



Phoenix Business and Workforce Development Board
Instill Hope Committee Meeting SEP 25
September 25, 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=mfae6ed49812c602352ceaa54d4d38b00>

Join by phone

+1-415-655-0001 US Toll

Meeting number (access code): 2338 334 0924

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 August 28, 2025 Instill Hope Steering Committee meeting minutes and consider them for approval.

RECOMMENDATION: This item is for information and approval.

Strategic Plan/Tracker Update

(15 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

(25 minutes James Montoya)

ARIZONA@WORK City of Phoenix Project Manager James Montoya will share information about the Community of Practice and updates from the convening held on September 16 at Grand Canyon University. Additionally, James will provide an update on the next Community of Practice event scheduled for October 10. 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.

Marketing/Social Media Resources

(10 minutes Gregg Bach)

City of Phoenix Community and Economic Development Marketing team will provide and share marketing tools/resources available for marketing and sharing information.

RECOMMENDATION: This item is for information and discussion only.

Future Agenda Items

(Karen Carter)

Call to the Public/Announcements

(Karen Carter)

Adjournment

(Karen Carter)

INSTILL HOPE STEERING COMMITTEE MEETING

September 25, 2025



www.investinphoenix.com/workforce

ARIZONA @WORK™

CITY OF PHOENIX

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OPENING

- Call to Order
- Roll Call

MINUTES

The Instill Hope Steering Committee meeting minutes from the August 28, 2025 meeting are recommended for review and approval.

BOARD STRATEGIC PLAN/TRACKER OVERVIEW





CITY OF PHOENIX

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PHOENIX WORKFORCE COALITION UPDATE

Presenter: James Montoya



PURPOSE

The Phoenix Community of Practice is a central hub that regularly convenes workforce and training providers to:

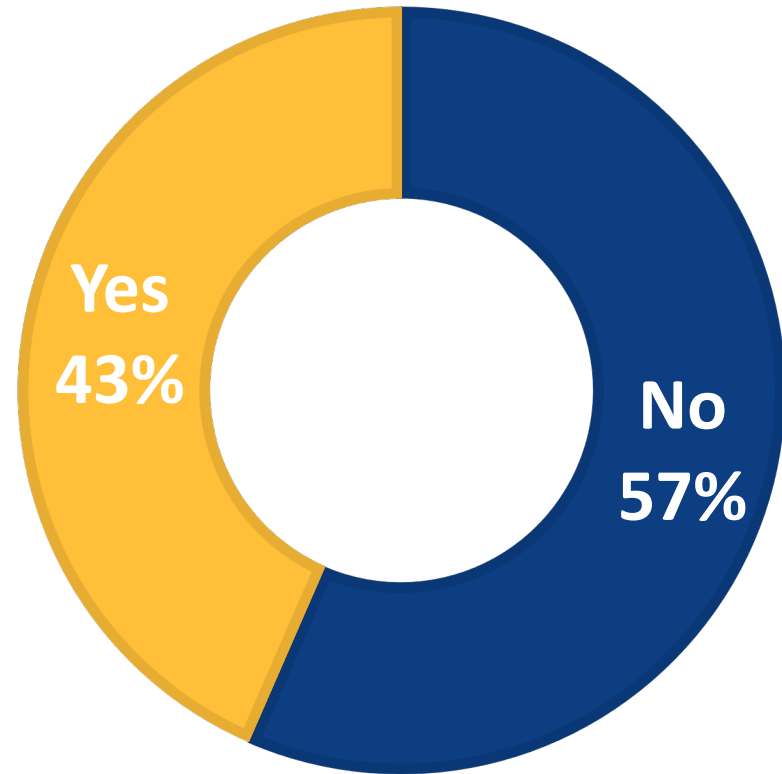
- Define landscape
- Align with employers
- Build pipeline
- Develop programs
- Support providers
- Improve outcomes

2025 EVENTS

DATES	CONVENINGS
June 2025	AI, Semiconductor, Rapid Response
September 2025	Artificial Intelligence (AI)
October 2025	Semiconductor

ARTIFICIAL INTELLIGENCE PRE-SURVEY

Are you currently introducing Artificial Intelligence concepts or technologies into your training programs?



AI PRE-SURVEY

What current offerings do you have, or are you considering, to ensure job seekers are prepared for an AI-enabled workforce?

AI in Career Services

AI Learning & Innovation Initiatives

AI Tools & Platforms

Institutional AI Strategy

AI PRE-SURVEY

How do you assess the effectiveness of your AI training programs?

Not Utilizing

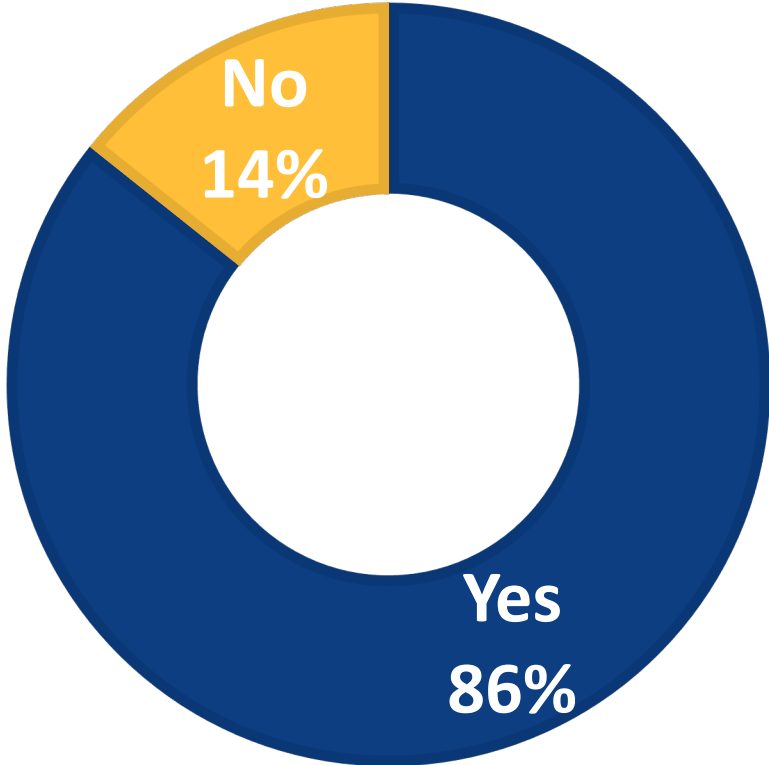
Surveys & Outcomes

Observation & Feedback

Assessments

AI PRE-SURVEY

Is there a demand from employers or job seekers to gain AI skills?



AI PRE-SURVEY

What AI-related skills or knowledge do you think are most important for your job seekers?

Job Search &
Career
Development

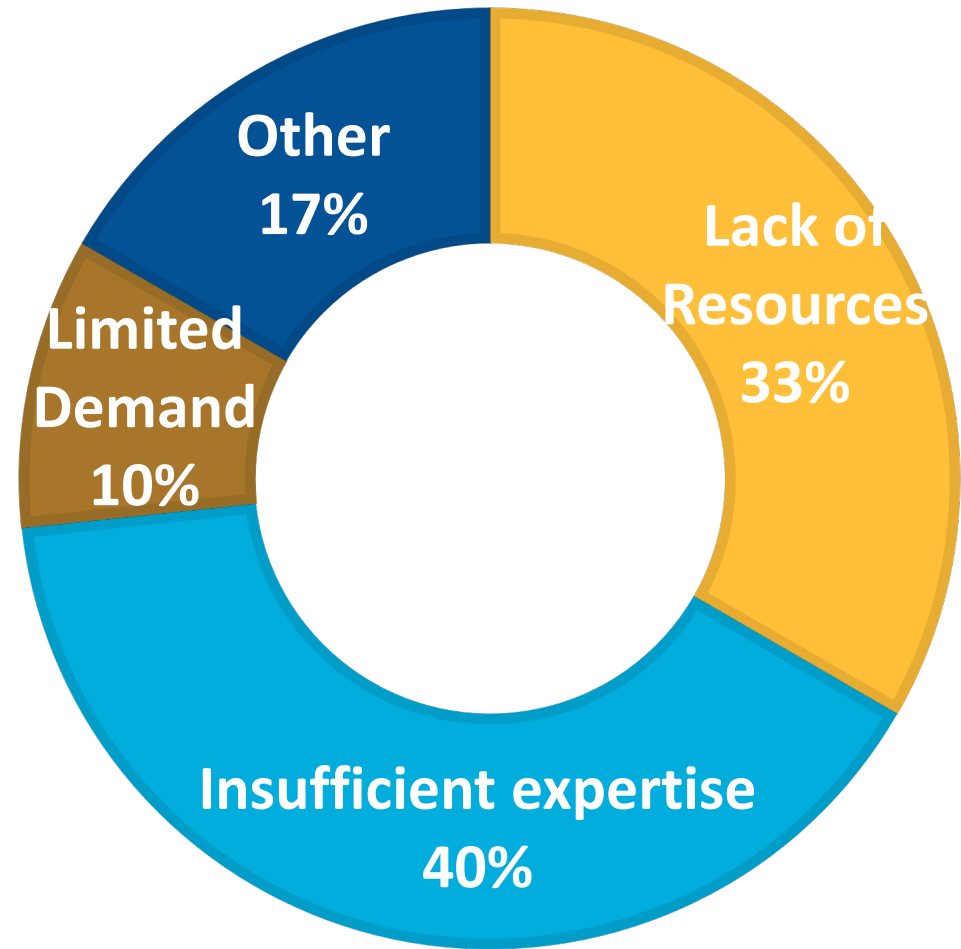
Ethical &
Responsible
Use

Literacy &
Tool
Proficiency

Adaptability
& Future
Readiness

AI PRE-SURVEY

What challenges do you face in integrating AI skills into your training programs?



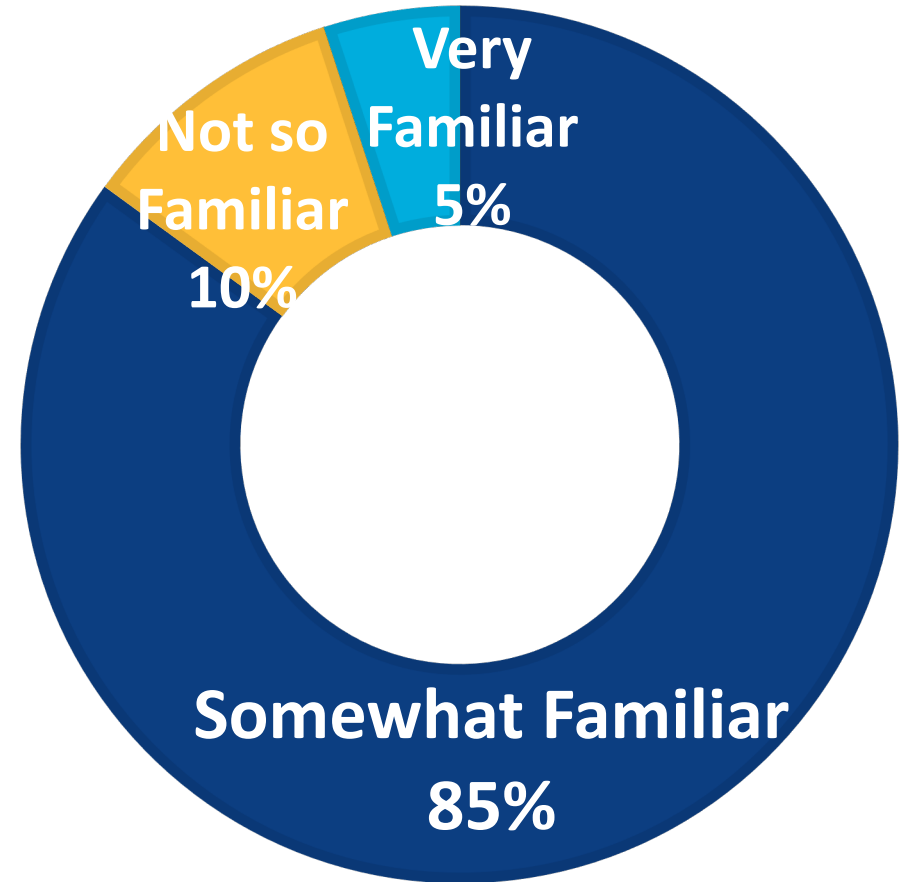
AI PRE-SURVEY

Are there specific AI tools or platforms you recommend for training purposes?

- Copilot, ChatGPT, their internal AI, Mosaic
- No (7)
- Gemini
- Human Resource training, Financial Literacy platforms, Resume Creator

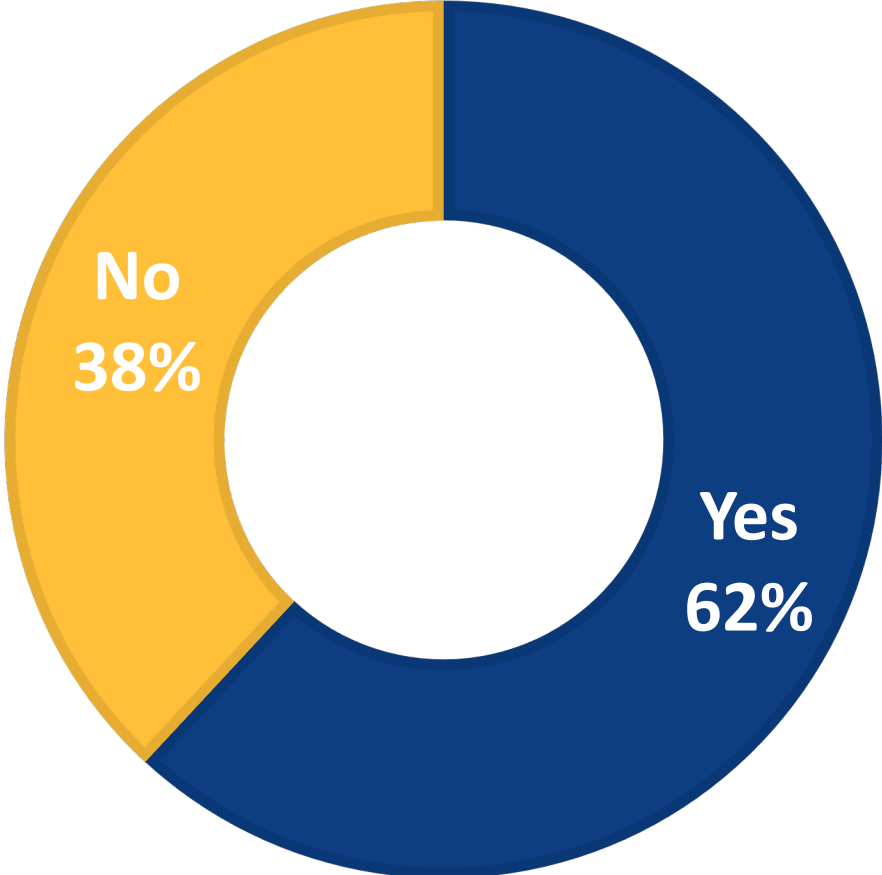
AI PRE-SURVEY

How familiar are you with AI technologies?



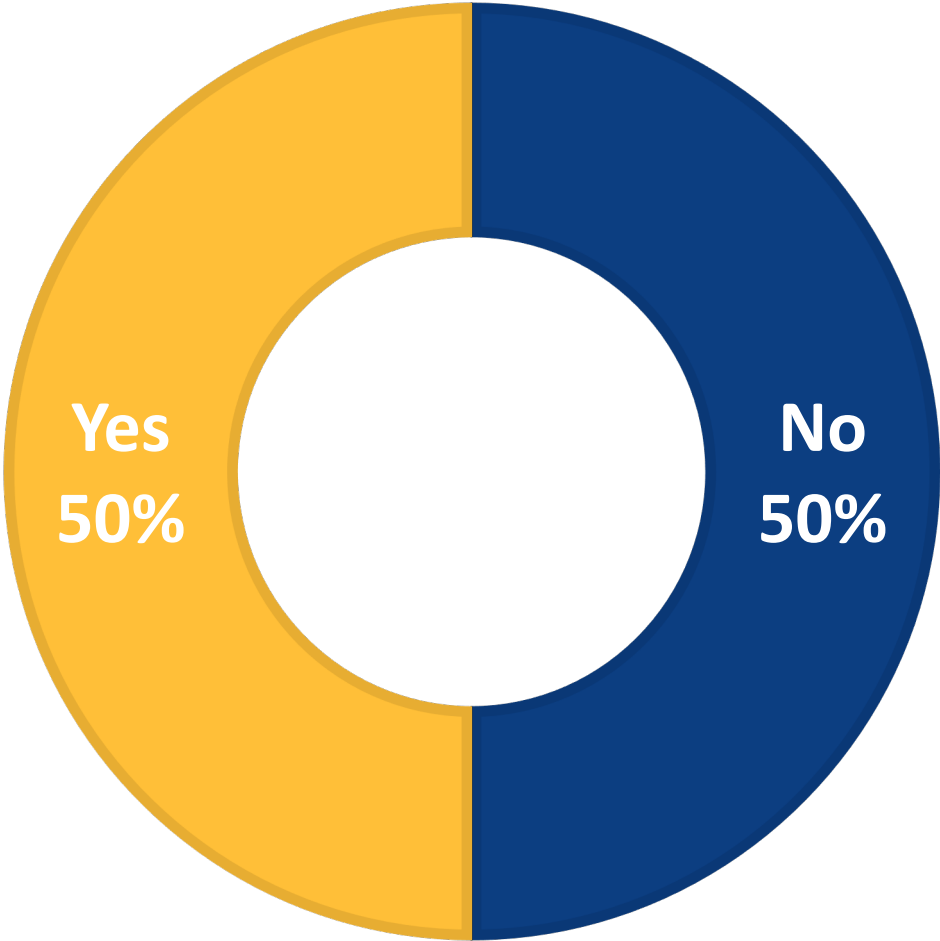
AI PRE-SURVEY

Does your organization currently use any AI technologies?



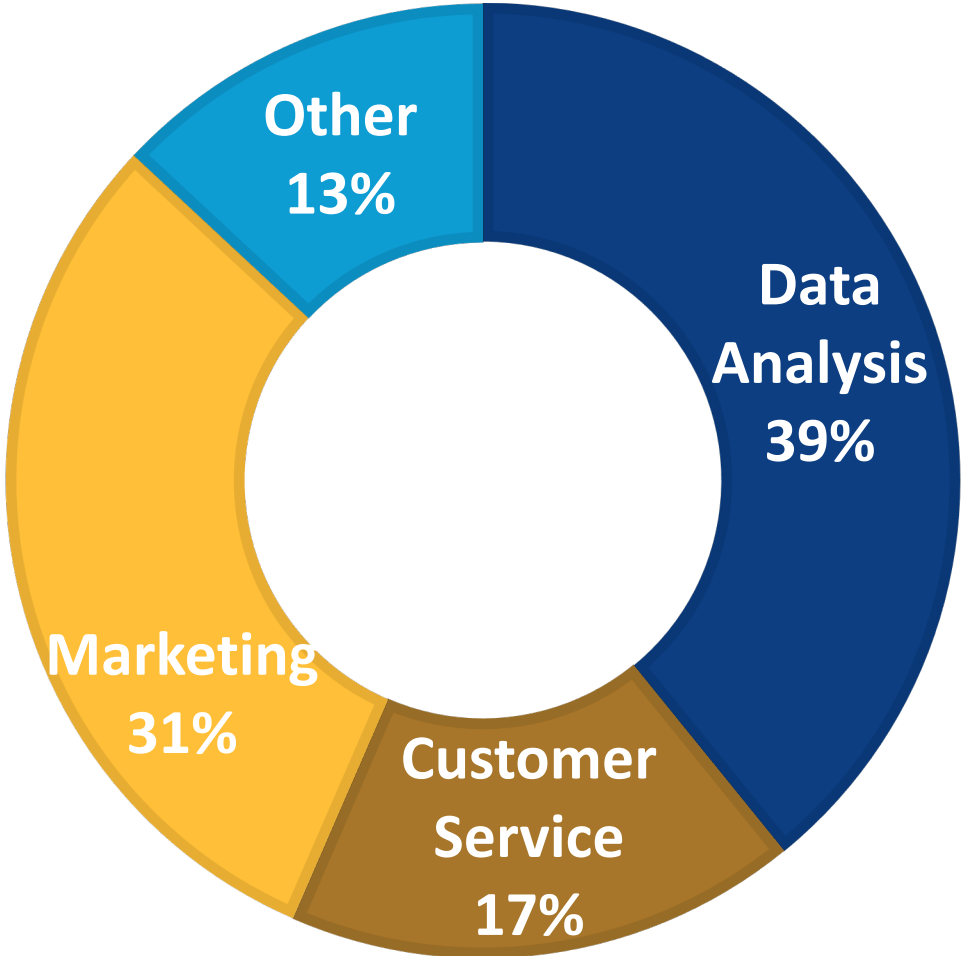
AI PRE-SURVEY

Do you have any AI policies in place for usage within your organization?



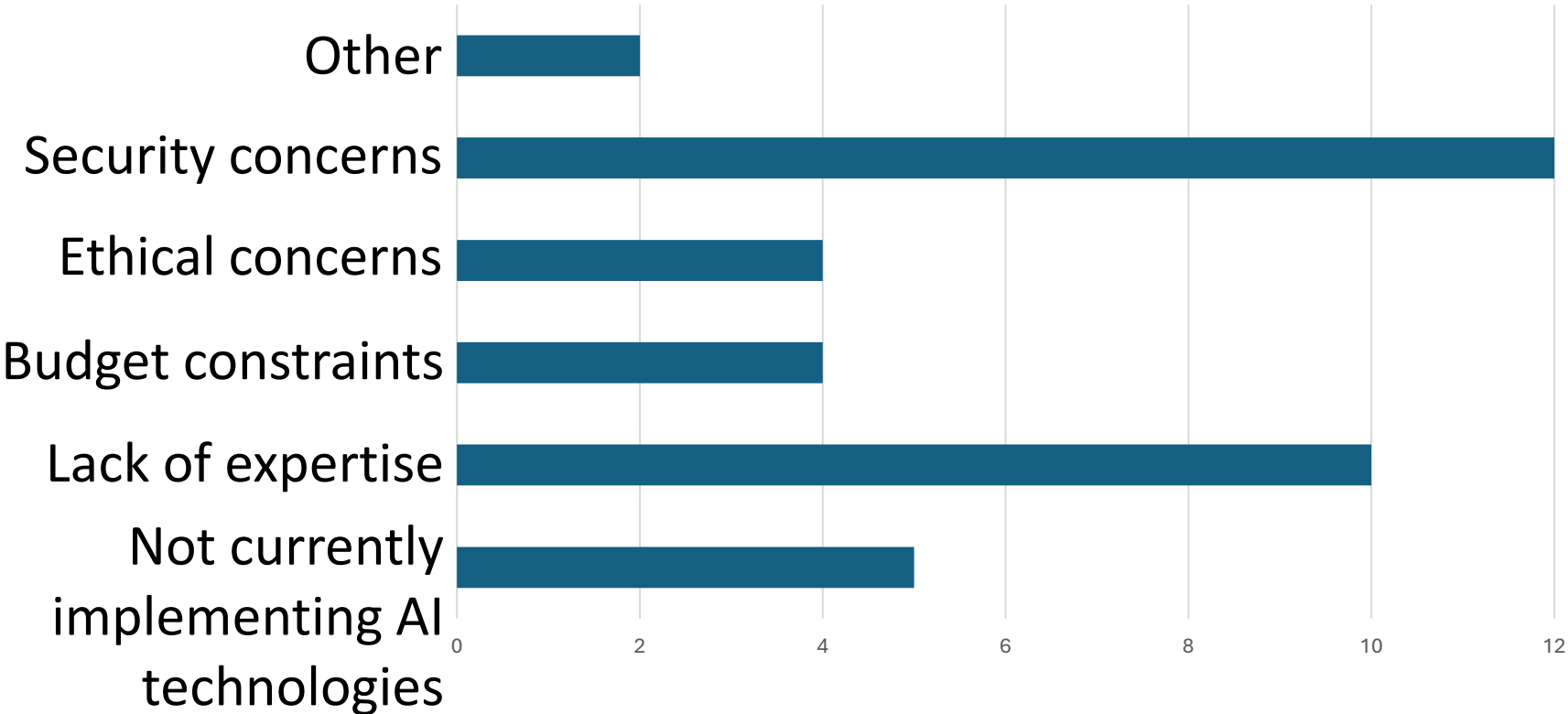
AI PRE-SURVEY

What are the primary applications of AI in your organization?



AI PRE-SURVEY

What are the main challenges you face in implementing AI technologies?



AI TRAINING

Location:
Cyber Center at Grand
Canyon University

42 Attendees



AI TRAINING



AI TRAINING

AGENDA

45 minutes
Q&A to follow

- How we got here with AI
- Current state
- Some definitions and concepts
- Utilizing AI = Prompting
- Challenges
- Workforce needs
- Preparing for an AI workforce
- Scenario-driven discussion from attendees
- Next steps



AI TRAINING: SOLUTIONING

GROUP 1: How does AI impact workers directly?

- Skills and training
- Productivity and efficiency
- Worker experience
- Oversight and accountability



AI TRAINING: SOLUTIONING

GROUP 2: How can employers integrate AI responsibly and effectively?

- AI use in hiring and public sector responsibility
- Trust, communication, and workforce development
- Governance and strategy
- Bias and fairness

AI TRAINING: SOLUTIONING

GROUP 3: How do we design systems that prepare and protect communities?

- Collective understanding among service providers
- Digital literacy beyond computers
- Community preparedness and responsible use
- Equity in access

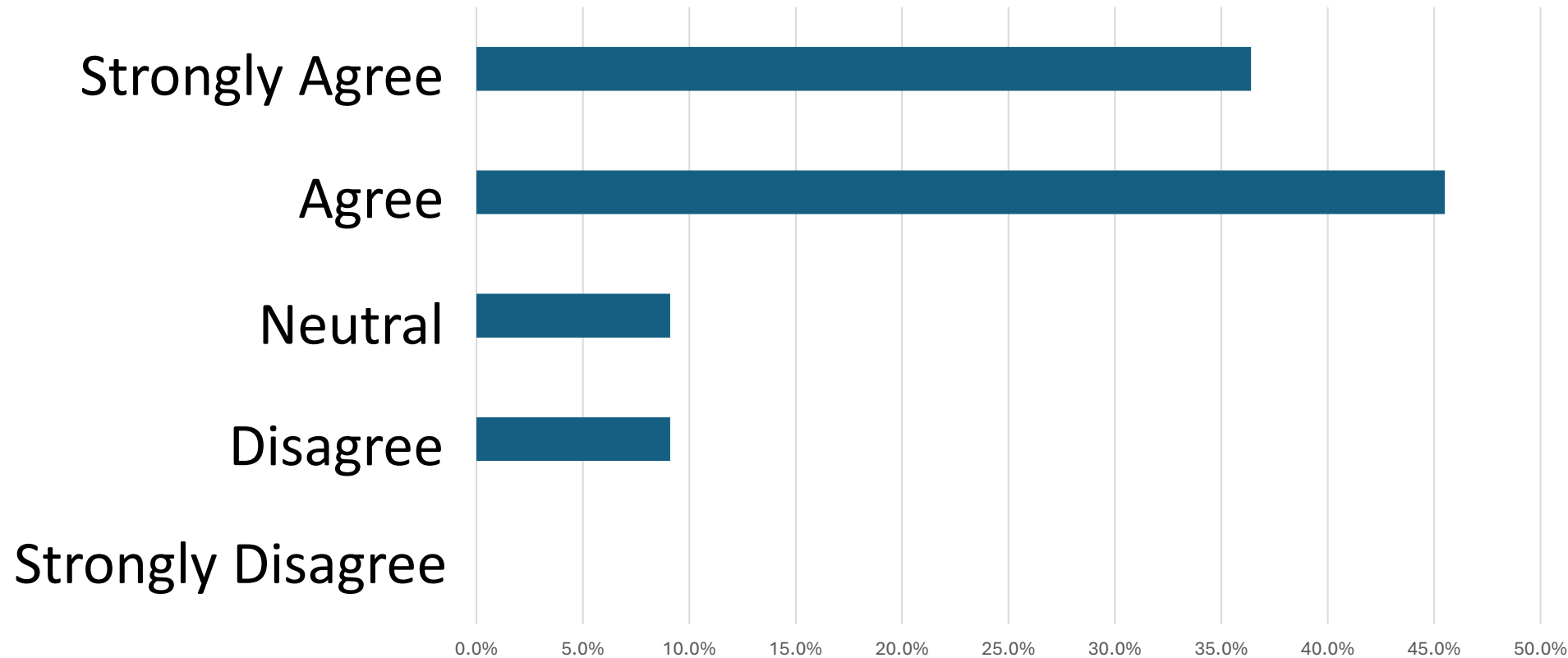
AI TRAINING: SOLUTIONING

GROUP 4: How do we design systems that prepare and protect communities?

- Systems thinking across sectors
- Human connection and post-COVID reflection
- Designing with humanity in mind
- Balancing innovation with humanity

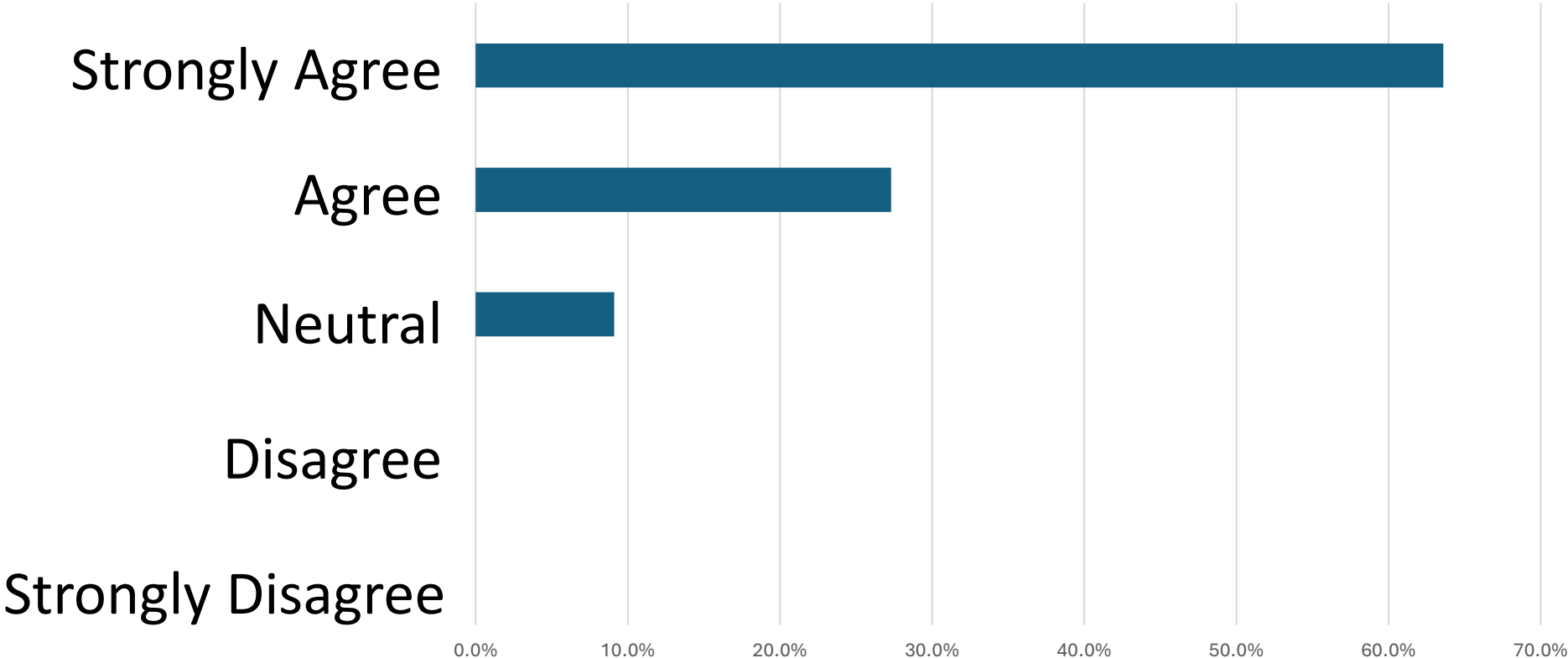
POST SURVEY RESULTS

The venue/location was comfortable and accessible



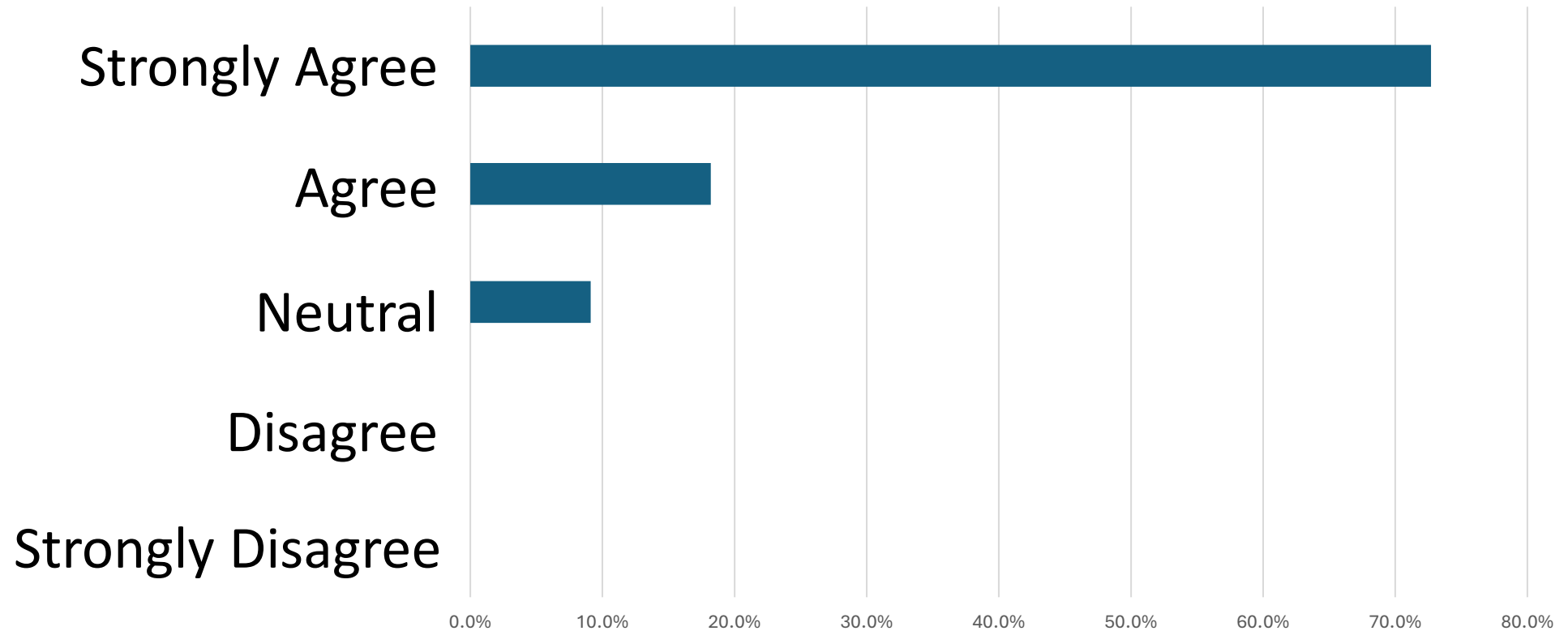
POST SURVEY RESULTS

The content presented was relevant to my work.



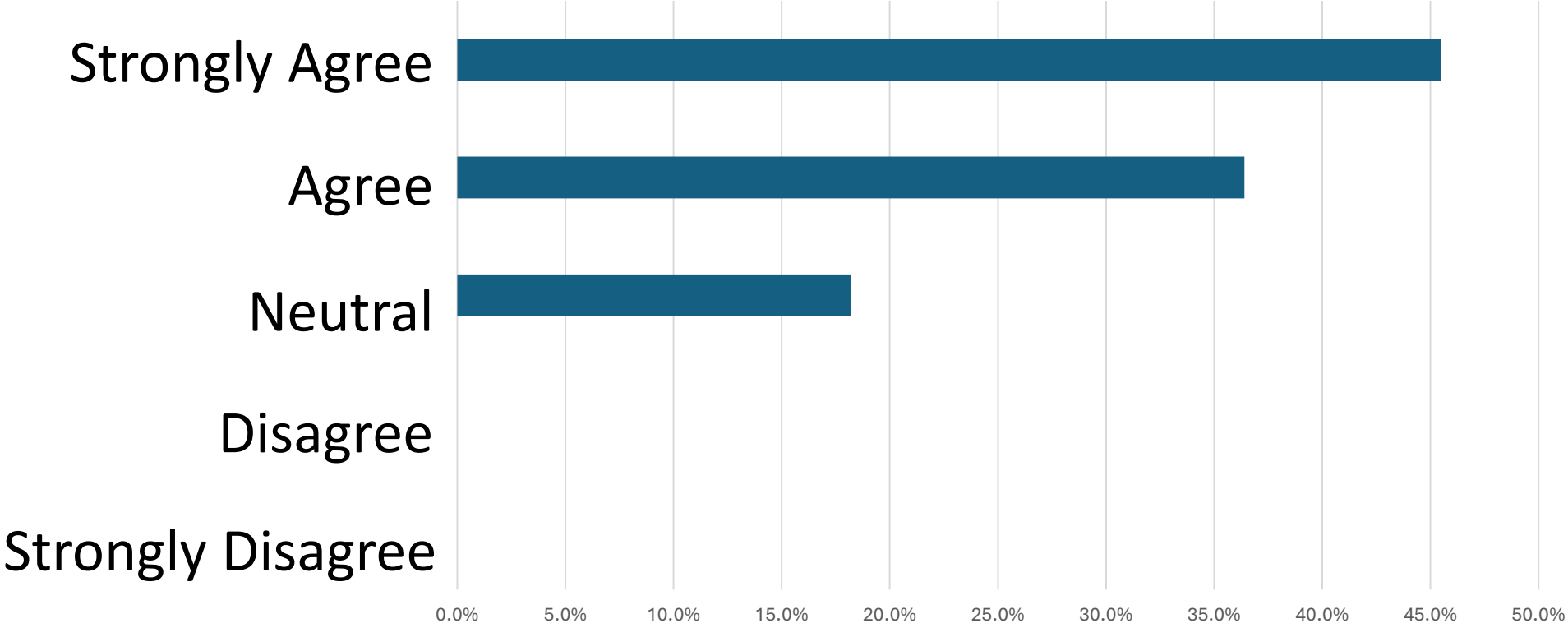
POST SURVEY RESULTS

The information shared was valuable.



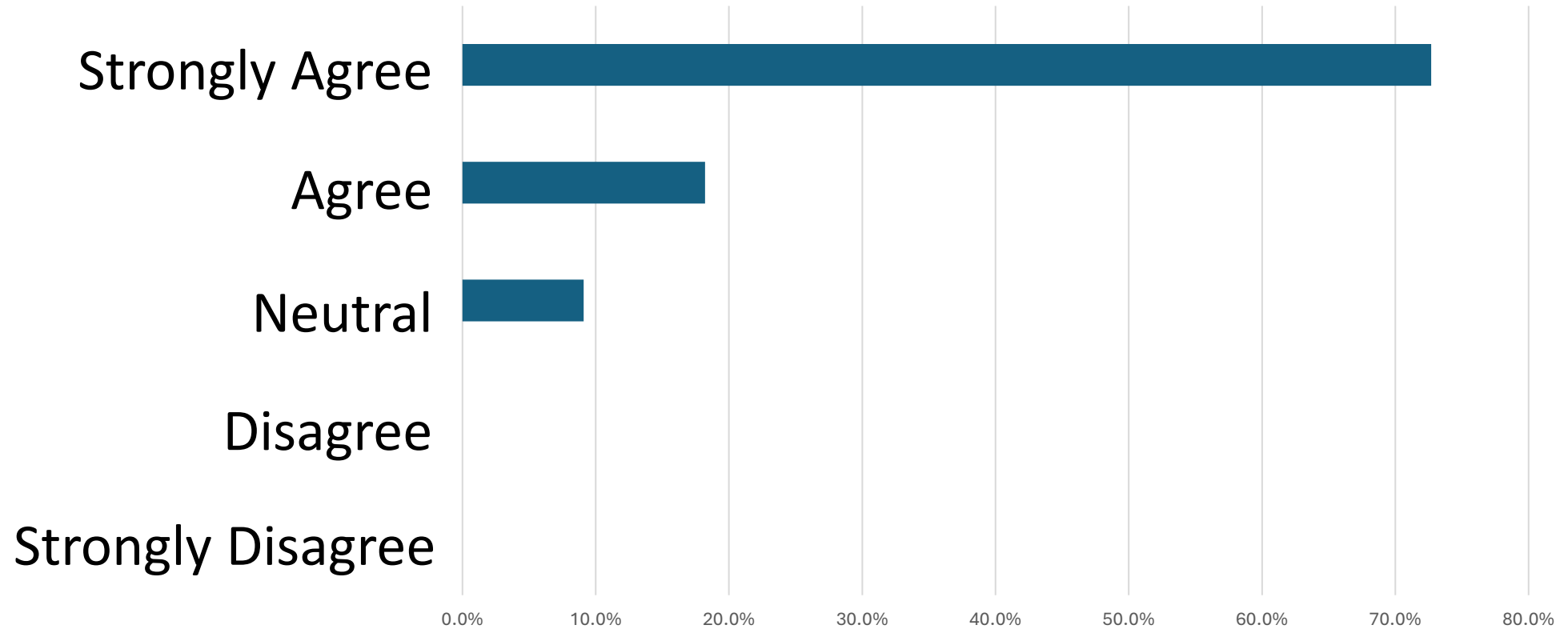
POST SURVEY RESULTS

I can apply what I learned in my work.



POST SURVEY RESULTS

The session was a good use of my time.



POST SURVEY RESULTS

What topics or information would you like to see covered in future Community of Practice sessions?

- Tools and Resources (6)
- Collaboration and partnership models (3)
- Employer engagement (2)
- Best practices and success stories (2)
- Professional development (1)

SEMICONDUCTOR

Solutions and Actions: October 10

- Partnering with Semi.org
 - Toolkit
 - Website
- Panel with Columbus State Community College
- City of Phoenix Apprenticeship Program



QUESTIONS

James Montoya

James.Montoya@Phoenix.gov



Phoenix Community and Economic Development Department

Communications, Marketing and Research Team Overview



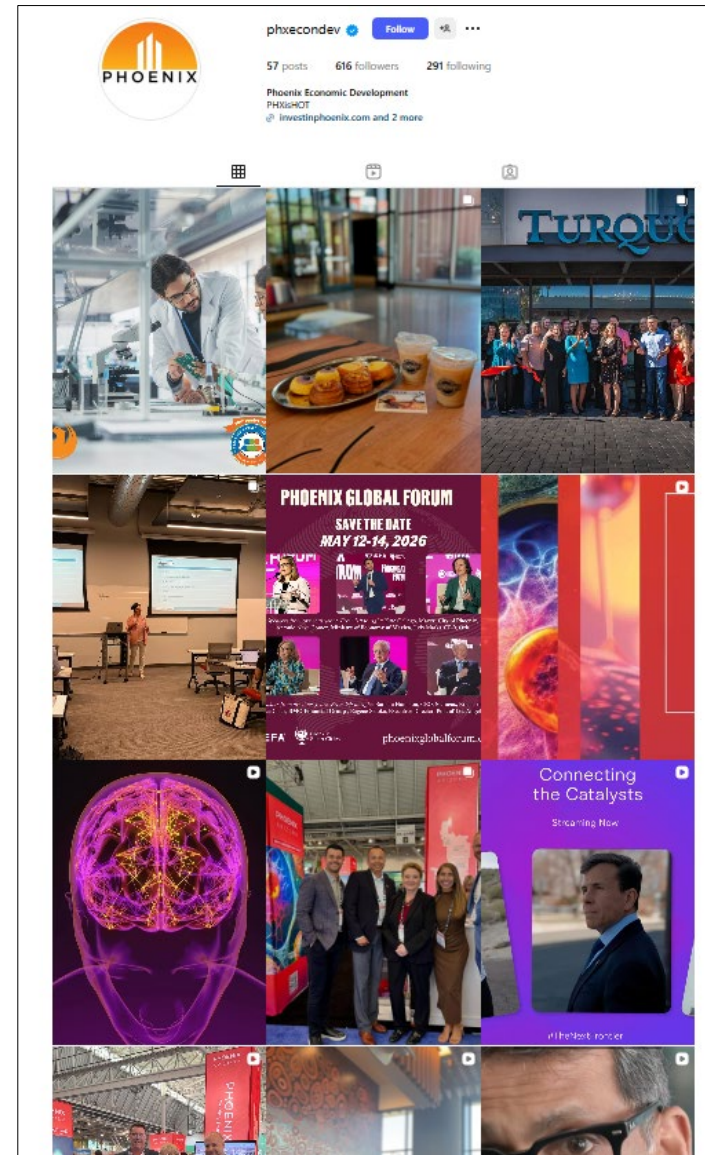
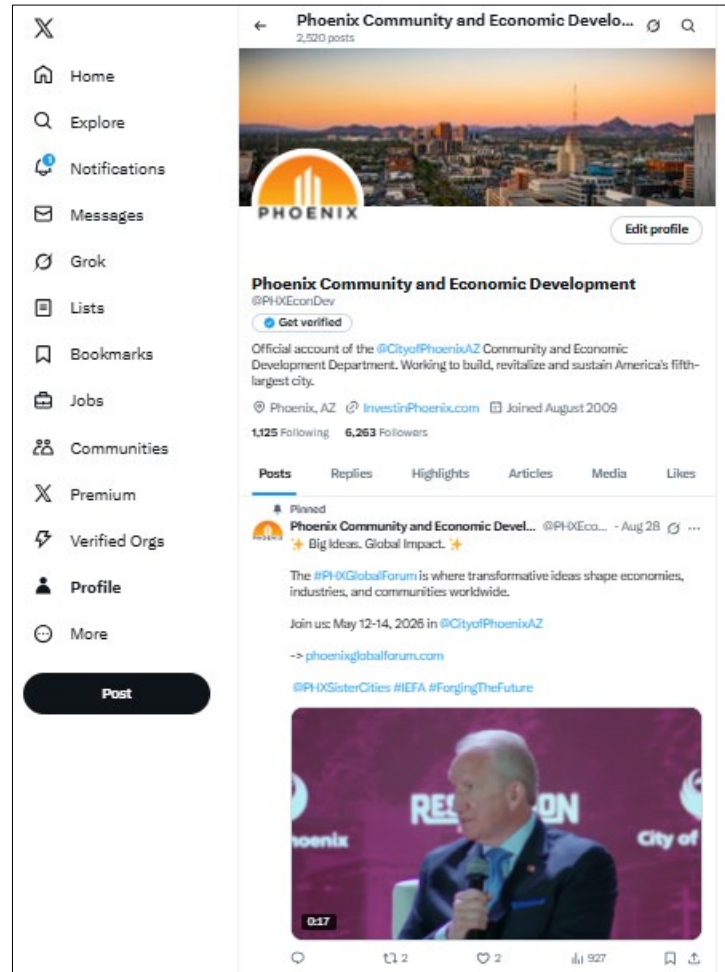
The Team

- **Gregg Bach** – Communications, Marketing and Research Manager
- **Athena Sanchez** – Senior Public Information Officer
- **Twila Chow** – Marketing/Graphics Project Manager
- **Jazmin Lombera** – Research Manager
 - **Joshua Sanchez-Castillo** – Project Management Assistant
 - **Justin West** – Business System Analyst

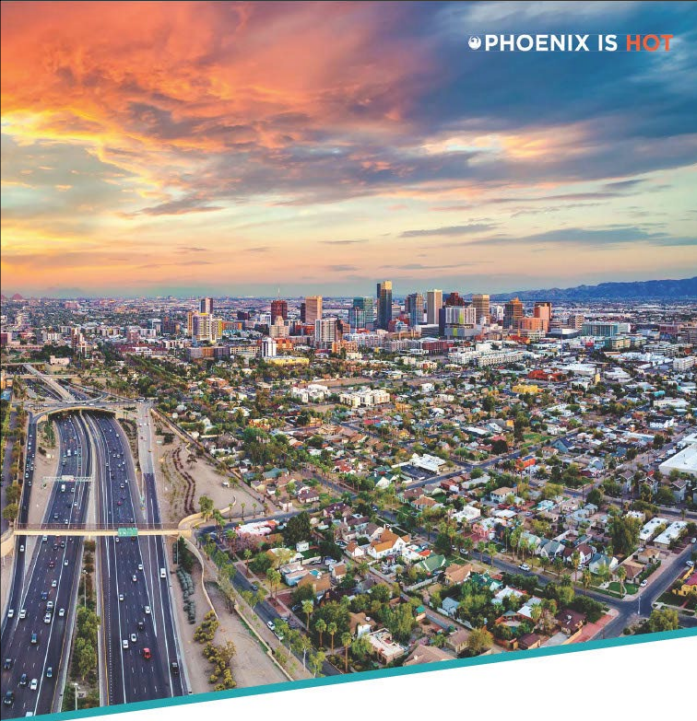
InvestInPhoenix.com

The screenshot displays the InvestInPhoenix.com website. At the top left is the logo for CED (Community and Economic Development) and INVEST IN PHOENIX. The navigation menu includes: About Us, Contact Us, Downloads, Events, Procurement, Translate, and Search. A secondary menu features: Why Phoenix, Industries, Development Opportunities, Grow & Expand, Workforce, and Living Here. The main banner area shows a large image of a conference stage with a backdrop for the "U.S.-Mexico Semiconductor Collaboration Forum". Logos for Thunderbird School of Global Management, ASU Arizona State University, and the City of Phoenix are visible. A blue overlay on the right side of the page promotes "The Quarterly Newsletter", stating it provides local business news and updates from the second quarter of 2025. Below this, three highlighted buttons with dropdown arrows are labeled: "Phoenix Global Forum 2026", "Green Growth", and "Pioneering Bioscience".

Social Media



Publications and Marketing Collateral



PHOENIX IS HOT

INVEST IN PHOENIX
Community and Economic Development

Phoenix Rolls Out New Mobile Career Unit



On February 26, the City of Phoenix premiered its new Mobile Career Unit (MCU), with a ribbon cutting celebration at Cesar Chavez Library. The state-of-the-art, 38-foot-long RV is designed to connect employers with residents seeking job opportunities.

The MCU is fully equipped with technology that provides hands-on resources to support job seekers in their career search, and can host up to three companies during one hiring event. The flexibility of having resources built into the vehicle enables staff to quickly mobilize to support the workforce needs anywhere in the city.

In 2022, Phoenix received \$1 million through the Bloomberg Philanthropies Mayors Challenge to develop its MCU program. Prior to getting this new RV, the City of Phoenix Workforce Development team used a smaller vehicle to bring its resources to the community.

investinphoenix.com/MCU

INVESTINPHOENIX.COM

Successful Debut at CES 2025

The City of Phoenix made its first appearance as an exhibitor at the Consumer Electronics Show (CES) in Las Vegas during the first week of January, leading to hundreds of business meetings and connections.

CES proved to be an ideal place to show off the City's growing reputation as a technology and entrepreneurship hub. Companies that were part of the Phoenix delegation included, Pawport, Crystal Sonic Inc., thePause Technologies, New Use Energy Solutions Inc. (NUE), MillHealth, Fowlark Group, Mayo Clinic at Discovery Oasis, and Tesoro VC.



The QUARTERLY

PHOENIX COMMUNITY & ECONOMIC DEVELOPMENT NEWSLETTER

2025 / QUARTER 1

PHOENIX IS HOT

Stay informed, stay ahead.



HIGHLIGHTS / QUARTER 1

In February, Center Court Pickleball Club celebrated the grand opening of its premier facility located in the Scottsdale 101 center, 7000 E. Mayo Blvd. This is the first entertainment pickleball concept to open in Phoenix.

In March, Arizona State University announced that its future Health Headquarters will be located at the northeast corner of 4th St. and Fillmore St. in the downtown Bioscience Core. The project was awarded \$12 million through Phoenix's 2023 General Obligation (GO) Bond Program and represents a total investment of \$200 million. The multi-story building will include classrooms, study areas, high-tech lab space and more. ASU plans to break ground in 2026.

In March, Ricemill, a new fast-casual restaurant serving Asian-inspired rice bowls, opened its first of three locations in the Phoenix-area in downtown at the Collier Center, 201 E. Washington St. Two additional locations are scheduled to open later this year at Arrowhead Towne Center Mall in Glendale and Novus Place in Tempe.

In March, AVE, the residential real estate brand of Korman Communities, in partnership with RXR, opened AVE Paradise Valley, 12400 N. Tatum Blvd., a new residential community with 400 luxury apartments at the reimagined Paradise Valley Mall site. The mid-rise property is the first residential project to open within the new PV mixed-use development.

Message from the Director



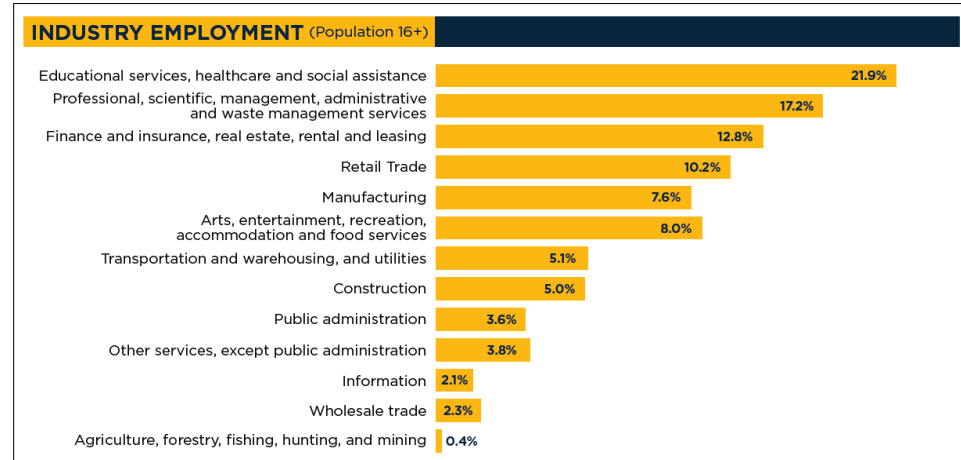
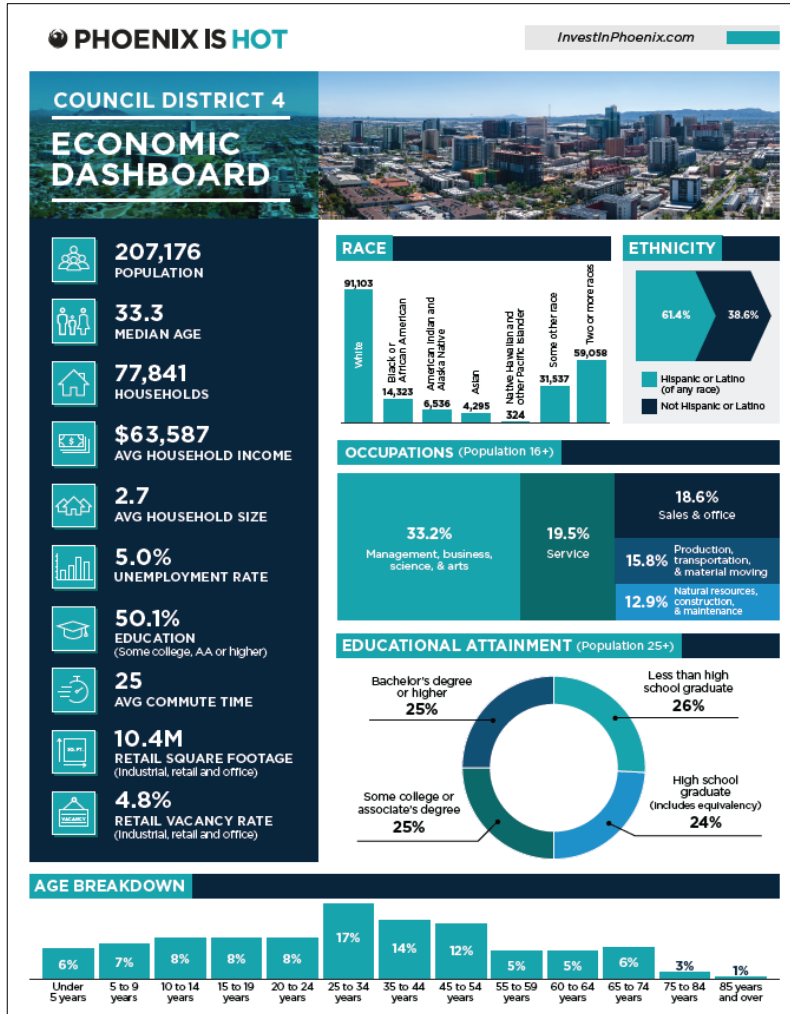
Welcome to the City of Phoenix Community and Economic Development's new quarterly newsletter. The intent behind this digital publication is to share and celebrate the successes of the Phoenix business community, as well as provide information about the many resources the City and its partner organizations offer to help businesses grow, expand and thrive in our community. I hope you find it informative and useful. Also, to ensure that you continue to receive the newsletter, be sure to click the link below to subscribe.

investinphoenix.com/newsletter

Christine Mackay
Christine Mackay

INVESTINPHOENIX.COM

Research and Analysis



Questions?

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**

**August 28, 2025
9:00 a.m.**

Members Present:

Daniel Barajas	Ginger Lane
Christian Bearden	Jason Schaffner
Karen Carter	Sam Wolo

Members Absent:

Lorraine Field

Public Attendees:

Deb Furlong	Demitria Robles
LaSetta Hogans	Rebecca Tierney
Hayden Maynard	Brenda Urquidi
Jovanna Parkhouse	

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

1) Call to Order / Roll Call/Introductions:

The Phoenix Business and Workforce Development Board (Board) Instill Hope Steering Committee (IHSC) Chair Karen Carter called the August 28, 2025, meeting to order at 9:02 a.m. Roll call was completed, and there was a quorum of five members.

IHSC Chair Karen Carter invited the committee members to introduce themselves.

2) Approval of the June 26, 2025 IHSC Meeting Minutes:

IHSC Member Christian Bearden motioned to approve the June 26, 2025 IHSC Meeting Minutes with the recommended changes, IHSC Member Sam Wolo seconded the motion.

Approved: Daniel Barajas, Karen Carter, and Jason Schaffner

Opposed: None

Abstained: None

Motion passed unanimously

Ginger Lane joined the meeting at 10:10 a.m.

3) Phoenix Workforce Coalition Update:

IHSC Karen Carter took items out of order.

ARIZONA@WORK City of Phoenix Business and Program Manager Deb Furlong shared an update about the Phoenix Workforce Coalition, a Board-led community of practice initiative that the IHSC supports. Deb shared that in 2022, the City of Phoenix won the Bloomberg Philanthropies Global Mayor's Challenge. That recognition came with technical support from Bloomberg Associates consultants in economic and workforce development initiatives. While developing an implementation plan for the 2023-26 Board Strategic Plan, the idea for the community of practice to support Board strategies was developed.

The Phoenix Workforce Coalition serves as a central body that regularly brings together workforce development and training providers. The objectives are to:

- Define landscape: Clearly define the current provider landscape of providers by mapping offerings, populations served, and outcomes.
- Ensure employer alignment: Ensure programs are aligned with local employer demand, using real-time labor market data and direct employer feedback.
- Deliver robust pipeline: Build a robust pipeline of talent that meets the needs of in-demand occupations.
- Develop new programs: Design and deliver employer-informed training programs that directly respond to industry needs.
- Address provider needs: Address provider needs by sharing best practices, identifying gaps, and creating solutions with wraparound supports for residents.
- Improve outcomes: Promote economic mobility and open access to Phoenix's high-quality, in-demand jobs.

Four events were hosted in 2024, including:

- February 2024: Community of Practice/Phoenix Workforce Coalition launch; labor market information
- May 2024: Employer panels to share industry insights
- July 2024: Good Jobs presentation and provider networking
- September 2024: Soft Skills & Good Jobs

One event has been hosted in 2025, with two additional events planned for the rest of the year:

- June 2025: Artificial Intelligence (AI), Semiconductor, and Rapid Response

- September 2025: Provider training for how to help participants use AI
- October 2025: Demystifying the semiconductor sector

Board Executive Director LaSetta Hogans shared that if the committee has any thoughts or ideas for future events, that they should feel free to share any ideas they have. IHSC Member Daniel Barajas shared the Maricopa Community Colleges had received an AI-focused award used to develop AI pathways in partnership with other community colleges across the country. He shared they are also working with Intel to develop no-cost AI curriculum and to show how AI can affect all industries. He recommended that members of the committee review the executive order related to AI and apprenticeships. He shared that at a workforce summit he attended, there was an emphasis placed on generative AI and how it will affect future work and that employers will start requiring that employees have at least a basic understanding of AI.

IHSC Member Ginger Lane shared she is concerned with job loss due to the implementation of AI. IHSC Vice-Chair Jason Schaffner said that AI can help small businesses in the entertainment sector when it comes to infrastructure. IHSC Sam Wolo shared that the City of Phoenix Community and Economic Development Department had developed a report regarding how many jobs may be lost due to AI and it was shared at a Phoenix Workforce Coalition meeting.

Jason shared that there needed to be honest dialogue about AI and the potential effects and that industry needed to get used to AI being implemented. IHSC Member Christian Bearden remarked that there are 12 data centers slated to be build in Arizona, which would take three times the power Arizona generates on the hottest days.

LaSetta shared that the National Model for Mobility Steering Committee is working on career paths and there is a focus on AI and how it affects jobseekers. The Board can serve as an information source for AI and how it affects the economy and jobseekers. Daniel suggested that the IHSC consider developing an online repository where people can read papers and presentations about how AI will affect the labor market to help alleviate some of the fear of AI.

4) Board Strategic Plan/Tracker Overview

IHSC Chair Karen Carter shared that during the August Executive Leadership Committee meeting, Board leadership shared a strategic plan tracker that will serve as a visual tool to gauge progress toward accomplishing the goals and strategies in the Board 2023-26 Strategic Plan, as the Board enters the final year of the plan. The IHSC reviewed the items that they support.

Board Executive Director shared that the IHSC members could find the tracker on Govenda and reviewed the items that the IHSC considered moving forward

to support strategies. She shared that the actions suggested are at the discretion of the Board and if there is anything members want to take off of the plan or move to the next strategic plan, they are welcome to.

Karen asked if there was any concern regarding strategy 3.3 “Foster diversity, equity, belonging, and culture for individuals, businesses, and communities as primary value builders for the City,” given executive orders regarding Diversity, Equity, and Inclusion. LaSetta shared that the state has not given any direction to stop diversity and equity initiatives.

Karen suggested the committee continue speaking about the tracker at a future meeting so they can discuss how to ensure the committee meets its goals.

Daniel Barajas left the meeting at 10:00 a.m.

5) Future Agenda Items:

- Strategic Plan/Plan Tracker
- Artificial Intelligence
- Marketing/Social Media Plan

7) Call the Public/Open Discussion:

None.

8) Adjournment:

IHSC Chair Karen Carter adjourned the meeting at **10:03 a.m.**

Committee Name	Status	Goal	Strategy	Action	Completed July 1, 2023 - June 30, 2025	Impediments/Dependencies	Begin July 1, 2025
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 Phoenix Workforce Coalition (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)		September 2025: Hosted AI Training with GCU. Semiconductor-focused session scheduled for 10/10: Focus on connecting providers with information to resources for informing participants about Semi; educators with best practices from other hubs
		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		September 2025: Hosted AI Training with GCU. Semiconductor-focused session scheduled for 10/10
		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		September 2025: Hosted AI Training with GCU. Semiconductor-focused session scheduled for 10/10
		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 Phoenix Workforce Coalition events

Legend
Complete
On Target/Ongoing
In Progress/Behind
Stalled