

**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 21, 2019
9:00 a.m.**

Members Attending:

Michael Hale, Chair
Jesus Love, Vice-Chair
Janice Mrkonjic
Patrick Winters

**City of Phoenix Community and
Economic Development Staff:**

LaSetta Hogans
Christina Edwards
Hayden Maynard
James Montoya
Rob Stenson

Members Attending via Phone:

Susan Ciardullo

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair, Michael Hale, called the February 21, 2019 meeting to order at 9:01 a.m. Roll call was completed and a quorum of four members were present.

2. For Approval: Approval of January 17, 2019 Meeting Minutes

BEC Member Susan Ciardullo motioned for approval of the January 17, 2019 minutes, BEC Ad-Hoc Member Patrick Winters seconded.

Michael Hale and Janice Mrkonjic voted to approve. No members were opposed.

3. For Consent: Review Committee Attendance Hours

BEC Member Janice Mrkonjic motioned to approve the consent agenda item, BEC Ad-Hoc Member Patrick Winters seconded.

Susan Ciardullo and Michael Hale voted to approve. No members were opposed.

4. For Information, Discussion and Possible Action: Alternate Business Engagement Committee Meetings

Chair Michael Hale suggested that the BEC host a meeting at committee member work locations once a quarter, with the understanding that the space be accessible to the public and in the Phoenix city limits.

BEC Member Janice Mrkonjic motioned that up to once a quarter, BEC meetings be held at an alternate location. BEC Ad-Hoc Member Patrick Winters seconded.

Susan Ciardullo and Michael Hale voted to approve. No members were opposed.

5: For Information, Discussion, and Possible Action: Strategic Plan Scorecard Review

City of Phoenix (COP) Business Services Team Supervisor Rob Stenson shared that related to Goal 8, Action Item 8.3, the Business Services team has researched certificate programs that will help them to assist Phoenix businesses with hiring practices. They will present their findings to the BEC once they have fully researched options to request approval and possible funding.

BEC Member Jesus Love entered the meeting at 9:10 am.

BEC Chair Michael Hale asked about having a single point of contact for business services when working in conjunction with other business services agencies. Rob Stenson shared that Arizona Department of Economic Security (DES), COP ARIZONA@WORK, and Maricopa County ARIZONA@WORK have started working collaboratively on projects, especially Maricopa County and COP. Maricopa County ARIZONA@WORK has scheduled a regionalization meeting in March to clarify what business engagement does and how programs have been consolidated. (Goal 8, Action Item 8.1 changed to yellow, on track for completion by June 20, 2019).

BEC Ad-Hoc Member Patrick Winters motioned to approve changing Goal 8, Action 8.1 from red to yellow, BEC Member Susan Ciardullo seconded.

Michael Hale, Jesus Love, and Janice Mrkonjic voted to approve, no members were opposed.

6: For Information, Discussion, and Possible Action: Business and Bagels Event Recap

The BEC discussed February 6, 2019 Business and Bagels Event, Business Services Team Supervisor Rob Stenson shared that feedback has been primarily related to emotional intelligence, especially communication.

Two approaches were discussed for the follow up meeting:

- The Arizona Career Readiness Credential (ACRC): A testing assessment to see where job seekers rank on soft and hard skills, with educational components. This is a job center-focused program and has not been rolled out as an internal training component within companies. The BEC discussed using standard levels from ACRC results to tie job descriptions to the variables tested for in jobseeker assessments for better job matching.
- The BEC discussed using pre-assessments that organizations can give to existing employees to validate their company culture or to find gaps in the employee skills and address them.

There is a meeting scheduled with the Office of Economic Opportunity's (OEO) Trevor Stokes to discuss how the Arizona Career Readiness Credential (ACRC) can be used to assist business.

BEC Chair Michael Hale suggested reaching out to attendees to update them on progress, to keep them engaged before there is a complete design. Rob Stenson shared that the follow-up meeting should be in April, instead of March, and that an email follow-up to the event is being prepared.

The committee decided that the follow-up meeting should be hosted in April, instead of March, as originally planned.

BEC Vice-Chair Jesus Love suggested spotlighting the program that Phoenix Business and Workforce Development Board (PBWDB) Vice-Chair Audrey Bohanan is piloting at Adelante Healthcare that is hiring candidates without a high school diploma, contingent on working with adult education services to obtain their High School Equivalency (HSE).

BEC Vice-Chair Jesus Love motioned to hold the next Business and Bagels Event in April, with the focus being on the ACRC and the uses for businesses and emotional intelligence, BEC Member Susan Ciardullo seconded.

Michael Hale, Janice Mrkonjic, and Patrick Winters voted to approve, no members were opposed.

7. For Information, Discussion and Possible Action: Customized Training Policy

Business Services Team Supervisor Rob Stenson described the customized training policy that has been approved by the PBWDB and how it can be used by businesses. The policy does not account for a foundation-led approach to pre-hire customized training, because the foundation is not hiring, the companies associated with the foundation are. He provided suggested language to be added to the customized training policy to allow for COP to enter into customized training contracts with foundations and associations of employers.

The suggested language change related to policy 510 Customized Training is: Customized training is designed to meet the specific needs of an employer or **groups of employers who are committed to employ**, or continue to employ, an individual upon successful completion of the program, for which the employer pays a significant portion of the training, as determined by the LWDA or tribal entity.

BEC Ad-Hoc Member Patrick Winters motioned to approve the suggested language change to the PBWDB approved policy to include groups of employers. BEC Vice-Chair Jesus Love seconded.

Susan Ciardullo, Michael Hale, and Janice Mrkonjic voted to approve, no members were opposed.

8. For Information and Discussion: By The Numbers Report

Business Services Team Supervisor Rob Stenson presented a draft of the new By the Numbers Report to make it a standalone document. Sector update information has been added to the document. Redundancies have been pulled out of the document so that only the most relevant information is included. The Earn and Learn information has been expanded to include more robust information. BEC Chair Michael Hale asked for comparison to previous years recruiting numbers. BEC Vice-Chair Jesus Love suggested clarifying languages related to program completion in the Sector update.

9. Matters for Future Discussion

Excused committee absences

Business and Bagels future events

Business Engagement Services Training

10. Call to the Public & Open Discussion

BEC Member Janice Mrkonjic attended a Tempe Chamber of Commerce event and was forward a Greater Phoenix Chamber of Commerce event and asked whether they are competing for data.

Workforce Advisory Council (WAC) has an upcoming meeting. LaSetta Hogans said that they can contact her for information. The WAC meeting location information will automatically update in the meeting calendar invite once the location is finalized.

BEC asked for minutes to be sent out earlier, separate from the packet.

11. Adjournment

BEC Vice-Chair Jesus Love motioned to adjourn the meeting, BEC Member Susan Ciardullo seconded.

Michael Hale, Janice Mrkonjic, and Patrick Winters approved the motion and the meeting was adjourned at 10:29am.