

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

**September 25, 2025
9:00 a.m.**

Members Present:

Daniel Barajas

Christian Bearden

Karen Carter

Lorraine Field

Ginger Lane

Sam Wolo

Members Absent:

Jason Schaffner

Public Attendees:

Deb Furlong

LaSetta Hogans

Hayden Maynard

James Montoya

Jovanna Parkhouse

Demitria Robles

Rebecca Tierney

Brenda Urquidi

Laura Whitehead

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 September 25, 2025, meeting to order at 9:00 a.m. Roll call was completed, and there was a quorum of five members.

2) Approval of the August 28, 2025 IHSC Meeting Minutes:

IHSC Member Daniel Barajas motioned to approve the August 28, 2025 IHSC Meeting Minutes with the recommended changes, IHSC Member Sam Wolo seconded the motion.

Approved: Christian Bearden and Karen Carter

Opposed: None

Abstained: None

Motion passed unanimously

Ginger Lane and Lorraine Field joined the meeting at 9:03 a.m.

3) Strategic Plan Tracker:

IHSC Chair Karen Carter shared that the IHSC would review the strategic plan tracker before every meeting.

Board Liaison Hayden Maynard shared that the tracker had been updated to reflect the September 2025 Community of Practice meeting focused on Artificial Intelligence (AI) and the upcoming Semiconductor focused Community of Practice. Additionally, at the August meeting, the committee requested to learn more about the marketing available to the Board and Hayden shared that Gregg Bach would be sharing information about the City of Phoenix Community and Economic Development Department (CEDD) Marketing and Research team.

4) Phoenix Workforce Coalition Update

ARIZONA@WORK City of Phoenix Project Manager James Montoya shared an update about the Phoenix Workforce Coalition (PWC), also known as the Community of Practice. He shared an update on a pre-survey that was emailed to invitees to the September 16 PWC AI-focused meeting, to gauge the familiarity participants had with AI and any AI-related questions they had, which informed the training. James shared the outcomes of the survey.

Grand Canyon University's Dr. Robert Loy led the training that focused on the current state of AI and how to prepare the workforce for AI. Additionally, James shared information from the four solutioning groups.

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

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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

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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

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James shared information about the post-event survey. The survey focused on satisfaction and usefulness of the session, along with topics participants would like to see covered in future PWC sessions.

James shared an overview of the October 10 PWC event hosted at South Mountain Community College. The session will focus on information aimed at demystifying the Semiconductor industry, hearing about best practices from outside of Phoenix, and an opportunity to share more information about Semiconductor apprenticeships. Bloomberg Associates Kristen Titus shared that the October 10 session was developed to capitalize on SEMICON West being held in Phoenix.

IHSC Member Daniel Barajas shared that the Maricopa Community Colleges have trained Columbus State trainers upon the announcement that Intel was opening a plant in Columbus, Ohio and they continue to work with them. He also shared that it is an honor to host SEMICON West, because it is an international conference with attendees from around the world.

IHSC Chair Karen Carter asked if information about the PWC event would be advertised to SEMICON West participants. Board Executive Director LaSetta Hogans shared that Board staff and Board members would be at the event and could share information about the event.

Daniel shared that beyond AI training, education partners would like to learn from employers mapping AI skills and AI usage and how education providers and workforce training providers can train students to be prepared to participate in the workforce. LaSetta asked if this is a topic that the committee would like to see at a future PWC event. ARIZONA@WORK City of Phoenix Business

and Program Manager Deb Furlong said she would appreciate inviting the providers to share how they are using AI to improve outcomes for participants.

Daniel said it is important to develop a taxonomy that everyone in the region understands to ensure employers, training providers, and workforce service providers are speaking the same language. IHSC Member Sam Wolo asked if the move of SEMICON West to Phoenix is permanent or a one-time thing. Daniel shared that for fifty years it had been held in Silicon Valley, but he anticipates that the conference will be on a rotation.

5) Marketing Team Update

City of Phoenix CEDD Communications, Marketing, and Research Manager Gregg Bach shared information about the Communications, Marketing and Research team. He gave an overview of the people on the team, as well as how they support the department and the Board. He shared that the team supports media relations and special events, like the Mobile Career Unit ribbon cutting and the Innovation 27 groundbreaking.

The team has built and maintains the investinphoenix.gov webpage that links back to the Phoenix page and has the resources that the CEDD team needs to support businesses and Phoenix residents. The Communications, Marketing and Research teams manages the social media for CEDD on Instagram, X, and LinkedIn and act as liaisons to the citywide marketing team and sharing content to City social media accounts. They are looking to develop a more consistent social media strategy. The team also creates publications and marketing materials for the department, including a quarterly newsletter that shares Phoenix business successes and department successes.

The research members of the team perform research and analysis including economic dashboards to help councilmembers better understand their districts and the industries growing in the district they represent.

IHSC Member Sam Wolo asked if there is any connection to the economic dashboards to the Labor Market reports provided by Board staff. Gregg shared they are not currently linked. Sam shared that it might be useful for employers to understand the demographics related to training and education as employers target areas for location. Gregg shared that he can share the dashboard with the Board, the plan is to update it every month.

6) Future Agenda Items:

- Strategic Plan/Plan Tracker
- Review economic reports
- Career pathing for semiconductor

7) Call the Public/Open Discussion:

IHSC members would like to receive calendar invites for events for PWC events.

8) Adjournment:

IHSC Chair Karen Carter adjourned the meeting at **9:57 a.m.**