



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
SERVICE DELIVERY COMMITTEE
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center
302 North First Avenue, 6th Floor, Phoenix, AZ 85003-1611
January 16, 2020
8:00 am**

Members Present:

Susan Ciardullo
Stacie Garlieb

Michelle Jameson
Brandon Ramsey

Members Not Present:

Jim Sorensen

Public Attendees:

Eddie Barojas
Sandra Enriquez
Stan Flowers
LaSetta Hogans

Hayden Maynard
Stacey VanEmst
Laura Whitehead

Action items taken are noted in **bold** print.

1. Call to Order/Roll Call/Introductions

Service Delivery Committee Chair Michelle Jameson, called the January 16, 2020 Phoenix Business and Workforce Development (PBWD) Board Service Delivery Committee (SDC) meeting to order at 8:01 a.m. Roll call was completed and a quorum of three members were present.

2. Approval of November 14, 2019 Meeting Minutes:

SDC Vice-Chair Susan Ciardullo motioned that the minutes of the November 14, 2019 meeting of the Service Delivery Committee be approved, SDC Member Brandon Ramsey seconded.

Michelle Jameson voted to approve the motion. No members were opposed.

3. Review Committee Attendance Hours:

SDC Vice-Chair Susan Ciardullo motioned to approve the consent agenda item, SDC Member Brandon Ramsey seconded.

Michelle Jameson voted to approve the motion. No members were opposed.

Stacie Garlieb entered the meeting at 8:04 a.m.

4. One-Stop Operator Update:

One-Stop Operator Stacey VanEmst presented the January One-Stop Operator report that contains information about customized recruitments, number of customers that visited a One-Stop Center, staff training events, and survey responses from customers served in the One-Stops.

SDC Vice-Chair Susan Ciardullo asked about the number of customers attending recruitment events at the One-Stop Centers which vary from two people attending to 29 people attending. Stacey responded that customers are not compelled to attend the job fair and if they are not interested in the positions being offered, they do not have to engage with the employers. SDC Ad-Hoc Member Stacie Garlieb asked about the level of advertising for employment events at the One-Stop Center. Stacey shared that they can send email blasts that target unemployment insurance recipients if there is enough lead time to advertise the event through unemployment. SDC Member Brandon Ramsay shared that he had visited the Chicanos Por La Causa (CPLC) Employment Engagement Center and asked them how they advertise their events and they shared that they are active on social media. Brandon suggested that the One-Stop Centers partner with organizations that are active on social media and cross-promote events to reach the larger audience.

Stacey said that she would investigate streamlining the Unemployment Insurance email blast. She did suggest that a more robust social media strategy would require a dedicated social media employee to make sure that all standards for the involved organizations are met.

SDC Chair Michelle Jameson asked if there could be an action plan put together to advertise employment events to attract participants.

Michelle asked why the West One-Stop Center is getting so many more survey responses. Stacey said that the West One-Stop leadership is making sure that staff is accessing the survey by QR code on their smartphones or a hyperlink on the computers in the resource room. The number of survey responses is leadership driven.

5. Strategic Plan Year Three:

1. Goal 2, Action 1: One-Stop Operator Stacey VanEmst shared that a wiki page has been assembled with partner organizations that everyone can access for customer referrals that is going to be piloted after consensus from partners and the PBWD Board. A Google form has been included to put in a referral. Stacey said it's easy to use and customizable.
2. Goal 9, Action 3: PBWD Board Executive Director LaSetta Hogans shared that the website that will host the metrics is in-process and expected to roll out on January 24, 2020.

SDC Member Brandon Ramsay motioned that Goal 2, Action 1 be changed to yellow and Goal 9, Action 3 be changed to green. SDC Ad-Hoc Member Stacie Garlieb seconded

Susan Ciardullo and Michelle Jameson voted to approve the motion. No members were opposed.

6. Matters for Future Discussion:

Grassroots marketing in community and social media

Advertising employment event action plans

Cost breakdown for One-Stop Center improvement including current West One-Stop remodeling

Partner engagement at One-Stop Centers

7. Call to the Public & Open Discussion:

None

8. Adjournment:

SDC Member Brandon Ramsay motioned to adjourn the meeting at 8:42 a.m., SDC Ad-Hoc Member Stacie Garlieb seconded. No members were opposed and the meeting adjourned.