



Phoenix Business and Workforce Development Board
Instill Hope Committee Meeting AUG 28
August 28, 2025
9:00 am-10:00 am Mountain Standard Time

Webex Information (TO JOIN MEETING):

Join from the meeting link

- <https://cityofphoenix.webex.com/cityofphoenix/j.php?MTID=ma4151c539a54d24707e7ca1efd7e4640>

Join by phone

+1-415-655-0001 US Toll

Meeting number (access code): 2334 761 9080

Opening/Roll Call

(Karen Carter)

The Phoenix and Business Workforce (PBWD) Board Instill Hope Steering Committee (IHSC) Chair, Karen Carter, will call the meeting to order. Roll call will be completed by staff to ensure a quorum is present.

Instill Hope Steering Committee Meeting Minutes

(Instill Hope Steering Committee)

The Instill Hope Steering Committee will review the June 26, 2025 Instill Hope Steering Committee meeting minutes and consider them for approval.

RECOMMENDATION: This item is for information and approval.

Strategic Plan/Tracker Update

(20 minutes)

The Instill Hope Steering Committee will review the Board's Strategic Plan and Tracker. The tracker is a visual tool that connects the Board's 2023-26 Strategic Plan goals and strategies to the actions and steering committees. The tracker will assist the committee in tracking the progress toward meeting their goals outlined in the Strategic Plan.

RECOMMENDATION: This item is for information, discussion and possible action.

Community of Practice

(15 minutes Deb Furlong)

ARIZONA@WORK City of Phoenix Business and Workforce Program Manager Deb Furlong will share information about the Community of Practice and updates from the convening held on June 10 at South Mountain Community College. Additionally, Deb will provide an update on the next Community of Practice event scheduled for September 16. The Community of Practice is an initiative to bring together training providers and services providers to learn about the high-demand industries in Phoenix and to develop solutions for meeting the workforce needs of Phoenix employers.
(10 Minutes James Montoya)

RECOMMENDATION: This item is for information, discussion and possible action.

Future Agenda Items

(Karen Carter)

Call to the Public/Announcements

(Karen Carter)

Adjournment

(Karen Carter)

INSTILL HOPE STEERING COMMITTEE MEETING

August 28, 2025



www.investinphoenix.com/workforce

ARIZONA @WORK™

CITY OF PHOENIX

A proud partner of the **americanjobcenter** network

OPENING

- Call to Order
- Roll Call
- Introductions

MINUTES

The Instill Hope Steering Committee meeting minutes from the June 26, 2025 meeting are recommended for review and approval.



CITY OF PHOENIX

A proud partner of the [americanjobcenter](#) network

BOARD STRATEGIC PLAN/TRACKER OVERVIEW





CITY OF PHOENIX

A proud partner of the [americanjobcenter](#) network

PHOENIX WORKFORCE COALITION

Presenter: Deb Furlong



HISTORY

- Bloomberg Associates
 - Provided consultants for technical assistance to enhance workforce development
- Community of Practice
 - Established after discussions and workshops
- Instill Hope Committee
 - Board-led initiative driving the project

PURPOSE

The Phoenix Community of Practice will serve a centralized body and regular convening of workforce development and training providers, with the following objectives:

- Define landscape
- Ensure employer alignment
- Deliver robust pipeline
- Develop new programs
- Address provider needs
- Improve outcomes

COMMUNITY OF PRACTICE

DATES	CONVENINGS
February 2024	Launch of Community of Practice
May 2024	Employer Panels
July 2024	Good Jobs Presentation
September 2024	Soft Skills & Good Jobs
June 2025	AI, Semiconductor, Rapid Response

RECENT EVENT

Panel Topics for June 2025 event:

- Artificial Intelligence - enabled workforce
- State of the semiconductor industry
- Dislocated Workers and wraparound services



UPCOMING EVENT: ARTIFICIAL INTELLIGENCE

Solutions and Actions: September 16

- Phase 1: “AI Foundational Concepts and AI in the Workforce” targeting workforce and education providers
- Phase 2: Select 5-7 partners for an in-depth 10-week AI course.



SEMICONDUCTOR

Solutions and Actions: October 10

- Meeting on Semiconductor
- Partnering with Semi.org



QUESTIONS

CONTACT:

deb.furlong@phoenix.gov



CLOSING

- **Future Agenda Items**
- **Call to the Public/Announcements**
- **Adjournment**

Equal Opportunity Employer/Program Auxiliary Aids and services are available upon request to individuals with disabilities, please contact 602-262-6776 or City TTY Relay/7-1-1 as early as possible to coordinate needed arrangements.



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
INSTILL HOPE STEERING COMMITTEE
MEETING MINUTES**

**VIRTUAL MEETING
June 26, 2025
9:00 a.m.**

Members Present:

Christian Bearden	Claudia Reilly
Ginger Lane	Jason Schaffner
Jesús Love	Dean Scheinert

Members Absent:

Suzanna Armijo

Public Attendees:

Mark Carlisle	Demitria Robles
Diana Figueroa	Rebecca Tierney
Thomas Flynn	Ariadna Valentin
LaSetta Hogans	Laura Whitehead
Hayden Maynard	Justin West
Jovanna Parkhouse	Sam Wolo

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

1) Call to Order / Roll Call:

The Phoenix Business and Workforce Development Board (Board) Instill Hope Steering Committee (IHSC) Chair Jesús Love called the June 26, 2025, meeting to order at 9:04 a.m. Roll call was completed, and there was a quorum of six members.

2) Approval of the April 16, 2025 IHSC Meeting Minutes:

IHSC Vice-Chair Claudia Reilly motioned to approve the April 16, 2025 IHSC Meeting Minutes with the recommended changes, IHSC Member Christian Bearden seconded the motion.

Approved: Jesús Love, Ginger Lane, Jason Schaffner and Dean Scheinert

Opposed: None

Abstained: None

Motion passed unanimously

3) Community of Practice Update:

Board Liaison Hayden Maynard gave an overview of the Phoenix Workforce Coalition – Community of Practice initiative, led by the Board’s Instill Hope Steering Committee and consists of employers, workforce service providers, and education providers. The Community of Practice initiative fulfills the Board’s responsibility as a convener, as outlined in the Workforce Innovation and Opportunity Act (WIOA). The Community of Practice aims to enhance workforce development in Phoenix by aligning educational offerings with local employer demands to create a skilled talent pipeline.

The most recent Community of Practice meeting was hosted at South Mountain Library on June 10, 2025. There were 67 attendees across workforce development service providers, education and training providers, and members of the business community. During the meeting, Gordon Innes from Bloomberg shared information about the anticipated impacts of Artificial Intelligence (AI) on the Phoenix workforce. This presentation was followed by three panels, about AI, the semiconductor Industry in Phoenix, and Dislocated Workers and wraparound services. After the panels, attendees self-selected into discussion groups to begin solutioning for the various challenges related to each of the panel topics.

During the AI panel, it was shared that they anticipate AI affecting approximately 230,000 members of the workforce in the Greater Phoenix metro area, with administrative and office support roles likely to be the first impacted by AI technologies. Positions that are not reduced or cut, will require some degree of AI tool collaboration. While discussing AI educational initiatives, it was shared that out of 67 workforce and education providers, only one has explored incorporating AI into their curriculum. A universal Intro to AI half-day course is being developed with local community colleges. The initial targeted audience for this training is workforce training and education providers, who will then impart this knowledge to clients, students, and dislocated workers.

The second panel focused on the semiconductor industry in Phoenix. Employers around Phoenix shared the workforce needs of the semiconductor industry and the need to work together with workforce and training providers to meet those needs. There was a discussion about creating a demystifying toolkit which would compile and develop materials, content, and messaging about the semiconductor industry, the training available to enter into these positions and information about the career pathways in the semiconductor industry. These toolkits would be used by workforce and training providers to effectively and accurately market the pathways available to Phoenix jobseekers.

The final panel focused on dislocated workers and the wraparound services available to employers that are facing layoffs and staff reductions. Considering economic projections about the likelihood of increasing numbers of layoffs, especially in the nonprofit world, the panel included nonprofits that had experienced layoffs and a representative from the Arizona Department of Economic Security (DES) to share information about the resources available to employers and workers facing layoffs. Solutions that were discussed during the event were to create a shared database and calendar for the workforce provider ecosystem. This would help to map available trainings and partners available to support employers in Phoenix.

IHSC Member Jason Schaffner shared that he was really interested in the AI discussion and the amount of people facing displacement because of AI, but he appreciated the forward thinking of how to retool workers to ensure they are transitioned into new position. He shared he was also surprised that construction firms who were connected to the semiconductor industry were also having trouble attracting jobseekers to complete their work.

4) Innovation 27 Update:

ARIZONA@WORK City of Phoenix Performance and Compliance Supervisor Laura Whitehead provided an overview of Innovation 27 (I27), a workforce training and education facility (former Kmart building) under development designed to drive economic revitalization along the Interstate I-17 corridor. Laura shared that the ceremonial groundbreaking was hosted in May 2025. During the event, there was a public announcement that Moon Valley Nurseries were donating \$100,000 in greenery as Innovation 27 is built out. Construction is expected to begin in late-August or September.

5) North Job Center Update

Board Executive Director LaSetta Hogans shared a brief update regarding the status of the ARIZONA@WORK City of Phoenix North Job Center. She reiterated that on March 27, 2025 the Board approved the IHSC recommendation to close the North Job Center by June 30, 2025. She shared that ARIZONA@WORK City of Phoenix Business and Workforce Program Manager Deb Furlong has been working to coordinate with the One-Stop Operator and the Title IB Adult and Dislocated Worker staff transitioned out of the North Job Center. She shared that a letter was shared with DES that the job center would be closed as an effective June 30, 2025. DES has made a request to keep the site open as an affiliate site, as they have staff housed at North Job Center and to serve the community with. The next steps are that incoming Board Chair Patrick Fitzhugh and Board staff will meet with DES to discuss the possibility of the North Job Center becoming an ARIZONA@WORK City of Phoenix affiliate site.

IHSC Member Dean Scheinert asked if the request from DES will postpone the closure date of the North Job Center. LaSetta shared that it would cease to be a comprehensive Job Center on July 1, 2025, if DES continued to operate the location, it would be an affiliate site. Dean asked what the cost would be for the Board if it operates as an affiliate site. LaSetta shared there would be no cost to the Board. She did share that staff will ensure if it remains open as an ARIZONA@WORK City of Phoenix affiliate site, that there is messaging about other services offered outside of the North Job Center and that the site adheres to all Workforce Innovation and Opportunity Act requirements.

6) Future Agenda Items:

- Construction Worker Shortage – Possible future site
- How to market positions effectively to workers in Phoenix – Blue Collar Creative
- Community of Practice recommendations
- Innovation 27

7) Call to the Public/Open Discussion:

- Outreach to the Board regarding meeting times and subcommittee preferences
- Chair Jesus Love and Vice-Chair Claudia Reilly encouraged members to consider leadership position.

8) Adjournment:

IHSC Chair Jesús Love adjourned the meeting at **9:42 a.m.**

Committee Name	Status	Goal	Strategy	Action	Completed July 1, 2023 - June 30, 2025	Impediments/Dependencies	Begin July 1, 2025
Align Investment Steering Committee		Goal 2	2.1 Oversee alignment of return on investment (ROI) and value on investment (VOI) through a fiscal committee of the Board.	Build insights to inform goals for the workforce development system and investment decisions for the Board and individual organizations; Report on Board's ROI and Value for money.	Quarterly performance updates from providers; regular fiscal reporting to the Board		May 22, 2025: Title IB providers presenting Q1-Q3 performance.
		Goal 2	2.2 Braid funding to ensure access to services to specialty populations ensuring equitable access to programs and services	Design a model that braids funding, review, scale	Board staff has researched avenues so Board can pursue and accept braided funding and briefed Council and CMO, MOU/IFA; AZQUEST, Summer Youth RISE, ElevateEdAZ, MCU, Small Business Entrepreneurship Grants		Ongoing, Innovation 27
		Goal 2	2.3 Reward achievements in earning of credentials, employment, retention, and indicators of economic prosperity.	Report on Board's ROI and Value for money; Help providers community colleges, and others to access additional funding streams	Reward successful WBL contracts with access to more contracts		6/2025: Taking ETPL policy to ELC (will be completed)
		Goal 2	2.4 Ensure that workforce services remain relevant, well-known, and used by businesses and job seekers. (Maybe National Model)	Build insights to inform goals for the workforce development system and investment decisions for the Board and individual organizations; Report on Board's ROI and Value for money.	Previously conducted by IHSC (Job Center Location Evaluation)		Continue to ensure services are offered in locations and methods that best serve participants
		Goal 4	4.4 Publicize performance results and success stories regarding economic mobility on a regular basis, emphasizing employer and job seeker services to the community,	Report on Board's ROI and Value for money	Weeklies, Provider Success stories to Board, performance outcome presentations		Leverage Board members to share successes, leverage The Quarterly to share WF information, develop marketing strategies
Instill Hope Steering Committee		Goal 3	3.1 Establish outreach to businesses and individuals that integrates social media, personal connections, and institutionalizes organizational partnerships.	Take actions to strengthen the workforce development system and underpin other actions herein.	Community of Practice, Regional Workforce Forum, marketing outreach: MCU, Workforce Survey, Local Plan Public Comment		Learn engagement strategies from other Local Areas, finalize marketing materials (how to connect, services) , develop marketing strategy, make more videos
		Goal 3	3.2 Invest in strong relationships between Business Services, industry, and the Board to meet skill and employment needs.	Take actions to strengthen the workforce development system and underpin other actions herein.	Community of Practice, Hiring Events (Engagement with hiring employers), 400+ employer contacts		Engaging Business through CoP (quarterly economic development sessions), lean on Board for employer/business outreach, economic outlook summit (partner with education partners)
		Goal 3	3.3 Foster diversity, equity, belonging, and culture for individuals, businesses, and communities as primary value builders for the City.	Take actions to strengthen the workforce development system and underpin other actions herein.	Quality Jobs initiative (Community of Practice), apprenticeships, MCU (meeting people where they are)		June 2025: Next convening proposed agenda is skills gaps and AI, include people who receive services (Ad-Hoc membership), human-centered design challenge, Youth focus
		Goal 3	3.4 Establish an advocacy program for Board members and committee members that ensures wide-reaching engagement and dialogue with the community.	Take actions to strengthen the workforce development system and underpin other actions herein.	Community of Practice: Convened focus groups to support work readiness efforts, quality jobs		June 2025: Next convening proposed agenda is skills gaps and AI, include people who receive services (Ad-Hoc membership), human-centered design challenge, Youth focus

	Goal 4	4.1 Convene, broker, and leverage education partners in guiding business and education to support and sustain economic mobility.	Take actions to strengthen the workforce development system and underpin other actions herein.	Apprenticeship partnership between education and business, Community of Practice		In-person WF Forum sessions to allow networking and potential for new partnerships, establishing regular Board mixers in partnership with City Council
	Goal 4	4.2 Expand outreach to businesses, education, and community organizations through events such as Bagels and Business, summits, and town halls concerning economic mobility.	Take actions to strengthen the workforce development system and underpin other actions herein.	Community of Practice, Workforce Forum Series, employer touches, incorporating WF partners in MCU events		May 2025: Third WF Forum; In-person WF Forum sessions to allow networking and potential for new partnerships, establishing regular Board mixers in partnership with City Council
	Goal 4	4.3 Apply labor market information to stimulate participation by business and job seekers in the workforce development system.	Take actions to strengthen the workforce development system and underpin other actions herein.	ArcGIS Mapping (used in MCU events), quarterly LMI reports and skills gap		Consistent LMI update, leverage The Quarterly (CEDD Newsletter), business-focused CoP events
National Model for Mobility Steering Committee	Goal 1	1.1 Raise awareness of workforce services through outreach to adults and youth facing barriers (Maybe Instill Hope)	Take actions to strengthen the workforce development system and underpin other actions herein.	Title IB A/DW sitting in community, MCU in community, apprenticeship (youth), One-Stop Operator Outreach Coordinator		Uniform marketing, demonstrate how providers are raising awareness
	Goal 1	1.2 Provide inspiration, connections, and support to individuals to foster participation in education and career services		ElevateEdAZ, participant success stories		9/25: Full Board presentation - start to finish
	Goal 1	1.3 Simplify access to education and career preparations for individuals facing barriers by involving diverse workforce system partners.	Create a single front door for young people, jobseekers, employers, and providers	National Model: Single Front-Door		Review maps for employers and jobseekers, validate with Board.
	Goal 1	1.4 Design Career Pathways in partnership with education, focusing on in-demand industries and occupations including entrepreneurship.	Map Career Pathways for largest, growing employers in priority sectors	National Model: Working through career pathways in semiconductor, manufacturing, and healthcare.		May 2025: Review entry-level positions and establish timelines for career pathways based on those positions.
	Goal 2	2.4 Ensure that workforce services remain relevant, well-known, and used by businesses and job seekers.	Create a single front door for young people, jobseekers, employers, and providers	National Model: Single Front-Door		Review maps for employers and jobseekers, validate with Board.

Legend	
	Complete
	On Target/Ongoing
	In Progress/Behind
	Stalled