



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

**Virtual Meeting
April 07, 2022
9:00 a.m.**

Members Present:

Daniel Barajas, Chair
Meghan McGilvra, Vice Chair
Samantha Hansen
Jon Ellerston
Allison Benezra
Jaclyn Boyes
Elizabeth "E" Cole
Scott Holman

Committee Members Absent:

Stacie Garlieb
Karen Hartson

Public Attendees:

LaSetta Hogans (PBWDB Executive Director)	
Christina Edwards (PBWD Board Liaison)	
Todd Berndt	Stan Flowers
Sylvia L. Hokey	Sandra Enriquez
Demitria Robles	Laura Whitehead
Reeta Devi	Amy Schofield
Mary Alejandro	Gina Harper
Dustin Panoff	Hayden Maynard
Ricky Duran	David Chavez
Stacey VanEmst	



1. Call to Order / Roll Call:

Daniel Barajas, Program Excellence Committee (PEC) Chair, called the April 07, 2022, meeting to order at 9:03 a.m. Roll call was completed, and a quorum was present.

2. Approval of March 03, 2022, Meeting Minutes:

Daniel Barajas, Program Excellence Committee (PEC) Chair requested a motion to approve the March 03, 2022, PEC Meeting Minutes. **A motion to approve the March 03, 2022, Meeting Minutes**, was made by PEC Vice-Chair Meghan McGilvra, and seconded by PEC Member Samantha Hansen.

Approved: Daniel Barajas, Meghan McGilvra, Samantha Hansen, Jon Ellerston Allison Benezra, Jaclyn Boyes, Elizabeth "E" Cole, Scott Holman

Abstained: None

Opposed: None

Motion passed by majority

3. Training Cap Discussion with budget and enrollment information:

Daniel Barajas, Program Excellence Committee (PEC) Chair, led the training cap discussion with budget and enrollment information provided by City of Phoenix providers and staff. The City of Phoenix budget for the adult, dislocated worker, and the total youth budget with a breakdown of the amounts designated to each youth service provider was identified. The amounts paid for the program year for the youth, adult, and dislocated worker programs was shared during the meeting. The student out-of-pocket cost for the adult, dislocated worker, and youth programs was provided.

Laura Whitehead, City of Phoenix Workforce Development Supervisor for the adult and dislocated worker programs, explained the out-of-pocket cost for those programs. David Chavez, Interim City of Phoenix Human Services Department Deputy Director and Workforce Development Supervisor, shared how the agency breakdown of the youth budget relates to the on-the-job training budget.

A data breakdown of the occupations and industry sectors for the youth, adult, and dislocated workers was provided during the meeting. The data showed the enrollments for City of Phoenix industry-focused sectors and non-industry focused sectors for both programs.



Daniel Barajas, Program Excellence Committee (PEC) Chair, shared the committee should consider creating an environment for students to be interesting in the City of Phoenix industry-focused sectors and sectors that are high-earning.

A recommendation to raise the training caps for the targeted industry-focused sectors to \$10,000 and the non-targeted industry sectors to \$7,000 was proposed to the PEC committee. LaSetta Hogans, PBWDB Executive Director, shared that the proposed training cap amounts were created around training program costs parameters, student program year, and student out-of-pocket costs. LaSetta Hogans, PBWDB Executive Director, confirmed that the decision to raise the training caps during this meeting is aligned with the timeline for the City of Phoenix local plan development.

Daniel Barajas, Program Excellence Committee (PEC) Chair, requested a motion to approve increasing the training caps without the specific amounts. **A motion to approve increasing the training caps for City of Phoenix targeted industry-focused sectors to \$10,000 and the non-targeted industry sectors to \$7,000 for adult, dislocated worker, and youth programs** was made by PEC Vice-Chair, Meghan McGilvra and seconded by PEC Member Elizabeth "E" Cole.

Approved: Daniel Barajas, Meghan McGilvra, Samantha Hansen, Jon Ellerston Allison Benezra, Jaclyn Boyes, Elizabeth "E" Cole, Scott Holman

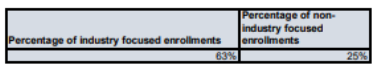
Abstained: None

Opposed: None

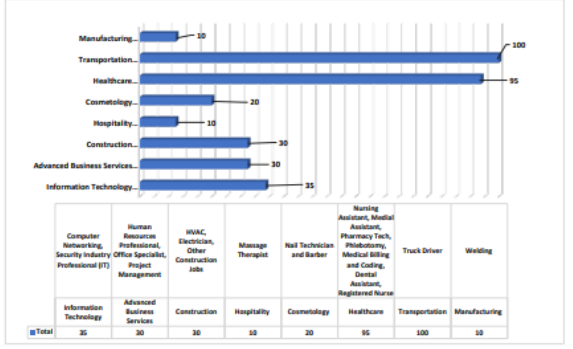
Motion passed by majority

Adult and Dislocated Worker Data						
Year: July 2021 to present						
Total number of students in training: 344						
Budget: \$2,700,000.00						
Amount paid for the program year: \$ 1,045,623						
Student responsibility/costs: \$226,846.68						
*Approximate totals based on compiled data from service provider emails.						
Occupation	Number of students (Approximate)	Industry Sector	City of Phoenix Industry Focused Sector (Yes or No)			
Truck Driver	100	Transportation	No			
Nursing Assistant, Medical Assistant, Pharmacy Tech, Phlebotomy, Medical Billing and Coding, Dental Assistant, Registered Nurse	95	Healthcare	Yes			
HVAC, Electrician, Other Construction Jobs	30	Construction	Yes			
Welding	10	Manufacturing	Yes			
Computer Networking, Security Industry Professional (IT)	35	Information Technology	Yes			
Human Resources Professional, Office Specialist, Project Management	30	Advanced Business Services	Yes			
Nail Technician and Barber	20	Cosmetology	No			
Massage Therapist	10	Hospitality	No			

- Email Correspondence with A/DW data**
- Customer responsibility cost incurred by the students.
 - \$226,846.68
 - The budget for the youth and adult training accounts.
 - \$2,300,000.00 – A/DW 2021 budget
 - How many individuals are being provided training?
 - 344 total for A/DW (7/2021 – present)
 - What occupations are individuals receiving training?
 - 100+ – Truck Driver
 - 70+ – Nursing Assistant, Medical Assistant, Pharmacy Tech, Phlebotomy & Medical Billing/Coding
 - 30 – HVAC, Welding & Construction
 - 25+ – Computer Networking
 - 15+ – Dental Assistant
 - Other occupations containing 10 or less trainees include:
 - Human Resources Professional
 - Office Specialist
 - Project Management
 - Security Industries Professional
 - Nail Technician
 - Massage Therapist
 - Barber
 - Electrician
 - Registered Nurse



Most of the enrollments are in transportation and healthcare. Transportation is a non-industry focused sector for the City of Phoenix.



Adult and Dislocated Worker Data	
How many	Sum of Number of students (Occupational)
Computer Networking, Security Industry Professional (IT)	35
Information Technology	35
Human Resources Professional, Office Specialist, Project Management	30
Advanced Business Services	30
HVAC, Electrician, Other Construction Jobs	30
Construction	30
Massage Therapist	20
Cosmetology	20
Nail Technician and Barber	20
Cosmetology	20
Nursing Assistant, Medical Assistant, Pharmacy Tech, Phlebotomy, Medical Billing and Coding, Dental Assistant, Registered Nurse	95
Healthcare	95
Truck Driver	100
Transportation	100
Welding	10
Manufacturing	10
Grand Total	344

Occupation	Enrollment Count
Manufacturing	10
Welding	10
Transportation	100
Healthcare	95
Cosmetology	20
Nail Technician and Barber	20
Hospitality	10
Construction	30
HVAC, Electrician, Other Construction Jobs	30
Advanced Business Services	30
Human Resources Professional, Office Specialist, Project Management	30
Information Technology	35
Computer Networking, Security Industry Professional (IT)	35

Youth Data

Year: July 2021 to present
Total number of students in training: 171
Budget: \$444,614
Amount paid for the program year: \$430,348
Student responsibility/costs: \$70,743

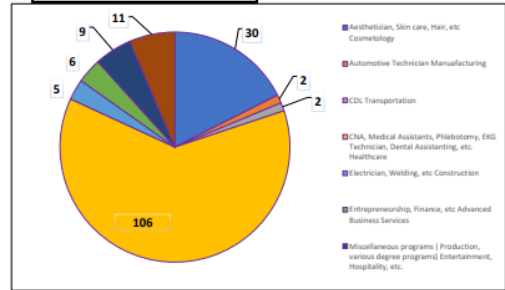
Service Provider	Budgeted Amount			
CPLC	\$175,000			
YMCA	\$150,000			
NMPHX	\$84,000			
JFCS	\$35,614			
<i>*Approximate totals based on compiled data from service provider emails.</i>				
Occupation	Number of students (Approximate)	Industry Sector	City of Phoenix Industry Focused Sector (Yes or No)	
CNA, Medical Assistants, Phlebotomy, EKG Technician, Dental Asst, etc.	106	Healthcare	Yes	
IT (N+, S+, A+, User Support, etc.)	11	Information Technology	Yes	
Electrician, Welding, etc.	5	Construction	Yes	
Entrepreneurship, Finance, etc.	6	Advanced Business Services	Yes	
Aesthetics, Skin care, Hair, etc.	30	Cosmetology	No	
CDL	2	Transportation	No	
Automotive Technician	2	Manufacturing	Yes	
Miscellaneous programs (Production, various degree programs)	9	Entertainment, Hospitality, etc.	No	

Email Correspondence with youth enrollment data

- Out-of-pocket cost occurred by the students. – Youth Total = **\$70,743**
- The budget for the youth and adult training accounts. – Youth Total = **\$444,614**
 - CPLC / \$175,000
 - YMCA / \$150,000
 - NMPHX / \$84,000
 - JFCS / \$35,614
- How many individuals are being provided training? – Youth Total = **171**
- What occupations are individuals receiving training?
 - Healthcare (CNA, MA, Phlebotomy, EKG, Dental Asst, etc) = **106**
 - IT (N+, S+, A+, User Support, etc) = **11**
 - Business (Entrepreneurship, Finance, etc) = **6**
 - Construction (Electrician, Welding, etc) = **5**
 - Cosmetology (Aesthetics, Skin care, Hair, etc) = **30**
 - Automotive (CDL, Technician, etc) = **4**
 - Miscellaneous (Radio Production, Degree Programs, etc) **9**

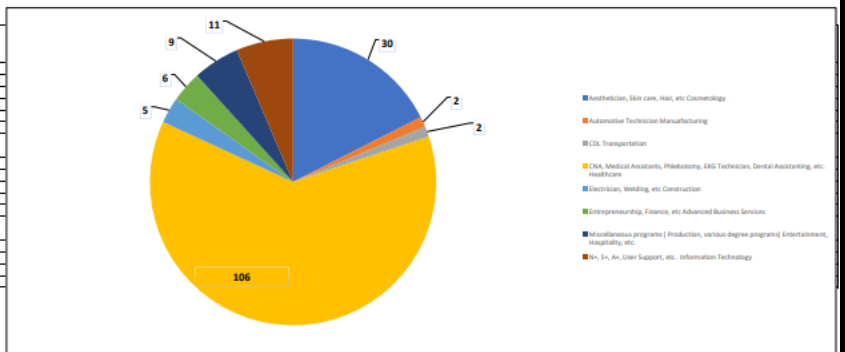
Percentage of industry focused enrollments	Percentage of non-industry focused enrollments
63%	25%

Most of the enrollments are in cosmetology and healthcare. Cosmetology is a non-industry focused sector for the City of Phoenix.



Youth Data

Row Labels	Sum of Number of students (Approximate)
Aesthetics, Skin care, Hair, etc	30
Cosmetology	30
Automotive Technician	2
Manufacturing	2
CDL	2
Transportation	2
CNA, Medical Assistants, Phlebotomy, EKG Technician, Dental Assistant, etc.	106
Healthcare	106
Electrician, Welding, etc	5
Construction	5
Entrepreneurship, Finance, etc	6
Advanced Business Services	6
Miscellaneous programs (Production, various degree programs)	9
Entertainment, Hospitality, etc.	9
IT, S+, A+, User Support, etc.	11
Information Technology	11
Grand Total	171



Training Cap Recommendations			
Target Industry Sector	\$10,000.00		
Non-target Industry Sector	\$7,000		
WIOA Training Amounts - The maximum amount of funding available per participant is established annually by the PBWD Board. The dollar cap amounts for WIOA programs are as follows:			
a. For the Adult program, the cap is \$4,000 for training in targeted industry sectors and \$3,000 for non-targeted sectors.			
b. For the Dislocated Worker program, the cap is \$4,000 for training in any industry sector (targeted and non-targeted).			
c. For the Youth program, the training cap is \$3,000 .			

4. Mobile Career Unit Update:

LaSetta Hogans, PBWD Board Executive Director, provided an update on the Bloomberg Philanthropies 2021 Global Mayor’s Challenge Mobile Career Unit concept. The update included the City of Phoenix workforce issues and how the Mobile Career Unit will assist job seekers with their future career endeavors. LaSetta Hogans, PBWD Board Executive Director, shared that the City of Phoenix was one of the cities chosen as a winner of the Bloomberg Philanthropies 2021 Global Mayor’s Challenge and the Mobile Career Unit is currently in the production phase.



Mobile Career Unit Presentation

Jovanna Parkhouse, Workforce Development Supervisor of Special Projects (BWDD of HSD)

The Issue: In the past year, the city of Phoenix has seen a 52 percent decrease in individuals engaging in the workforce during the pandemic.

- Empathy interviews identified prominent barriers
 - Limited Education/Qualifications
 - Overall Health
 - Family Obligations
 - Transportation
 - Technology

MOBILE
CAREER UNIT

The BIG Idea: A Mobile Career Unit

- Technology
- Resources
- Virtual Interviews
- Provide Guidance
- Tools and Training
- Data-Deployed



Previous Prototypes

- A. Resident Feedback Sessions.
- B. Employer Feedback Sessions.
- C. Staff Feedback Sessions.

Employer and Resident Feedback



Burton Barr Prototype

- A. 26 attendees
- B. 21 interactive survey participants
- C. 4 employer prescreens w/ Renaissance Hotels.
- D. 1 job offer at \$16.25/hour
- E. Visit from Andrea Coleman with Bloomberg and Mayor Kate Gallego.



Burton Barr Highlights



Food City Prototype

- A. 19 attendees
- B. 12 interactive survey participants
- C. 4 jobs offers w/ Food City



Food City Highlights



And The US Winners Are....

- Patterson, NJ - Improving access to critical opioid treatment
- Phoenix, AZ - Creating a mobile resource for job seekers
- Rochester, MN - Connecting women of color with high-paying careers

Future Steps

- A. Begin contracting and production of the new Mobile Career Unit
- B. Continue to engage the community with our current prototype unit
- C. Help job-seekers drive their futures forward!





5. ARIZONA@WORK City of Phoenix Provider Updates:

The City of Phoenix ARIZONA@WORK Providers updated the PEC on events and changes going on in their agencies.

PEC Chair, Daniel Barajas notes that moving forward, the City of Phoenix service providers are assigned an ordered time to speak during the provider updates agenda timeframe.

Dustin Panoff, Maryvale YMCA Y-Achievers/ WIOA Youth Workforce, shared there would be a healthy kid's day event on April 30, 2022, at 9:00 a.m. A flyer for this event will be shared with the PEC. Also, Year Up was at YMCA promoting their new programs. There will be an in-person graduation for the Y-Achievers celebrating their achievements.

Amy Schofield, Neighborhood Ministries, shared that the organization is working on the summer kid's club and a community event on May 5, 2022, meeting with citizens sharing the organization's upcoming events.

Laura Whitehead, City of Phoenix Workforce Development Supervisor, provided an update on the adult and dislocated programs. An update regarding student enrollment, performance, and cost reimbursement was provided.

Gina Harper, JFCS, provided updates regarding the organization's remodeling process, hiring process, adulting summit with referrals, a visit from Year Up regarding their current programs, and the upcoming summer internships.

6. Executive Leadership Committee (ELC) Update:

PEC Vice Chair, Meghan McGilvra, shared that the Executive Leadership Committee (ELC) will assist with the metrics negotiations for the City of Phoenix program years 2022 and 2023.

7. Scorecard Review:

PEC Chair, Daniel Barajas shared that the PEC scorecard review will be held for the next meeting.

8. Committee Report Form:

PEC Chair, Daniel Barajas recapped what will be included on the PEC Report Form that is sent monthly to the ELC and PBWD Board.

9. Matters for Future Discussion:

- The PEC finding a system to encourage enrollments for the industry sectors that have the least enrollments.
- A report of the 2022 National Association of Workforce Boards annual conference meeting.
- A discussion of how to increase the financial training programs on the ETPL (eligible training provider list).
- A discussion regarding adult education programs/pathways.
- Continue discussion for the following agenda items:
 - Agenda item 7 (Scorecard Review)

10. Call to the Public & Open Discussion:



Stacey VanEmst, City of Phoenix One Stop Operator, shared that she registered for the National Association of Workforce Development Professionals in May. She will share additional information regarding this meeting as more evolves.

No other public comments were recorded.

11. Adjournment:

A motion to adjourn the meeting was made at 10:18 a.m. by PEC Member, Jon Ellerston and seconded by PEC Vice-Chair, Meghan McGilvra.

Approved: Daniel Barajas, Meghan McGilvra, Samantha Hansen, Jon Ellerston Allison Benezra, Jaclyn Boyes, Elizabeth "E" Cole, Scott Holman

Opposed: None

Motion passed unanimously