

**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD  
INSTILL HOPE STEERING COMMITTEE  
Meeting Minutes**

**February 28, 2024  
9:00 a.m.**

**Members Present:**

Suzanna Armijo  
Ginger Lane  
Juvenal Lopez  
Jesús Love

Claudia Reilly  
Jason Schaffner  
Dean Scheinert

**Public Attendees:**

Deb Furlong  
LaSetta Hogans (Exec. Director)  
Gordon Innes  
Hayden Maynard

Amy Schofield  
Rebecca Tierney  
Kristen Titus

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

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

The Business and Workforce Development Board Instill Hope Steering Committee (IHSC) Chair, Jesús Love, called the February 28, 2024, meeting to order at 9:34 a.m. Roll call was completed, and a quorum was met with five members present. Chair Jesús Love welcomed new IH Steering Committee Member Jason Schaffner to the committee.

**2) Approval of the October 19, 2023, Instill Hope Steering Committee Meeting Minutes:**

**IHSC Member Ginger Lane motioned to approve the October 19, 2023, meeting minutes, IHSC Member Dean Scheinert seconded the motion.**

Approved: Suzanna Armijo, Jesus Love, and Jason Schaffner

Opposed: None

Abstained: None

**Claudia Reilly and Juvenal Lopez joined the meeting at 9:11 a.m.**

### 3) Implementation Plan and Employer Interventions – Instill Hope Steering Committee:

IHSC Chair Jesus Love shared the implementation plan that the IHSC is tasked with carrying out.

#### **Action 1:**

#### **Take steps to strengthen the workforce development system and underpin the other actions herein**

- Strengthen the workforce development ecosystem through the **creation of a community of practice** - to share insights into needs, gaps, what each provider is contributing, what is effective etc.
- Meet regularly to agree on lanes, harmonize measures, and aggregate reporting.
- Appoint an ambassador from each community college, provider, and main employer that is part of the community of practice to create synergy between the three nodes of the workforce development system
- Develop a survey that collects each organization's perspective on existing gaps to frame initial conversations and make the kickoff meeting action-oriented
- Create an advisory group of providers which can help the PBWDB keep a “finger on the pulse”
- Start with a small pilot of regular providers and then expand over the course of a year .

Jesus invited members of the IHSC to share their thoughts surrounding a community of practice and who might be stakeholders. IHSC Member Jason Schaffner shared information about the film industry and shared that the stakeholders would be the Film Commission Office housed in the Arizona Commerce Authority (ACA) and the film commission offices in cities in Arizona. He shared that the needs of the film industry are unique because the employers are transient and travel to filming location for pre-production, filming, and post-production. The industry needs to work through unions to create a talent pipeline. There are tax incentives in Arizona to hire locally and to use local vendors, so the union pipeline is important.

Gordon Innes from Bloomberg shared the high-level overview of the purpose of a community of practice. The community of practice is a convening to ensure that the education and training being offered is meeting the needs of employers in the area. Through the community of practice, employers can identify a talent pipeline that is meeting their needs. Ideally, as a part of the community of practice, employers will help to design short-term training to meet their needs and help co-fund training initiatives. There is a high emphasis on equity and involving community partners who are serving historically underrepresented populations to ensure equitable access to training that will lead to careers.

Phoenix Business and Workforce Development (PBWD) Board Executive Director LaSetta Hogans shared that PBWD Board Staff is currently working

together to have a community of practice convening focused on Advanced Manufacturing on March 20, 2024. Using information from the employer sprint that led to the identified employer interventions, staff will connect with training providers and workforce service providers to develop a work readiness training with employer input.

Kristen Titus from Bloomberg shared that the community of practice convening will be a two-hour meeting to gather baseline data from workforce providers and will include employers and training providers. The meeting is designed to bring everyone together to give real-time labor market information (LMI) and to get employer feedback. Through the community of practice, there will be a platform to share best practices and they hope to have employers commit to the broader vision of the community of practice. The community of practice will hopefully be convening quarterly and will likely include subcommittees focused on the goals of the community of practice.

IHSC member Juvenal Lopez shared that Phoenix Union High School District (PUHSD) teachers are adjunct professors for community colleges and universities and students are receiving college/university credit for specific (CTE) career programs, along with regular math and English core classes so that what students experience at the high school level and at the community college level they have same level of rigor and success to achieve more success and assist in transition into continuation of education at the college or university level or into careers.

IHSC member Ginger Lane shared that Communications Workers of America (CWA) Labor Union is in the infancy stages of developing a training program for broadband technicians in partnership with community colleges.

**4) Instill Hope Steering Committee Meeting Cadence:**

IHSC Chair Jesus Love asked members of the committee to consider how often they wanted to meet. Members suggested meeting monthly and agreed Wednesday mornings would be best, with a hybrid option so members could meet in-person when available.

**5) Matters for Future Discussion:**

None

**Call to the Public/Open Discussion:**

IHSC Member Jason Schaffner shared that the film industry unions would be hosting outreach events in the future, and he would keep the committee updated about them.

**6) Adjournment:**

A motion to adjourn the meeting was made by IHSC Member Jason Schaffner and seconded by IHSC Member Ginger Lane.

Approved: Suzanna Armijo, Juvenal Lopez, Jesus Love, Claudia Reilly, Dean Scheinert.

**The meeting was adjourned at 10:06 a.m.**