



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

**Virtual Meeting
May 05, 2022
9:00 a.m.**

Members Present:

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

Committee Members Absent:

Jaclyn Boyles
Karen Hartson

Public Attendees:



LaSetta Hogans (PBWDB Executive Director)

Christina Edwards (PBWD Board Liaison)

Stan Flowers

Sylvia L. Hokey

Demitria Robles

Reeta Devi

Mary Alejandro

Dustin Panoff

Ricky Duran

Stacey VanEmst

Thomas Flynn

Sandra Enriquez

Laura Whitehead

Amy Schofield

Gina Harper

David Chavez

Matalie Hastings

Kweilin Waller

Saswati Basu

1. Call to Order / Roll Call:

Daniel Barajas, Program Excellence Committee (PEC) Chair, called the May 05, 2022, meeting to order at 9:10 a.m. Roll call was completed, and a quorum was present.

2. Approval of April 07, 2022, Meeting Minutes:

Daniel Barajas, Program Excellence Committee (PEC) Chair requested a motion to approve the April 07, 2022, PEC Meeting Minutes. **A motion to approve the April 07, 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, Elizabeth "E" Cole, Scott Holman, Stacie Garlieb

Abstained: None

Opposed: None



Motion passed by majority

3. National Association of Workforce Boards Annual Conference Update:

Daniel Barajas, (PEC) Chair and Meghan McGilvra, PEC Vice-Chair provided an update on the topics discussed during the National Association of Workforce Boards Annual Conference in Washington, D.C. The update discussed presentations from other local areas and from the Department of Labor. Daniel Barajas mentioned that there were boards in smaller communities that do not have the monetary resources but are able to bring attention to their workforce boards and that was an impactful take away from the conference. LaSetta Hogans, PBWDB Executive Director, thanked the members of the Phoenix Business and Workforce Development Board that were able to attend the conference.

4. Demand Industries and Career Pathway Strategies:

Laura Whitehead, City of Phoenix Workforce Development Supervisor of the adult and dislocated worker program gave a presentation that provided an overview to the committee on how the workforce programs are implementing industry-focused career pathway strategies, the challenges they've encountered, and what support is needed to help the program providers. Laura Whitehead shared the definition and key components of a career pathway and what this means for an occupation. Laura Whitehead shared how apprenticeships, on the job training, and integrated education and training are models used to transition individuals from education to the workforce. The staff uses the SOAR program, investigative interviewing, and educational options to implement research that ensures customer success from education to the workforce. The staff is trained in industry growth and available pathways to assist in establishing long-term goals for the customers. Laura Whitehead explained the integrated education and training model, who it serves, and the different components of the model. Success stories from the IET (integrated education, and training model) were shared during the presentation. Laura Whitehead discussed the customer challenges and the opportunities shown through case management and other business collaborations. Also, Laura Whitehead shared that staff engage in active conversations to explain the career pathways and steps.



Martha M. @WORK

Martha M. @WORK

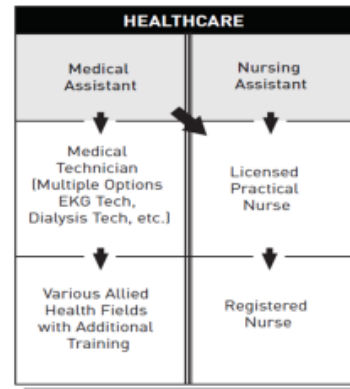
Demand Industries and Career Pathway Strategies
Adult and Dislocated Worker Programs

Performance Excellence Committee

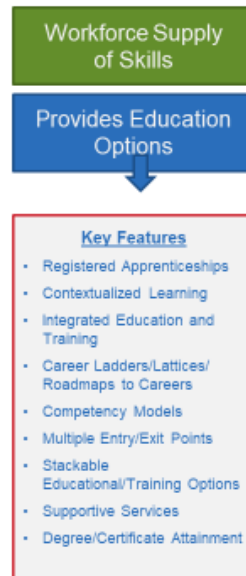
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Career Pathway Programs

- Align employment, training, education, and supportive services.
- Offer a clear pathway, of education coursework and/or training credentials.
- Align with employer-validated work readiness standards and competencies.



Key Components of Career Pathway Programs



CAREER PATHWAYS

- Engage cross-agency partners and employers.
- Establish a shared vision, mission, and set of goals.
- Define the roles and responsibilities of all partners.
- Develop a work plan for the partnership.

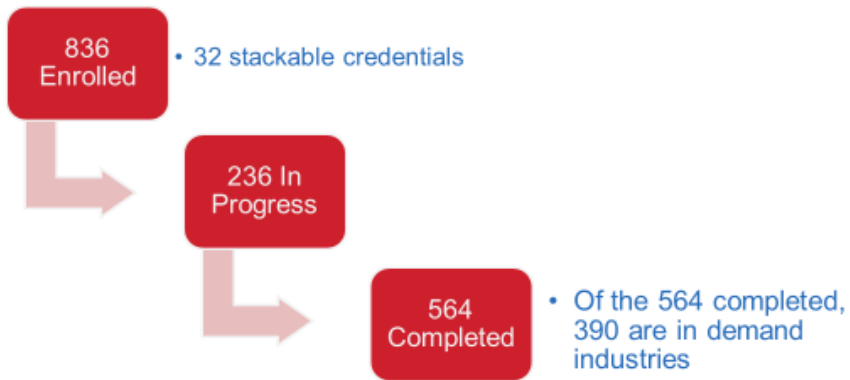
Job Center Approach to Career Pathways

- Review customer research and skill-related results to establish potential pathways.
- Investigative Interviewing.
- Provide educational options through Integrated Education and Training (IET) Model.

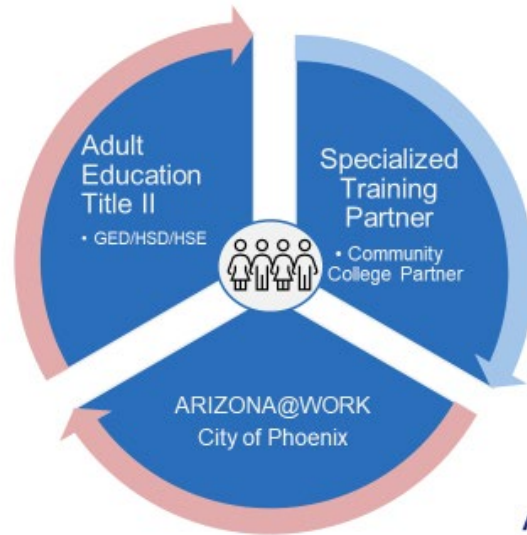
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Demand Industry Occupations Skills Training Since July 1, 2020



Integrated Education and Training (IET) Model



IET Collaboration Examples

Info Tech 	<ul style="list-style-type: none">• Gateway Community College (Central City Campus)• Friendly House• CompTIA A+
Finance 	<ul style="list-style-type: none">• Scottsdale Community College• Maricopa Corporate College• Security Industries Essentials (SIE)
Healthcare 	<ul style="list-style-type: none">• Phoenix College• Rio Salado College• Arizona Center for Youth Resources (ACYR)• Medical Administrative Assisting• Certified Nursing Assistant

IET Success Stories



"I enrolled in the MAA program because I think it is a great opportunity and I am passionate about medicine. In Cuba, I was an X-ray technician and I want to continue my studies in the branch of medicine."

Vera Batista Cespedes, Medical Administrative Assisting Competitor

VERA BATISTA CESPEDES
BSC 2020
ENGLISH/LANGUAGE STUDENT

PHOENIX COLLEGE
CITY OF PHOENIX

RIO SALADO COLLEGE
A MARICOPA COMMUNITY COLLEGE
ADULT EDUCATION

MARICOPA

- 20 Participants /18 Credit Hours
- Medical Administrative Assisting (MAA)
- Certified Medical Administrative Specialist (CMAS) Credential

Career Pathways Implementation Challenges/Opportunities

Challenges

- Customers pathways are often influenced by what's familiar to them
- Struggling with barriers such as mental health issues and/or housing insecurities.
- Limited employers' options for justice-involved and English Language Learner (ELL)
- Training and education not offered in the customers native language.
- Postponed cohorts' classes due to low enrollment.

Opportunities

- Implementing a case management model to include career pathways
- Implementing additional key components of career pathways i.e. apprenticeships and additional IETs.
- Greater collaborations with Business Team.
- Identifying staff with industry specific focuses.

Questions

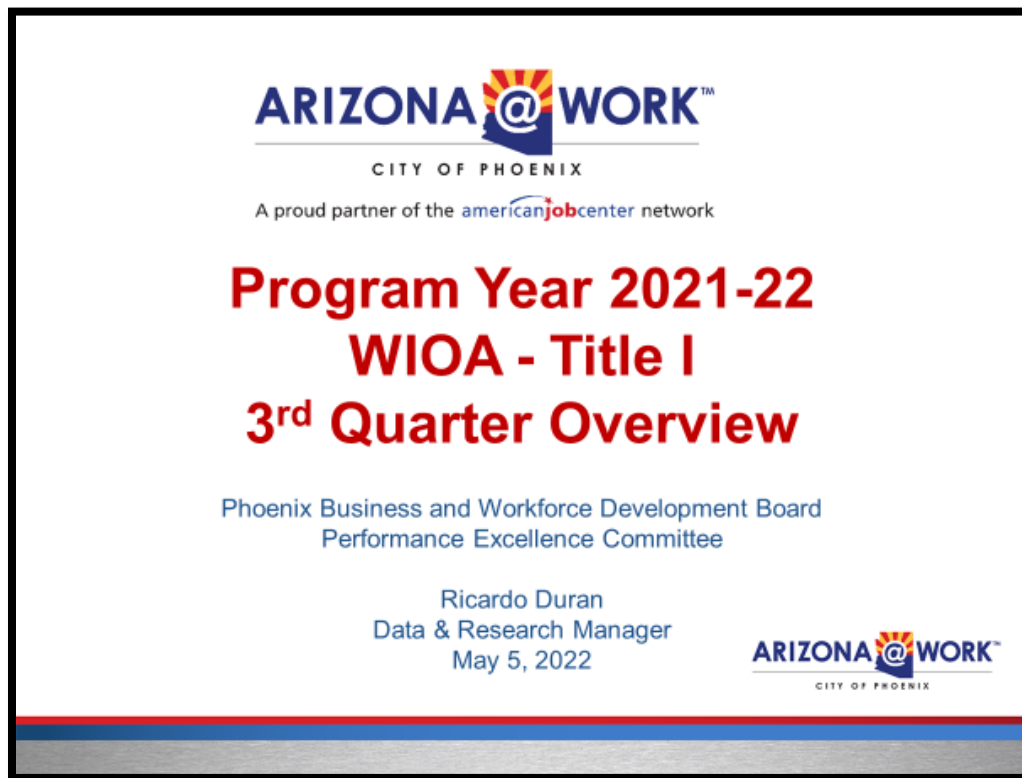
Eric R. @WORK

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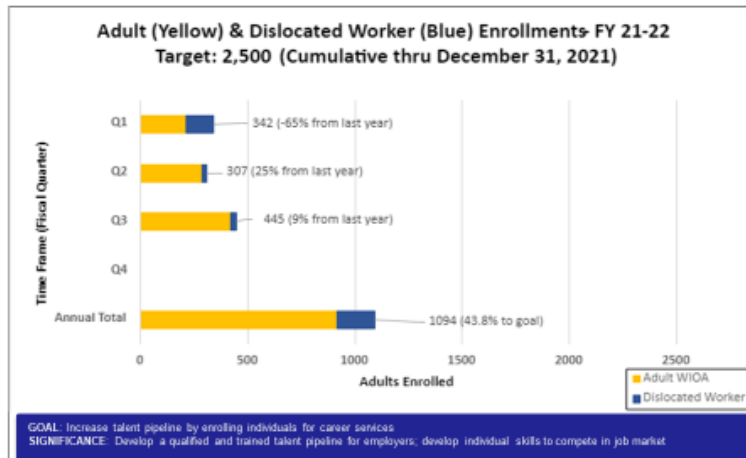


5. ARIZONA@WORK WIOA 3rd Quarter Performance Updates:

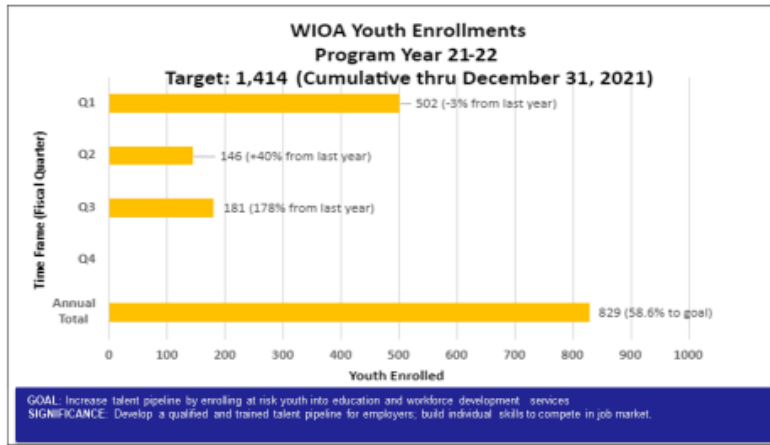
Ricky Duran, City of Phoenix ARIZONA@WORK Data and Research Manager, provided an overview and update on the WIOA 3rd Quarter Performance Metrics. Ricky presented on the specific performance metrics that are being tracked for the US Department of Labor and the specific ARIZONA@WORK City of Phoenix Performance Outcomes for the 3rd quarter.



PY 2021-22 Adult Program Enrollments



PY 2021-22 Youth Program Enrollments



Negotiated Performance Metrics

Measure	Adult	Dislocated Worker	Youth
2nd Quarter Employment 07/01/20 – 06/30/21	67.20% (60.48%)	75.30% (67.77%)	71.30% (64.17%)
4th Quarter Employment 01/01/20 – 12/31/20	65.2% (58.68%)	72.3% (65.07%)	67.00% (60.30%)
Median Earnings 07/01/20 – 06/30/21	\$5,850.00 (\$5,265.00)	\$8,646.00 (\$7,781.40)	\$4,500.00 (\$4,050.00)
Credential Attainment (CA) 01/01/20 – 12/31/20	71.10% (63.99%)	70.00% (63.00%)	44.00% (39.60%)
Measurable Skill Gains (MSG) 07/01/21 – 06/30/22	59.20% (53.28%)	50.50% (45.45%)	52.30% (47.07%)

Excelling	At or Exceeding Negotiated Value
Passing	90-99.9% of Negotiated Value
Failing	Below 90% of Negotiated Value
Corrective Action	Below 90% to Negotiated Value, For 2 or more consecutive Quarters

PY 2021-22 Actual Performance

Measure	Adult	Dislocated Worker	Youth
2nd Quarter Employment 07/01/20 – 06/30/21	62.14 %	68.58 %	76.79 %
4th Quarter Employment 01/01/20 – 12/31/20	57.35 %	73.85 %	76.09 %
Median Earnings 07/01/20 – 06/30/21	\$ 7,476.32	\$ 8,513.26	\$ 5,821.87
Credential Attainment (CA) 01/01/20 – 12/31/20	65.56 %	67.26 %	48.82 %
Measurable Skill Gains (MSG) 07/01/21 – 06/30/22	55.65 %	52.88 %	39.93 %
Excelling	At or Exceeding Negotiated Value		
Passing	90-99.9% of Negotiated Value		
Failing	Below 90% of Negotiated Value		
Corrective Action	Below 90% to Negotiated Value, For 2 or more consecutive Quarters		



6. Executive Leadership Committee (ELC) Update:

PEC (Program Excellence Committee) did not hold a discussion. The Executive Leadership Committee updates will be held for the next meeting.



7. Scorecard Review and Strategies for Improvement:

PEC Chair, Daniel Barajas and PEC Vice-Chair Meghan McGilvra provided an update on how the scorecard is used to improve and create strategies that support providers and staff in reaching compliance and customer goals. The PEC shared how the scorecard will be updated to meet the goals and needs for improvement. Included in those goals will be reviewing the occupations and programs available to customers. PEC Chair, Daniel Barajas opened the agenda item for comment and LaSetta Hogans, PBWDB Executive Director, shared how the PEC is continuously moving forward and focusing on career pathways, performance, and in-demand industries. LaSetta Hogans suggested the PEC committee continue using the scorecard as a tracker for direction. David Chavez, City of Phoenix Workforce Development Supervisor, shared that using the scorecard as a compass will be effective and revisiting the direction of customer and employer needs assist in moving forward in the right direction. Meghan McGilvra shared that work groups are needed to implement change and continue focus. Daniel Barajas shared that providing the historical background of the current scorecard is needed to move forward with current ideas and strategies. Elizabeth “E” Cole agreed with adding workgroups as an effective method for strategy and change.

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: Daniel Barajas, Samantha Hansen	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	
	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. PEC Members:	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	
	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: Meghan McGilvra	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	
	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 BWEC) PEC Members: Jon Ellerston	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	
	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. EMSI and BLS (and other as confirmed by Business Services)	Quarterly starting 07/2021 Quarterly starting 07/2021	

8. 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.



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 the outcome of the healthy kid's day event on April 30, 2022, and the graduation. YCMA received a grant from the governor's office to provide free day camp for youth in Tucson, Phoenix, and Prescott. With the grant, licensed teachers can go to any YCMA and get a free membership.

Amy Schofield, Neighborhood Ministries, shared that the organization has youth completing their occupational training. On today, May 5, 2022, the organization is having an outreach meeting with citizens sharing the organization's upcoming events. The organization will have a kids day camp in June.

Reeta Devi, CPLC, shared the organization is participating in an event with the HIV and AIDS team. Some of the youths are graduating and the organization is attending those graduations.

Gina Harper, JFCS, shared that one of the youths that enrolled in an entrepreneurship program with the Boys and Girls Club was chosen as a winner and received \$1200 to startup a program for transitioning youth out of foster care. The youth was placed at Onward Hope for development. One of the youths at the organization created the logo for the startup program. Crisis intervention training will start for the youth and the organization will continue to work on summer internships.

Laura Whitehead, City of Phoenix Workforce Development Supervisor, provided an update on the adult and dislocated programs. An update regarding staffing positions and location remodeling was shared. Communication and public service from the location will continue with efficiency.



9. 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.

10. Matters for Future Discussion:

- Continue the scorecard discussion (historical background of the scorecard, occupations, creating workgroups, and a discussion regarding career pathways)
- Performance metrics program year 2022 and 2023- The Phoenix Business and Workforce Development Board will need to prepare a presentation for DES (State of Arizona) showing the proposed City of Phoenix performance metrics.

11. Call to the Public & Open Discussion:

Ricky Duran, City of Phoenix ARIZONA@WORK Data and Research Manager, shared that the City of Phoenix will present at the National Youth Employment Coalition Conference June 2nd and June 3rd. The presentation will share how the City of Phoenix uses data for equity efforts.

LaSetta Hogans, PBWDB Executive Director, reported on staffing changes within the City of Phoenix Business and Workforce Development Board. Christina Edwards, PBWD Board Liaison, will be moving to a new department within the City of Phoenix. Christina Edwards shared that she would continue to work for the PBWDB for a few months to assist with the transition.

No other public comments were recorded.

12. Adjournment:



A motion to adjourn the meeting was made at 10:40 a.m. 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, Elizabeth “E” Cole, Scott Holman, Stacie Garlieb

Opposed: None

Motion passed unanimously