWD Board Liaison announced that she would be implementing and providing a Calendar of Events for the Board. This would contain workforce and board related events, job fairs and convenings. This will likely be housed on the Board Management Platform, Govenda She then welcomed the Committee to ask questions.



## **7. Strategy Team Assignment Updates**

The Program Excellence Committee will provide updates to inform how each team is accomplishing their Strategy Assignments. PEC Madame Vice Chair, Meghan McGilvra went around and asked for updates from each of the Strategy Assigned Teams. Each team provided updates. The team for Strategy 1 made a motion to remove Action Items #2, #6, and #7. Item #2 was determined to be better suited with Action Item #4 under Strategy #3 due to redundancy. Item #6 was determined to be irrelevant to the Youth and Dislocated Worker populations and so removed. Item #7 was determined to be antiquated to 2020 pandemic-era populations and so removed. The team for Strategy 2 requested demographic data on job seekers being funded, and specific to Action Item #1 the team would like to review the Board Member Questionnaire. For Action Item #2, the team is still gathering information, again this would be demographic data on job seekers. The team for Strategy 3 would like to take existing documents and put them in a format that are really usable, not only for the providers and the career advisors in the in the centers, but also, for the customers coming in to have clear pictures of what our workforce does, and who it serves, and the career training pathways that are available, and then examining gaps. The team for Strategy #4 has a meeting scheduled with LaSetta on February 9 to talk through what their interpretation of important metrics





are as they relate to the target audiences and target occupations, making sure they are taken into account. The team also wants to be intentional about evaluating the metrics that are driving behaviors.

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

Stacie Garlieb, Program Excellence Committee (PEC) Member requested a motion to approve the removal of Action items #2, #6, and #7 from Strategy 1. A motion was made by PEC Chair, Daniel Barajas, and seconded by PEC Vice Chair, Meghan McGilvra.

**Approved:**

John Soto, Elizabeth "E" Cole, Jaclyn Boyes, Allison Benezra, and Suzanna Armijo

**Abstained: None**

**Opposed: None**

**Motion passed by majority**

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. PEC Members:	<b>Action Item #1</b> 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		
	<b>Action Item #2</b> <del>Capture success stories from partners and collaborate with the Board Committee to disseminate success stories to the community at large.</del>	<del>Every 1st week of every quarter, all Title programs will publish success stories to include testimonials and highlight experiences on Twitter, Instagram and Facebook.</del>	<del>Quarterly starting 12/2020</del>		At 2/2/2022 PEC Meeting, it was approved by all members present to move and combine with Action Item #4 under Strategy #3 due to redundancy
	<b>Action Item #3</b> 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		
	<b>Action Item #4</b> 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		
	<b>Action Item #5</b> 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		
	<b>Action Item #6</b> <del>Support dislocated workers to instill hope.</del>	<del>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.</del>	<del>Beginning 09/2020</del>		At 2/2/2022 PEC Meeting, it was approved by all members present to remove this Action item due to irrelevancy to Y/DW
	<b>Action Item #7</b> <del>Explore and support an initiative to coordinate services to support the employment of those who may be close to eviction.</del>	<del>Research and identify current relevant partners; identify specific supportive services and provide suggestions to Board CG</del>	<del>Beginning 12/2020</del>		At 2/2/2022 PEC Meeting, it was approved by all members present to remove this item as antiquated to 2020 pandemic-era.
	<b>Action Item #8</b> 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. PEC Members:	<b>Action Item #1</b> 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		
	<b>Action Item #2</b> 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. PEC Members:	<b>Action Item #1</b> 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		
	<b>Action Item #2</b> 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		
	<b>Action Item #3</b> "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		
	<b>Action Item #4</b> 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 BWEC) PEC Members:	<b>Action Item #1</b> -Establish and sustain a pipeline for optimizing future force based on LMI (Labor Market Information)	(1) Amount of expenditure; (2) Number of people hired	Quarterly starting 01/2021		
	<b>Action Item #2</b> -Educate board, staff, and partners on return-on-investment concepts.	Number people terminated versus employed	Quarterly starting 03/2021		
	<b>Action Item #3</b> -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		
	<b>Action Item #4</b> -Support accountability through the development of metrics/criteria for board staff HSD, youth providers	EMSI and BLS (and other as confirmed by Business Services)	Quarterly starting 07/2021		

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

Revised 11/1/2022

**8. 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.



## 9. Matters for Future Discussion:

- PEC Chair, Daniel Barajas asked for a reentry presentation as an agenda item at the next PEC meeting that addresses employer and job-seeker challenges, and ways the PBWD Board can support this population.

## 10. Call to the Public & Open Discussion:

- One Stop Operator, Project Director Stacey Van Emst announced that effective January 3, 2023, Equus Workforce Solutions is now the One Stop Operator for Maricopa County, and Marianna Smith is the Project Director there. This will create regionalization within the two Local Areas, reduce duplication, and streamline processes. Stacey and Marianna will be meeting to discuss client referral system and get her settled into her new role.
- PEC Member, Elizabeth “E” Cole thanked the PBWD Board for their support of Rio Salado’s application for the Strata Education Network grant; they were awarded \$1.5M over 3 years. This grant will enable Rio Salado to assist Adult Education students with post-secondary education completion and beyond. It will also ramp up Rio’s career pathway in college and career navigation model. “E” also mentioned the Route to Relief program where Rio is going to have their first group of students being funded by the City of Phoenix going through Phoenix Colleges Medical Assisting program that are receiving funds to support their tuition fees and books. Because many of those students are impacted by COVID-19, they are also going to be receiving the stipends through this program.

## 11. Adjournment:

**A motion to adjourn the meeting was made at 10:33 a.m.** by PEC Vice Chair, Meghan McGilvra and seconded by PEC Member, Elizabeth “E” Cole.



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

**Opposed: None**

**Motion passed unanimously**