

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

**November 20, 2025
9:00 a.m.**

Members Present:

Christian Bearden
Karen Carter
Lorraine Field

Ginger Lane
Jason Schaffner
Sam Wolo

Members Absent:

Daniel Barajas

Public Attendees:

Gregg Bach
Elissa Black
Erica Bennett
Dominic Cota
Diana Figueroa
Thomas Flynn
LaSetta Hogans
Luis Marnquez

Hayden Maynard
Gustavo Nava
Angie Parra
Demitria Robles
Rebecca Tierney
Ariadna Valentin
Stephanie Varela
Justin West

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 November 20, 2025, meeting to order at 9:00 a.m. Roll call was completed, and there was a quorum of five members.

IHSC Vice-Chair Jason Schaffner joined the meeting at 9:02 a.m.

2) Approval of the November 20, 2025 IHSC Meeting Minutes:

IHSC Member Christian Bearden motioned to approve the October 23, 2025 IHSC Meeting Minutes, IHSC Member Jason Schaffner seconded the motion.

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

Opposed: None

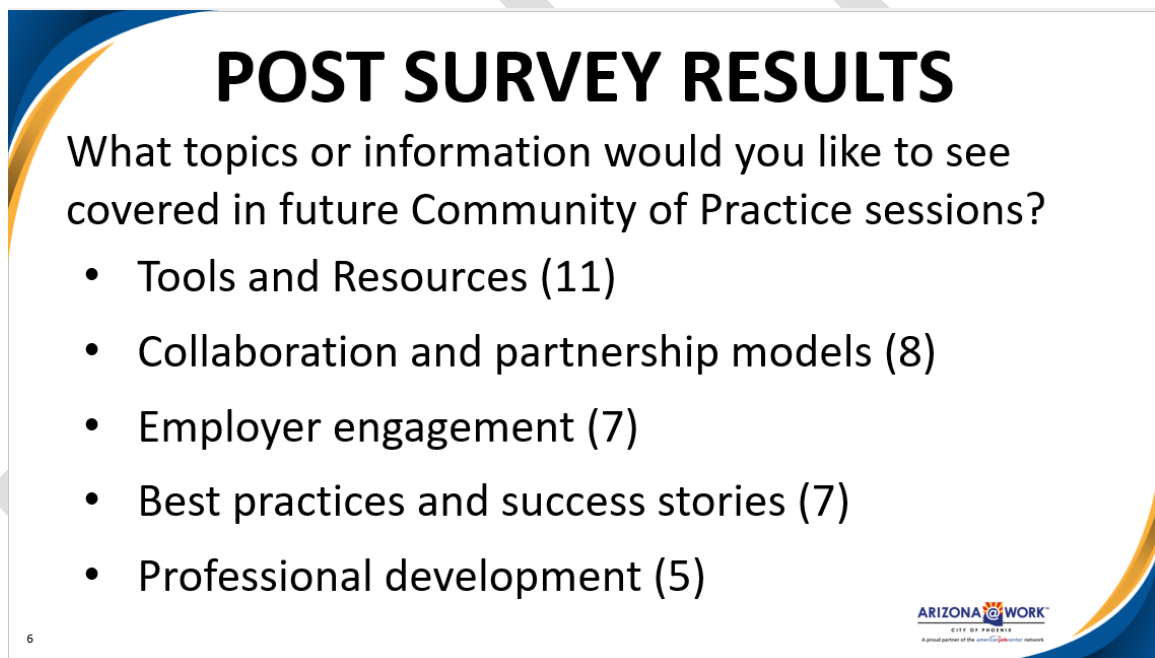
Abstained: None

Motion passed unanimously

3) Phoenix Workforce Coalition Update

Board Liaison Hayden Maynard provided an in-depth explanation of the post-event survey results of the Phoenix Workforce Coalition (PWC), (also known as the Community of Practice) Artificial Intelligence and Semiconductor sessions. The survey focused on satisfaction, usefulness, application, value and relevancy of the sessions, along with topics participants would like to see covered in future PWC sessions. The surveys are collected in real time using a QR code and completed by employers, workforce service providers, and education and training providers in attendance.

Additionally, Hayden shared the survey results by category:



POST SURVEY RESULTS

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

- Tools and Resources (11)
- Collaboration and partnership models (8)
- Employer engagement (7)
- Best practices and success stories (7)
- Professional development (5)

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IHSC Chair Karen Carter asked what the response rate for the surveys was. Hayden shared the response rate for completing the actual survey is low, however, with the use of QR code survey completion has increased. Participants provide more verbal feedback at end of the sessions.

Karen shared with the committee members that they will need to start planning for the 2026 PWC events/sessions and asked for topics they can focus on at next PWC sessions. She shared the National Model for Mobility Steering Committee (NMMSC) is focusing on career pathing in the healthcare and semiconductor industry and on the skills first hiring strategy and they could possibly partner and plan an event. IHSC Vice-Chair Jason Schaffner asked

what careers in the healthcare industry is NMMSC focusing on. Hayden said they are focusing on entry level positions in the healthcare industry and semiconductor technicians to establish best practices for career pathing in other industries. IHSC Member Lorraine Fields highlighted the importance of focusing on laboratory careers in the health care field as they are often overlooked. She shared she is working with the Phoenix Chamber of Commerce to bring awareness to workforce development initiatives in these careers targeted towards high school students.

Jason suggested having a session on construction trades. IHSC Member Christian Bearden shared that he could invite experts in the trades field. Board Executive Director LaSetta Hogans asked Christian who he recommend be invited to panel. Christian recommended inviting training directors in the electrical, iron workers, pipefitters and other trades. IHSC Member Sam Wolo suggested adding the linepeople trade formally known as lineman. Karen suggested that the committee could plan one PWC event per quarter focused on one of the five Board targeted industries: advanced business services, construction, healthcare, manufacturing, and information technology. IHSC Member Ginger Lane would like to explore opportunities in broadband expansion due to incoming Bead federal funds and suggested inviting Nicholas Capozzi from National Telecommunications and Information Administration (NTIA). She would also like to delve into retention and workforce development for Gen Z. Karen asked if career transition would also be good topic. Ginger agreed that it would be a good opportunity for people over the age of 50. Lorraine shared that her company Sonora Quest introduced a program to retain employees planning to retire but want to continue to work in a lesser capacity.

The committee discussed exploring different locations, days and times to host the PWC sessions. Karen asked members to consider leading one of the sessions. The future PWC topics discussed were:

- Career pathing in the Board's five targeted industries
- Healthcare
- Trades panel construction awareness and other trades
- Energy Services
- Lineman/linepeople
- Broadband
- Bioscience
- Manufacturing: electric vehicle batteries
- Semiconductor
- Information Technology: will need to consult with other Board Members that represent this industry
- Pre-apprenticeship and Apprenticeship programs
- Retention and Mentorship programs
- What's next for people over 50 years old
- Artificial Intelligence impact on jobs

Jason asked if Board staff can research if any community events in these industries are planned for 2026, to identify potential partnerships. LaSetta said that staff will work on this.

4) Strategic Tracker Review

IHSC Chair Karen Carter reviewed and shared the strategic plan tracker. She informed the committee that Goal 4.3 is pending completion due to an internal transfer of responsibilities within the Community and Economic Development Department (CEDD). CEDD's Communication, Marketing and Research team will be responsible for sharing the updated labor market reports, which are expected to be completed in early 2026. Board Liaison Hayden Maynard said that the committee has also fulfilled this goal through completing the items listed on column F.

5) Call the Public/Open Discussion:

None

6) Future Agenda Items:

None

8) Adjournment:

IHSC Chair Karen Carter reminded the committee they would be meeting at the Ironworkers facility in December and adjourned the meeting at **9:51 a.m.**