



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
BUSINESS ENGAGEMENT COMMITTEE
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center
302 North First Avenue, 6th Floor, Phoenix, AZ 85003-1611
February 20, 2020
9:00 a.m.**

Members Present:

Ali Gamero-Hernandez
Jesus Love
Janice Mrkonjic

Dean Van Kirk
Patrick Winters

Members Attending via Teleconference:

Kaaren-Lyn Graves

Public Attendees:

Christina Edwards
LaSetta Hogans (PBWDB Exec. Dir.)
Hayden Maynard

James Montoya
Rob Stenson

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

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair, Jesus Love, called the February 20, 2020 meeting to order at 9:02 a.m. Roll call was completed and a quorum of five members was present.

2. Approval of December 19, 2019 Meeting Minutes:

BEC Member Dean Van Kirk motioned for approval of the December 19, 2019 BEC minutes, BEC Ad-Hoc Member Patrick Winters seconded.

**Kaaren-Lyn Graves, Jesus Love, and Janice Mrkonjic voted to approve.
No members were opposed.**

3. Review Committee Attendance Hours:

BEC Vice-Chair Janice Mrkonjic motioned to approve the consent agenda item, BEC Member Kaaren-Lyn Graves seconded.

Jesus Love, Dean Van Kirk, and Patrick Winters voted to approve. No members were opposed.

BEC Member Ali Gamero-Hernandez joined the meeting at 9:06 am.

4. Bagels & Business Planning:

BEC Chair Jesus Love reminded the BEC that the March 19, 2020 Bagels & Business event would focus on employee training grants available to employers in the Phoenix area. ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor Rob Stenson shared there would be a panel with companies that have previously or are currently working with ARIZONA@WORK to utilize the grants available through the Workforce Innovation and Opportunity Act (WIOA). Rob shared that they could invite ARIZONA@WORK Maricopa County and Arizona Department of Economic Security (DES) business engagement teams to participate in the panel, as well, to talk about their employer-facing services offered.

BEC Vice-Chair Janice Mrkonjic suggested that everyone on the committee bring a buddy to Bagels & Business meetings. Rob said there is a tangible call-to-action in follow-up with businesses after the Bagels & Business Event, in which the business engagement team engages with companies in recruitment and training needs. Rob said he would have the invitation draft to the BEC by close of business.

5. Summary of Recruiting Events:

ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson shared a report documenting the hiring events hosted by ARIZONA@WORK City of Phoenix. Rob shared that the business engagement team hosts recruiting events that are not included in the One-Stop Operator report. He shared that there are four different kinds of recruiting events including a table-top hiring event which involves limited marketing and focuses on staffing a table and engaging with existing traffic in One-Stops or wherever the event is being held. These recruitment events are typically for entry-level positions or seasonal hires. In the One-Stops, these events are being held in conference rooms instead of in the lobbies, which may be a more effective location, to catch jobseekers that might not go back to the conference rooms but are present in the lobbies to talk to an advisor or use another service.

Blitz hiring events are held when companies need to fill many positions as quickly as possible. These events include prescreening before the event and interviews at the event, so there are potential job offers by the end of the event.

These are the easiest events to track how many job seekers attended, how many were interviewed, and how many were hired. Rob suggested that when assisting with blitz events, the business engagement team could encourage companies to prescreen before events and assist them with Equal Employment Opportunity (EEO) compliance to make prescreening easier and the events more effective.

BEC Chair Jesus Love asked if there's a way we can measure return on investment (ROI) at hiring events. Rob said that the biggest ROI is found in the customized and blitz hiring events. BEC Vice-Chair Janice Mrkonjic said there are three Phoenix Business and Workforce Development Board (PBWDB) committees that are interested in hiring events and are tracking data. She asked if they could collectively identify metrics that should be tracked to measure success.

6. Regional Business Engagement Efforts:

ARIZONA@WORK City of Phoenix (COP) Business Engagement Project Manager James Montoya shared regional business engagement updates including Make Space, a new tech organization that is introducing technology to the physical moving process. Make Space presented at the last Workforce Collaborative (TWC) meeting and are working with TWC on recruitment efforts.

BEC Member Dean Van Kirk asked the best way to direct people to regional sector-led cohorts and James shared it was best to give him their information and he would follow up.

7. Business Engagement Professional Development Plan:

ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson shared that professional development programs have been identified but there are roadblocks in approving funding for the training. The trainings that have been identified will specifically train the business engagement team in marketing and implementing blitz hiring events.

This item was continued.

Kaaren-Lyn Graves left the meeting at 9:54 am.

8. Strategic Plan Scorecard Review:

The BEC reviewed the Year 3 Strategic Plan:

- Goal 1, Action 1: Rob Stenson shared that the COP Community and Economic Development Department outpaces every Arizona city in business visits by five visits for every one other cities made. Jesus asked if there are the outcomes of the visits. Rob shared that contact

with business might result in recruitment assistance or work-based learning contracts, but they can also result in helping them navigate issues with other COP departments.

- Goal 1, Action 2: Rob shared the business engagement team assisted 110 businesses January 2020 and the business engagement team is on track to meet the goal of 200.
- Goal 9, Action 1: Rob shared that there will be a new report created by Microsoft Power BI for the March Meeting.

BEC Ad-Hoc Member Patrick Winters motioned that Goal 9, Action 2 be changed to yellow. Goal 9, Action 3 due date be changed to March 31, 2020. BEC Member Ali Gamero-Hernandez seconded.

Jesus Love, Janice Mrkonjic, and Dean Van Kirk voted to approve. No members were opposed.

9. Committee Update Report:

BEC Chair Jesus shared update items he is sharing with the Executive Leadership Committee: the next Bagels & Business Event is at 8:30 am on March 19, 2020 and a request that future Numbers@Work reports be shared with the PBWDB, and that ARIZONA@WORK City of Phoenix is supporting recruitment efforts into the Boys & Girls Club of East Valley and Metro Phoenix 4-week customer service cohort in which successful participants are prepared for certified customer contact service.

10. Matters for Future Discussion:

Recruitment of Committee Ad-Hoc Members

11. Call to The Public & Open Discussion:

March 19, 2020 BEC Meeting at 10:30am

BEC Vice-Chair Janice Mrkonjic will be attending American Associations Meeting in March 2020

The Literacy Volunteers of Maricopa County are hosting the ARIZONA@WORK City of Phoenix Quarterly Partner Meeting today.

12. Adjournment:

BEC Vice-Chair Janice Mrkonjic motioned to adjourn the meeting, BEC Member Dean Van Kirk seconded.

Ali Gamero-Hernandez, Jesus Love, and Patrick Winters approved the motion and the meeting was adjourned at 10:43 a.m.