

**Phoenix Business and Workforce Development Board
Meeting Minutes
May 13, 2021 ~ 8:30 a.m.**

VIRTUAL MEETING

Board Members Present:

Audrey Bohanan (Chairwoman)
Melissa Trujillo
Steven Cramer
Bethany Woodard
Alli Benezra
Latasha Causey
Meghan McGilvra
Daniel Barajas
Nick DePorter
Dean Van Kirk
Nick Bielinski
Ben Miller

Brenda Schmidt
Travis Hardin
Jennifer Grondahl
Michelle Jameson
Jesus Love
Erick Garcia
Yolanda Bejarano
Kaaren-Lyn Graves
Susan Ciardullo
Jon Ellerston
Luke Tate

Board Members Absent:

James Frolov

City of Phoenix Staff:

LaSetta Hogans (Executive Director)
Hayden Maynard
Kweilin Waller
Rob Stenson
Christina Edwards (Board Liaison)
Eddie Barojas
Eric Toll
Alex Platas
Eric Johnson
Angela Boozer
Chris Mackay
Dana Mosley
David Chavez
Demitria Robles
Laura Whitehead
Marchelle Franklin
Nichole Ayoola
Susan Roger
Todd Berndt
Royce Kawabata
Al Jernigan

Public Attendees:

Melissa Armstrong
Adena Yudkowsky
Stacey Van Emst
Joy Nang
Jesse Lecy
Angel Molina
Beatriz Erives
Bobby Ghisolfo
David Swindell
Dustin Panoff
Evan Carbonneay
Gina Harper
Maja Malkoc
Tracee Spire
Reeta Devi
Tim Patterson

1. Call to Order

Phoenix Business and Workforce Development (PBWD) Board Chair, Audrey Bohanan, called the May 13, 2021 PBWD Board Meeting to order at 8:37 a.m. Roll call was completed and a quorum of 23 members were present virtually.

2. Approval of January 14, 2021 PBWDB Meeting Minutes

A motion to approve the January 14, 2021 PBWDB Meeting Minutes was made by PBWD Board Member, Travis Hardin, and seconded by PBWD Board Member Susan Ciardullo.

Approved: Daniel Barajas, Nick Bielinski, Alli Benezra, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Nick DePorter, Jon Ellerston, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Ben Miller, Brenda Schmidt, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Abstained: Luke Tate

Motion passed

3. Consent Items

The following Consent Items were presented for approval:

- WIOA Budget Update
- ARIZONA@WORK City of Phoenix Draft Policy Review and Approval:
 - A. 300.301 Draft Youth Program Policy
 - B. 300.312 Draft Youth Contract Risk Assessment Monitoring (CRAM) Policy
 - C. 600.601 Draft Training Services Policy
 - D. 600.602 Draft Occupational Skills Training Policy
 - E. 900.905 Draft ARIZONA@WORK Branding Policy

A motion to approve the consent items was made by PBWD Board Member Susan Ciardullo and seconded by PBWD Board Member Travis Hardin.

Approved: Daniel Barajas, Nick Bielinski, Alli Benezra, Yolanda Bejarano,

Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Nick DePorter, Jon Ellerston, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Brenda Schmidt, Luke Tate, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Abstained: Ben Miller

Motion passed

Meghan McGilvra left the meeting at 9:07 a.m.

4. Magic Bus Ride Share Presentation

Isabelle Ji, from the Magic Bus Ride Share program, gave a presentation to the Board on how ride share programs can help fill the need for job seekers to find and retain employments.

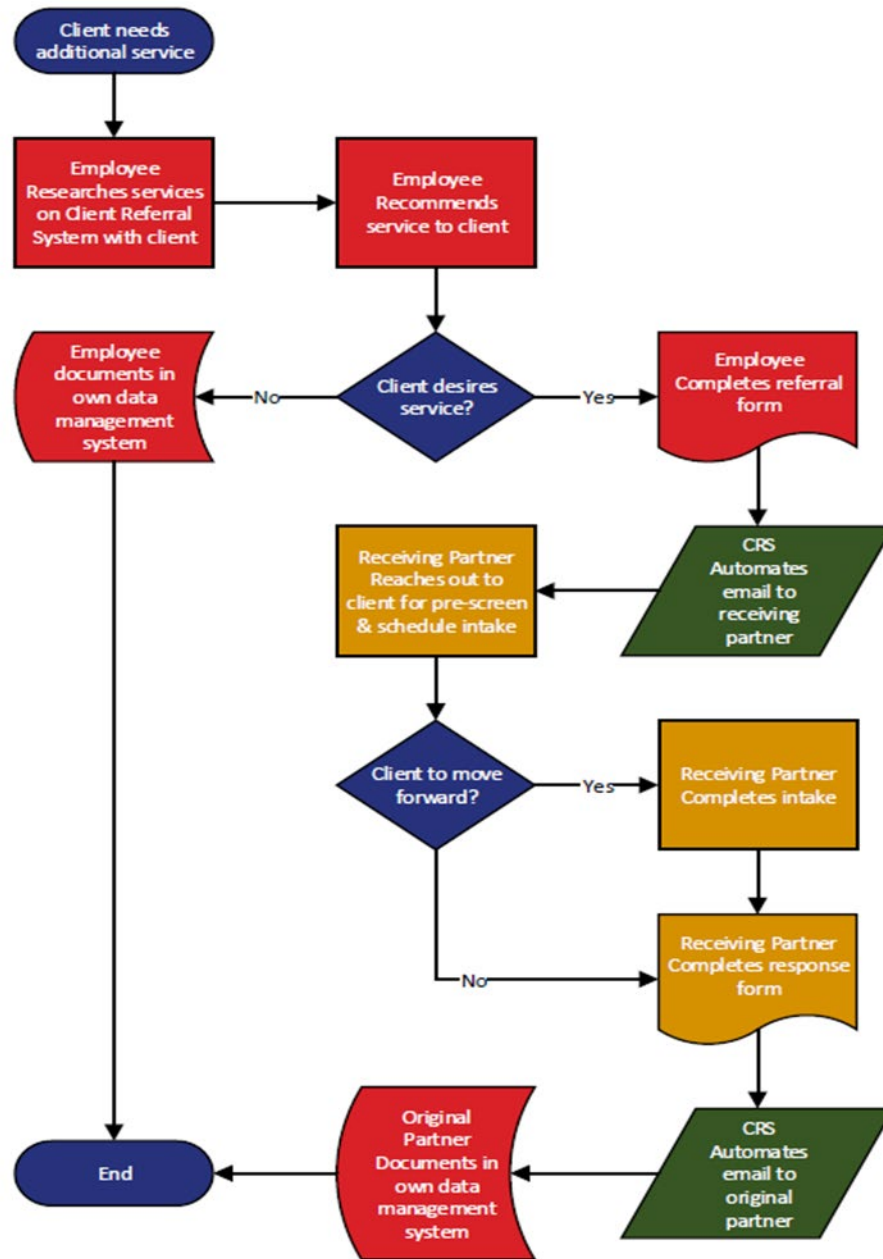
5. Client Referral System Presentation

Stacey Van Emst, One Stop Operations Manager, gave an update to the Board on creating of a Client Referral System (CRS) for City of Phoenix WIOA partners to us when referring customers for services.

Stacey shared that the WIOA vision is to strengthen and improve our nation's public workforce system and help get Americans, including youth and those with significant barriers to employment, into high-quality jobs and careers and help employers hire and retain skilled workers. WIOA facilitates integrated partnerships that seamlessly incorporate services for the common customer. Job seeker employment services can be provided by a "direct linkage" through the technology to provide meaningful services or information. Direct linkage is more than simply handing someone a flyer or phone number.

The CRS will strengthen partnerships by learning about all program services easily and efficiently within the partner network and leverage resources to increase the number of co-enrollments to provide the most comprehensive services to customers. There is no wrong door we are all WIOA we are all ARIZONA@WORK.

The CRS flow chart was shared with the Board members.



Stacey shared the following next steps:

- City of Phoenix SharePoint with embedded Google Forms.
- Each organization manages their own spreadsheet of referrals and determines who on the team needs access to the CRS.
- Schedule onboarding session (leader and staff) with Stacey.VanEmst@phoenix.gov and a receive link to access the CRS.
- After initial onboarding, technical issues or innovation ideas can be submitted to CRShelpdesk@phoenix.gov.

6. Capstone Project Presentation

Ricky Duran, City of Phoenix Business and Workforce Development Division, Data and Research Manager, gave the final presentation on his capstone project, *Aligning Workforce Development with the Needs of the Community: A preliminary geographic analysis of community needs and resources within the city of Phoenix.*

The objective of the project was to ensure that the City of Phoenix's workforce development efforts align with the needs of the communities we serve.

Project Goals:

- Better understand the distribution of needs and barriers to economic success across City of Phoenix communities.
- Establish a foundational framework for future efforts to better understand and serve the City of Phoenix workforce.
- Develop next steps and workable recommendations to better align workforce resources and services with the needs of the community.

Ricky shared in-depth information regarding populations with barriers to employment within the City of Phoenix, such as: Worker Disengagement, Living in Poverty, Limited Education, Homelessness, Internet Access, Single-Parent Families, Foster Youth, Veterans in Poverty, Disabled and Unemployed, English Language Learners, and Re-Entry for Ex-Offenders.

Next steps include:

1. Conduct same analyses of Census 2020 Data (Expected Summer 2021)
 - Increased accuracy
 - Recent data collection
2. Compare with City of Phoenix WIOA Program Data
 - Inform current processes
 - Highlights accomplishments and opportunities
3. Continue efforts to better understand the customer
 - more in-depth research vulnerability characteristics, as well as others, as determined
 - Develop client personas
 - Use personas to inform the development of programming and partnerships

Ricky closed his presentation by stating, "Remember our Customer is a person. By serving the person, and not just the issue, we are able to truly serve the customer, assist them with overcoming their individual barriers and prepare them for successful and sustainable economic engagement."

7. Sector Partnership Update

Rob Stenson, City of Phoenix Business and Workforce Development Center Supervisor, shared information regarding sector partnerships with the Board.

ARIZONA@WORK-City of Phoenix as Lead Partnerships

Program	Industry Focus	Description
Advanced Business Services	Contact center and client services.	Relaunch and redefine value.
Insurance Industry	Claims, Property & Casualty, Sales.	Focused on outreach/branding, pre-vocational training, apprenticeships, and incumbent training.

ARIZONA@WORK-City of Phoenix as Co-Lead Partnerships

Program	Industry Focus	Co-Lead and Description
The Workforce Collaborative	Broad industry focused.	Community of Workforce Development Agencies. Recruiting and outreach.

ARIZONA@WORK-City of Phoenix as Participant

Program	Industry Focus	Lead and Description
Build Your Future	Construction	Phoenix Chamber Foundation Outreach program.
ASU AZNext	Advanced Manufacturing, Cybersecurity, Information Technology, Data Analytics	ASU Sustainable workforce training infrastructure development including paid internships, train-to-hire programs, boot camps, and simulated work experiences.
ASU Digital Workforce Apprenticeship	Information Technology	ASU Designed to address the acute need for a skilled IT workforce within the U.S. Develops apprenticeships for combined on-the-job and instructional training.
Financial Services	Financial Services / ABS	MCCCD (Scottsdale) Education program with curriculum designed by employers.
Retail Workforce Development partners	Retail	Center for the Future of Arizona Training programs and career pathing. Providing information to stakeholders regarding industry.

ARIZONA@WORK-City of Phoenix Previously Led and / or Participated Programs.

Program	Industry Focus	Description
CDL Veteran Pilot Program	Transportation, CDL	Led by City of Phoenix. Republic Services focused training to hire using ETPL.
IT Ready	IT / ABS, IT Support training (CompTIA A+)	Led by CompTIA. Targeted veterans and connections to employers. All employer funded.
Financial Industry Training (FIT)	Financial Industry Series 7 and SIE training for	Led Phoenix Chamber Foundation. City was a strong outreach portion of the program. Connected unemployed and long-term unemployed to credential and hire.
Customer Service Cohort	ABS Contact center certification	Led by ABS. Provides upskill training and pathways.

8. PBWD Board Officer Election Results

Audrey Bohanan, PBWD Board Chair, shared the results of the 2021-2023 PBWD Board Officer Elections. PBWDB Member, Latasha Causey, won the Chair position and PBWDB Member, Nick Bielinski, won the Vice Chair position. Latasha and Nick will begin their officer terms on July 1, 2021. Their officer term shall be for two years, ending on June 30, 2023.

A motion to approve Latasha Causey as Chair and Nick Bielinski as Vice Chair of the PBWD Board effective July 1, 2021 through June 30, 2022 was made by PBWD Board Member, Steven Cramer, and seconded by PBWD Board Member, Travis Hardin.

Approved: Daniel Barajas, Nick Bielinski, Alli Benezra, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Nick DePorter, Jon Ellerston, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Ben Miller, Brenda Schmidt, Luke Tate, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

Motion passed unanimously

9. Board Recertification Update

LaSetta Hogans, PBWDB Executive Director, gave the Board an update on the recertification process. We received feedback from Arizona Department of Economic Security to make updates to documents, such as the bylaws, and to provide more details regarding the budget. Conditional approval was received through the Workforce Arizona Council committee meeting.

Audrey Bohanan thanked Michelle Jameson for her years of services on the PBWD Board. Michelle will resign from the Board on June 30, 2021.

Audrey also thanked new PBWDB Members, Luke Tate, Alli Benezra and Ben Miller and asked the new members to speak a little about themselves at the July Board meeting.

10. Committee Reports

Nick Bielinski, Communication and Outreach Committee Chair, stated the committee is working with Eric Toll to determine which social media outlets are there for us to utilize. The branding of ARIZONA@WORK and what is the ROI on outreach efforts will be discussed in the future.

11. Matters for Future Discussion

- PBWDB Chair Audrey Bohanan would like to see an update on Unemployment Insurance at the next Board meeting.

12. Call to The Public

Bethany Woodard, PBWDB Member, shared that she is taking on additional work with a talent acquisition team around senior technology. As you work for organizations that are scaling rapidly, please contact Bethany as a resource, particularly in the IT space.

Audrey Bohanan, PBWDB Chair, stated Adelante Healthcare will be out in the community providing COVID vaccinations to worksites and to those who are interested. Please contact Adelante with questions.

13. Adjournment

A motion to adjourn the meeting was made at 10:30 a.m. by PBWD Board Member, Jesus Love, and seconded by PBWD Board Member, Kaaren-Lyn Graves.

Approved: Daniel Barajas, Nick Bielinski, Alli Benezra, Yolanda Bejarano, Audrey Bohanan, Susan Ciardullo, Steven Cramer, Latasha Causey, Nick DePorter, Jon Ellerston, Erick Garcia, Kaaren-Lyn Graves, Jennifer Grondahl, Travis Hardin, Michelle Jameson, Jesus Love, Meghan McGilvra, Ben Miller, Brenda Schmidt, Luke Tate, Melissa Trujillo, Dean Van Kirk and Bethany Woodard.

Opposed: None

All were in favor and the meeting adjourned at 10:30 a.m.