

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

**Located at: Phoenix Business and Workforce Development Center  
302 North First Avenue, 6<sup>th</sup> Floor, Phoenix, AZ 85003-1611  
November 15, 2018  
9:00 a.m.**

**Members Attending:**

Michael Hale, Chair  
Susan Ciardullo  
Janice Mrkonjic  
Patrick Winters

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

Christina Edwards  
LaSetta Hogans  
Hayden Maynard  
James Montoya  
Rob Stenson

**Members Attending via Phone:**

Jesus Love, Vice-Chair

**Members Absent:**

Rachel Galusha  
Malcolm Green  
Lorenzo Sierra

**1. Call to Order / Roll Call / Introductions:**

The Business Engagement Committee (BEC) Chair, Michael Hale, called the November 15, 2018 meeting to order at 9:03 a.m. Roll call was completed and a quorum of five members were present.

**2. For Approval:** Approval of October 18, 2018 Meeting Minutes

BEC Member Susan Ciardullo motioned for approval of the October 18, 2018 minutes, BEC Ad-Hoc Member Patrick Winters seconded.

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

**3. For Consent:** Review Committee Attendance Hours

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

**Susan Ciardullo, Michael Hale, and Patrick Winters voted to approve. No members were opposed.**

#### 4. **For Information, Discussion and Possible Action:** Bagels and Business Event

In a previous meeting, the BEC directed staff to approach Dr. Cindy Banton about facilitating the Bagels and Business Event centered on soft skills. Community and Economic Development Department (CEDD) Business Services Team Supervisor Rob Stenson shared that he had spoken to Dr. Banton and received a proposal for facilitating the event and brought it to the CEDD fiscal team for review. According to the fiscal team, there are fiscal hurdles to accepting Dr. Cindy Banton's proposal to facilitate the Bagels and Business event and the subsequent data analysis before March 2019. Dr. Banton is already under contract with the City of Phoenix and the contract does not allow for additional sessions. The BEC directed staff to engage a contracted facilitator about leading the first session and engaging again with Dr. Banton in March, after the soft skills Bagels and Business session, so she can synthesize the data and reconvene to discuss the information gathered and next steps.

The target audience is C-Suite executives and Human Resources Directors from companies in the Phoenix metro-area.

The BEC directed staff to propose dates in February 2019 to host the initial Bagels and Business Event. The second meeting will be held within four weeks of the initial meeting in March 2019.

BEC Chair Michael Hale volunteered to arrange refreshments for the meeting.

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

CEDD Business Services Team Supervisor Rob Stenson reviewed the second year of Strategic Plan Scorecard to the BEC with the proposed actions to meet the Key Performance Indicators (KPIs).

##### **GOAL ONE**

- **Action 1, Strategy 1.1:** The City of Phoenix (COP) is involved in sector efforts including advanced business services, information technology, construction, healthcare, and manufacturing, in addition they are involved in the Workforce Collaborative (TWC) which is the collaboration of workforce developers in the Phoenix area. The status of the sectors is provided at BEC meetings.
- **Action 1, Strategy 1.2:** Establish a system-wide business services design incorporating a single point of contact who can offer collective solutions – as of July 2018 ARIZONA@WORK has a documented recruiting process and had established subcommittees for communications, reporting, and staffing.
- **Action 1, Strategy 1.3:** Integrating technology – The BEC may need more information to decide how to approach this strategy. The Business Services team currently uses a Customer Relationship Management (CRM) tool and the Arizona Job Connection (AJC) to track information that is shared with the BEC. If the BEC needs more information to lead the Business Services team, staff can explore tools that will fulfill the PBWD Board objectives.

- **Action 2, Strategy 1.2:** The goal may need to be validated in the strategic plan, to make sure that it is correct. It does specify marketing materials; most marketing efforts are through the ARIZONA@WORK website and TWC.
- **Action 2, Strategy 1.4:** Expand Earn and Learn opportunities, the BEC can decide that they would like to examine other KPIs related to Earn and Learn – including unfulfilled contracts.
- **Action 3, Strategy 1.3:** Related to CRM functionality and the data available to the BEC and their ability to lead the Business Services team with available information.

#### **GOAL 8**

- **Action 1, Strategy 8.2:** Determined by the PBWD Board needs relevant to business engagement activities, this is an ongoing strategy. There is no current need for additional staffing.
- **Action 2, Strategy 8.3:** Staff needs to identify the gaps in training, create personalized training plans, and identify programs completed by staff members to fully support the PBWD Board initiatives.
- **Action 3, Strategy 8.1:** Information to come. There is a regional collaboration system, where philosophies, mechanisms, and practices are shared.

#### **GOAL 9**

- **Action 1, Strategy 9.1:** Staff presents the By-The-Numbers (BTN) Report, but they can track additional data as necessary.
- **Action 2, Strategy 9.1:** Possibly a redundant statement, the information is presented monthly to the BEC. BEC Chair and staff can share the information with the full board.

#### **6: For Information, Discussion, and Possible Action:** Phoenix Business and Workforce Development Board Marking Plan: Elevator Speech

The PBWD Board Continuous Improvement Committee (CIC) asked the BEC to revise the elevator speech that exists in the marketing plan. CEDD Business Services Team Supervisor Rob Stenson presented the BEC with a proposed revision. The BEC decided that the key points to emphasize are attraction, training, and retention of employees and to add verbiage succinctly describing Workforce Innovation and Opportunity Act (WIOA) funding.

#### **7. For Information and Discussion Only:** By The Numbers Report

Item continued until January 17, 2019 meeting.

#### **8. For Information and Discussion Only:** Sector Strategies Update

Information Technology Sector: The Challenger Program is looking to expand their training and they are looking at IT-related programs, especially Woz U, which provides curriculum to companies in IT fields. The Challenger Program would like to engage with opportunity youth. Interested parties are working with the San Francisco-based Success to learn best practices for

their program, and if it is like the Challenger Program's desired outcomes. COMPTIA is expanding their Creating IT Futures to the Phoenix area and will be utilizing space at the Phoenix Business and Workforce Development Center. There will be a formalized report about the IT sector efforts, named Operation Gladiator, by the next BEC meeting.

#### **9. For Discussion Only: Business Outreach Roadshow Presentation**

CEDD Business Services Workforce Project Manager James Montoya presented the updated Business Outreach Roadshow Presentation to the BEC. The presentation explains what the PBWD Board is, describes the ARIZONA@WORK City of Phoenix Job Centers, and the services offered to job seekers and businesses, and available Earn and Learn programs. The presentation is available to all members of the PBWD Board for when they engage in outreach to Phoenix businesses and organizations.

#### **10. For Information Only: The Workforce Collaborative Presentation**

The BEC was presented with information about The Workforce Collaborative (TWC). The Workforce Collaborative is a group of Phoenix area non-profit workforce development agencies that focus on regional workforce issues and regional solutions. There are fifty organizations involved. The goal is to provide economic opportunity through economic mobility.

TWC is able to market on a larger scale than many of their members and including them as a collaborator for events can broaden the exposure of events, including both recruiting events and cohort programs.

#### **11. Matters for Future Discussion**

Outline sector commitments

#### **12. Call to the Public and Announcements**

Next BEC meeting is January 17, 2019

#### **13. Adjournment**

BEC Vice-Chair, Jesus Love, motioned to adjourn the meeting, BEC Ad-Hoc Member Patrick Winters seconded.

**Susan Ciardullo, Michael Hale, and Janice Mrkonjic approved the motion and the meeting was adjourned at 11:02am.**