

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

**October 23, 2025
9:00 a.m.**

Members Present:

Daniel Barajas

Christian Bearden

Karen Carter

Lorraine Field

Ginger Lane

Jason Schaffner

Sam Wolo

Public Attendees:

Gregg Bach

Diana Figueroa

Thomas Flynn

Deb Furlong

LaSetta Hogans

Jazmin Lombera

Hayden Maynard

James Montoya

Demitria Robles

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 October 23, 2025, meeting to order at 9:00 a.m. Roll call was completed, and there was a quorum of seven members.

2) Approval of the September 25, 2025 IHSC Meeting Minutes:

IHSC Member Jason Schaffner motioned to approve the September 25, 2025 IHSC Meeting Minutes, IHSC Member Christian Bearden seconded the motion.

Approved: Daniel Barajas, Karen Carter, Lorraine Field, Ginger Lane and Sam Wolo

Opposed: None

Abstained: None

Motion passed unanimously

3) 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 October 10 PWC semiconductor-focused meeting, to gauge participant's knowledge and familiarity with the semiconductor industry such as how to pursue a career, training and curriculum needs, youth and employer engagement which informed the training and panelists.

James shared an overview of the event hosted at South Mountain Community College. The session was opened by IHSC Chair Karen Carter and facilitated by Bloomberg Associates Kristen Titus. Semi Foundation's Nick Irigoven discussed the state and future of the semiconductor field and introduced a toolkit available on the Semi Foundation website. Other panelists included Northern Arizona State University and Maricopa Community College District partners who discussed semiconductor apprenticeship programming and Columbus State University who shared their efforts to build the semiconductor programming in Ohio.

Additionally, James shared information from the four solutioning groups:

SEMICON: SOLUTIONING

GROUP 1: Brand Awareness

- Rethink Messaging for Youth
- Engage Parents
- Shift the Narrative
- Strategic Partnerships
- Employer Collaboration



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.

IHSC Member Jason Schaffner asked which positions will have the highest demand for hiring. IHSC Member Daniel Barajas said engineers and technicians will be the most in demand occupations. Jason also asked if hazardous risks are associated with working in this industry and if so, what are the plans to educate the community and parents about risks and safety. IHSC

Member Christian Bearden represents Arizona Building and Construction Trades Council and shared that all apprentices in all trades are properly trained. Currently they are outreaching/educating students and parents at the middle school level about career pathways in a trade industry such as construction, electrician etc. IHSC Member Sam Wolo suggested to incorporate/replicate the TSMC bootcamp model that highlighted “a day in the life of technician” that helped inform the community about TSMC when it was built two years ago. IHSC Member Ginger Lane found the sessions very informative.

Daniel asked about the next steps for the PWC convenings. James said a report will be created summarizing the solutions discussed at the PWC convenings and will be shared with the Board. Daniel said that all the findings shared echo what industry professionals and educators are sharing throughout the state.

ARIZONA@WORK City of Phoenix Business and Program Manager Deb Furlong asked the committee to consider recognizing/acknowledging employers and community partners who dedicated their time and effort to participate in the PWC convenings and send a letter of appreciation. IHSC Members agreed to explore ways to thank participants for their participation and contributions.

4) Council Economic Report Review

City of Phoenix CEDD Communications, Marketing, and Research Manager Gregg Bach and Research Manager Jazmin Lombera shared information about the economic dashboards that help council members better understand their districts and the industries growing in the district they represent.

IHSC Member Sam Wolo asked what the annual household income year-over-year to see the impact TSMC. Jazmin said Economic Council reports go back to three years. IHSC Chair Karen Carter asked how employer data/information gathered. Jazmin shared that employer information is gathered from data shared by Maricopa Association for Governments (MAG) and occupational data is compiled from the Census. Karen asked for a breakdown of what types of businesses encompass advanced business services. Jazmin said call centers, financial services, banking, customer tech support etc. fall under this category. For example, Blue Cross Blue Shields falls under this category because a billing specialist’s office might be in that district. Daniel asked if they could break down industry sectors within advanced services for a clear understanding in the next reports.

IHSC Member Christian Bearden asked if data is collected to determine what the livable/average income is for a family residing in the City. Jazmin shared the Workforce Housing Average Median Income (AMI) document for committee members to review.

Sam asked if trade (welding, electricians, mechanics, lineman etc.) focused reports can be created to capture the wage increase in these fields. Board Executive Director shared that this information can be incorporated into the Labor Market reports the marketing team is working on. Daniel proposed for the committee to discuss/review data as it pertains to how the City is keeping up with the workforce trends and job fulfillment considering the new developments. LaSetta shared that the committee can consider discussing occupations as a topic for the next PWC convening.

5) Call the Public/Open Discussion:

None

6) Future Agenda Items:

- Data discussion/gathering for occupations and other relevant information including industry/occupation breakdown
- Thank you/appreciation letter to PWC partners/panelists

8) Adjournment:

IHSC Chair Karen Carter adjourned the meeting at **9:43 a.m.**