

**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
October 18, 2018
9:00 a.m.**

Members Attending:

Michael Hale, Chair
Susan Ciardullo
Rachel Galusha
Jesus Love, Vice-Chair
Janice Mrkonjic

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

Mary Alejandro
LaSetta Hogans
Hayden Maynard
Rob Stenson

Members Attending via Phone:

Malcolm Green

Members Absent:

Lorenzo Sierra
Dave Stakebake
Patrick Winters

1. Call to Order / Roll Call / Introductions:

The Business Engagement Committee (BEC) Chair Michael Hale called the October 18, 2018 meeting to order at 9:01 a.m. Roll call was completed and a quorum of six members were present.

2. For Approval: Approval of September 20, 2018 Meeting Minutes

BEC Ad Hoc member Janice Mrkonjic motioned for approval of the September 20, 2018 minutes, BEC Vice-Chair Jesus Love seconded.

Susan Ciardullo, Michael Hale, Rachel Galusha and Malcolm Green voted to approve. No members were opposed.

3. For Consent: Review Committee Attendance Hours, Review Outreach Hours

BEC Member Susan Ciardullo motioned to approve the consent agenda, BEC Ad Hoc Member Janice Mrkonjic seconded.

Michael Hale, Jesus Love, Rachel Galusha and Malcolm Green voted to approve. No members were opposed.

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

Community and Economic Development Department (CEDD) Business Services Team Supervisor Rob Stenson reviewed the Strategic Plan Scorecard to the BEC, ensuring that the scoring from the September 20 meeting were correct and updated, before the information was sent to the full Phoenix Business and Workforce Development (PBWD) Board.

- **Strategy 1.2:** Establish a system-wide business services design (> 50%): There was a regional meeting regarding recruiting and sector partnerships with an aim toward statewide recruiting efforts.

The BEC decided there were no changes to the scoring. Staff presented the BEC with the Year 2 Strategic Plan Scorecard. Staff will input current status on the items on the Scorecard so the BEC can review the information in advance of the meeting.

5. For Information, Discussion and Possible Action: Fall Bagels and Business Event

Rob Stenson spoke regarding the business need for addressing professionalism in the workforce and the need to define the outcomes for the respective organizations. He suggested convening businesses to discuss soft skills, validate the variables according to current research and walk through an organizational development assessment process. They can validate the themes drawing from research and industry input. The call-to-action after the meeting would be to investigate the inventory that would address the components or create a curriculum. The intention would be to create a pre-vocational training program that would be sustained by the organizations involved.

The BEC discussed the structure of the meeting and potential facilitators for the session. The BEC directed staff to speak with Dr. Cindy Banton about potentially leading the session.

6: For Discussion Only: By the Numbers Report

CEDD Business Services Team Supervisor Rob Stenson presented the October By-The-Numbers Report to the BEC. Data presented included the number of companies that the Business Services team has met with, the number of hires assisted, completed and in-process Earn and Learn contracts, and the utilization of the Phoenix Business and Workforce Development Center. Rob Stenson explained that there were several large recruiting events during September, which caused a dramatic increase in job postings and open positions. PBWD Board Executive Director LaSetta Hogans announced that ARIZONA@WORK Maricopa County has convened a workgroup to consider Arizona Job Connection and its effectiveness and other options that will collect jobseeker and placement data more efficiently.

7. For Information, Discussion, and Possible Action: Employer Recognition: Youth Program

Human Services Department Business Specialist Mary Alejandro announced that PBWD Board Members Nicholas Bielinski and Jan Davis had recognized six companies that had participated in the Summer Youth Rise Program at an advanced manufacturing industry event. Mary Alejandro asked that BEC Members engage in recognizing employers that engage in youth

programming to strengthen the connection between ARIZONA@WORK and employers. BEC Vice-Chair Jesus Love recommended creating proposals for partnerships with businesses, requesting businesses sponsor participating youth. BEC Chair Michael Hale suggested asking how businesses prefer to be recognized, so the PBWD Board can recognize them appropriately.

8. For Discussion and Possible Action: Sector Strategies Update

Business Services Supervisor Rob Stenson said the next Advanced Business Services meeting will be an opportunity to bring in leads from Arizona Commerce Authority (ACA) sectors to share success stories and best practices.

Rob Stenson stated there are 30 registrants for the October Security Industry Essentials (SIE) Certification Information Session. The SIE will replace the Series 7 certification as the industry entry level certification.

BEC Member Malcolm Green announced that he is involved in an Office of Economic Opportunity (OEO) and ACA effort to convene the Advanced Manufacturing industry in the region.

BEC Member Susan Ciardullo said that the Healthcare Sector is looking to reset after a year without convening. The industry is struggling with the cost of labor and the need for employees. The industry is focusing on surgical technicians and specialty nurses, but the focus is shifting as an industry.

BEC Vice-Chair Jesus Love said that the Center for the Future of Arizona is piloting a full retail curriculum with Literacy Volunteers. It is a five-week program that results in a retail credential.

9. For Discussion Only: Business Outreach Roadshow Presentation

The BEC requested the Business Outreach Roadshow Presentation be continued until the November 15, 2018 Meeting.

10. Matters for Future Discussion

The Workforce Collaboration Update

11. Call to the Public and Announcements

PBWD Board Executive Director LaSetta Hogans announced that Susan Ciardullo was approved as a member of the PBWD Board.

BEC Ad Hoc Member Janice Mrkonjic announced that she is a candidate for the Arizona Society of Human Resources Management Board of Directors.

BEC Member Rachel Galusha announced she had accepted a new position with Republic Services.

12. Adjournment

BEC Ad Vice-Chair Jesus Love motioned to adjourn the meeting, BEC Member Rachel Galusha seconded.

Michael Hale, Susan Ciardullo, Malcolm Green and Janice Mrkonjic approved the motion and the meeting was adjourned at 11:00am.