



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

**VIRTUAL MEETING  
January 21, 2021  
9:00 a.m.**

**Members Present:**

Robert Cain	Jesus Love
Susan Ciardullo	Brandon Ramsey
Kaaren-Lyn Graves	Patrick Winters

**Public Attendees:**

LaSetta Hogans (PBWDB Exec. Dir)	James Montoya
Hayden Maynard	Rob Stenson

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

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

The Business and Workforce Engagement Committee (BWEC) Chair, Jesus Love, called the January 21, 2021 meeting to order at 9:03 a.m. Roll call was completed and a quorum of six members were present.

**2. Approval of December 17, 2020 Business and Workforce Engagement Committee Meeting Minutes:**

**BWEC Ad-Hoc Member Robert Cain** motioned for approval of the **December 17, 2020 Business and Workforce Engagement Committee (BWEC) minutes, BWEC Ad-Hoc Member Patrick Winters** seconded.

**Susan Ciardullo, Kaaren-Lyn Graves, Jesus Love, and Brandon Ramsey** voted to approve. **No members were opposed.**

**3. Bagels & Business Event Planning:**

BWEC Ad-Hoc Member Patrick Winters shared that the Industry Impact Roundtable Workgroup (IIRW) decided to invite an attorney focused on employer's rights and gauge if any businesses would be open to sharing their approach to the legalization of recreational marijuana in Arizona. Patrick

received a newsletter from a Phoenix law firm detailing the loopholes for employers in the current law. ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson shared he was awaiting approval from the City of Phoenix Community and Economic Development Department (CEDD) to move forward with the Bagels & Business event being focused on employers rights relating to the legalization of recreational marijuana in Arizona.

BWEC Member Susan Ciardullo asked if the lawyer they invited would be able to talk about employers' rights as employees come back to work in the wake of COVID-19. Rob said that would be a good fall-back or secondary event topic, depending on time. Patrick asked if any employers had accepted invitations to participate in the panel. Rob said he was meeting with an interested potential panelist. BWEC Chair Jesus Love asked if they should engage with the Greater Phoenix Society of Human Resource Management (SHRM). Rob said he would reach out to former Phoenix Business and Workforce Development (PBWD) Board member Janice Mrkonjic to engage Greater Phoenix SHRM.

#### **4. Bagels and Business Survey:**

ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson shared that he had developed ten survey questions related to employers' anticipated impact and concerns related to the legalization of recreational marijuana in Arizona. The survey questions had been submitted to the COP CEDD Director, Chris Mackey, for approval. He shared he would send the questions to BWEC members once the survey questions were approved.

#### **5. Business Engagement Updates:**

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared the January Numbers@Work report. The report details how many businesses the Business Engagement team has made, the recruiting assistance the team has provided, and information about work-based learning grants the team has coordinated. Rob said that businesses the Business Engagement team has had many conversations about Incumbent Worker Training and how to upskill their employees, to make both the employees and the businesses more competitive. Employers are frustrated with how difficult it is to fill positions. Rob shared that the Incumbent Worker work-based learning program has been robust with over \$600,000 in contracts delivered. There are currently 15 work-based learning contracts with over 600 workers receiving Incumbent Worker Training (IWT) or On-The-Job Training (OJT).

#### **6. Insurance Industry Sector Transition:**

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that the insurance industry is one of the fastest growing industries in the Phoenix area because of the number of insurance companies relocating to the area. Many careers in the industry require certifications in areas such as claims, underwriting, and property and casualty. The insurance industry utilizes OJT and spends capital to upskill their employees. The Arizona Office of Economic Opportunity (OEO) has used governor set aside funds to create an IWT and net-new hire program that has trained 192 jobseekers and engaged seven insurance companies. Since the set-aside funds have been fully utilized, the OEO has asked the ARIZONA@WORK COP to take over the insurance industry sector discussions.

ARIZONA@WORK COP suggests that the current program be transitioned to the Workforce Innovation and Opportunity Act (WIOA) approved IWT and OJT. Additionally, the Arizona Insurance Institute has announced that the first Insurance Industry Recognized Apprenticeship Program (IRAP) in the country and ARIZONA@WORK COP help send out information about the IRAP program.

**BWEC Ad-Hoc Member Patrick Winters motioned to recognize the insurance industry as a targeted sector, BWEC Chair Brandon Ramsey seconded.**

**Robert Cain, Susan Ciardullo, Kaaren-Lyn Graves, and Jesus Love voted to approve. No members were opposed.**

**7. Phoenix Business and Workforce Development Board Committee Updates:**

BWEC Chair Jesus Love shared that he will attend or review the minutes of the Communications Outreach Committee (COC) and the Program Excellence Committee (PEC) and share updates with the BWEC in an effort to understand what the other committees are doing and to find areas of collaboration between committees. The PEC is assigning strategy champions and the COC is looking for testimonials or success stories that can be shared with the PBWD Board. The COC is also researching which platforms are available to share information about ARIZONA@WORK COP and their programs and events.

**8. Business and Workforce Engagement Committee Strategic Plan Review: Strategy 6: Invest in educational programs that lead to pre-defined, sustainable Career Pathways and business competitiveness.**

BWEC Member Kaaren-Lyn Graves shared information about the manufacturing industry including their concerns and information about opportunity zones and being able to leverage support when they are in those

zones. She surveyed clients and she said they wanted trained employees. They wanted an infusion of capital for upkeep and for payroll.

**Strategy 5: Ensure ROI for Workforce Development in the City**

BWEC Ad-Hoc Member Robert Cain shared a report based on information from the Arizona Department of Economic Security (DES). A challenge to looking at information as an aggregate, it is difficult to find the return on investment (ROI). He suggested a better system for understanding how many people are exiting WIOA programs and finding employment to understand the ROI.

**Strategy 4: Leverage labor market information to inform decisions and strategic impact of Workforce Development.**

BWEC Ad-Hoc Member Patrick Winters shared there were no updates to their information. At the December BWEC meeting, Patrick and BWEC Vice-Chair Brandon Ramsey suggested adding an action from the PEC to strategy 4.

**BWEC Ad-Hoc Member Patrick Winters motioned for approval adding the action “Convene outreach to in-demand industry to remove barriers to employment” to strategy four of the BWEC strategic plan, BWEC Member Kaaren-Lyn Graves seconded.**

**Robert Cain, Susan Ciardullo, Jesus Love, and Brandon Ramsey voted to approve. No members were opposed.**

**9. Committee Update Report:**

BWEC Chair will report about Business Engagement team efforts and the next Bagels & Business for March 17, 2021.

**10. Matters for Future Discussion:**

None

**11. Call to the Public:**

None

**12. Adjournment:**

**BWEC Ad-Hoc Member Robert Cain motioned to adjourn the meeting, BWEC Member Susan Ciardullo seconded.**

**Kaaren-Lyn Graves, Jesus Love, Brandon Ramsey, and Patrick Winters approved the motion and the meeting was adjourned at 10:13 a.m.**