



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

**VIRTUAL MEETING  
March 18, 2021  
9:00 a.m.**

**Members Present:**

Robert Cain  
Susan Ciardullo  
Nick DePorter

Fred Lockhart  
Jesus Love  
Patrick Winters

**Public Attendees:**

Mary Alejandro  
David Chavez  
LaSetta Hogans (PBWDB Exec. Dir)  
Al Jernigan  
Hayden Maynard

James Montoya  
Christina Quijada  
Demitria Robles  
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 March 18, 2021 meeting to order at 9:03 a.m. Roll call was completed and a quorum of five members were present.

**2. Approval of February 18, 2021 Business and Workforce Engagement Committee Meeting Minutes:**

BWEC Chair Jesus Love asked that BWEC Vice-Chair Brandon Ramsey's name removed from the vote roll call, as he was not at the meeting.

**BWEC Ad-Hoc Member Patrick Winters motioned for approval of the February 18, 2021 Business and Workforce Engagement Committee (BWEC) minutes with noted changes, BWEC Ad-Hoc Member Fred Lockhart seconded.**

**Susan Ciardullo, Nick DePorter, and Jesus Love voted to approve. No members were opposed.**

### **3. Bagels and Business Event Planning:**

BWEC Ad-Hoc Member Patrick Winters shared that the April 14, 2021 Bagels and Business Event will be titled: "Hiring and Supporting a Remote Workforce." Patrick shared that ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor Rob Stenson reached out to organizations that specialize in culture focused on remote work. Patrick shared that marketing would be sent via GreenRope but that RSVPs would be tracked through another site that adds events to attendee calendars easily.

Rob Stenson shared that the panel will include Wi2 Co-Lab Chief Collaboration Officer Dr. Lori Wieters, Greater Phoenix Society of Human Resources (SHRM) Treasurer Eric Knott, and Phoenix Business and Workforce Development (PBWD) Board Vice-Chair Nick DePorter. Nick will share statistics related to the remote workforce and frame the panel discussion, Eric will discuss human resources and hiring practices information, and Dr. Wieters will discuss the culture shift because of moving to a remote workplace and strategies for keeping remote employees engaged

Susan Ciardullo asked if the information presented would be practical. Rob said that Eric Knott will talk about the attraction and hiring process and that Dr. Wieters presentation will be practical application in a remote office environment.

### **4. Business Engagement Updates:**

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson presented the March 2021 Numbers@Work report. The Business Engagement team is meeting with business and they are dedicating a considerable amount of time supporting recruiting efforts, including pre-screening candidates, reaching out to candidates, and developing interview questions with companies. He shared that he has been meeting weekly with Information Technology (IT) companies. Rob shared that BWEC Member Kaaren-Lyn Graves introduced groups trying to develop IT programs on tribal lands. Rob said that Arizona State University (ASU) has started business outreach as a component of their IT programs development.

Rob shared the Work-Based Learning information. Contracts must be complete before the funds are counted toward the goal, but they can carry over to the next program year. He shared there are 15 companies engaged in work-based contracts with 892 total trainings contracted.

**BWEC Ad-Hoc Member Robert Cain joined the meeting at 9:30 am.**

**5. Phoenix Business and Workforce Development Committee Updates:**

BWEC Chair Jesus Love shared he hoped to have members of other committees join the BWEC meeting to share updates. He shared that the Communications and Outreach Committee (COC) has reached out to the Eligible Training Providers to participate in webinars on 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays of the month to create awareness around their programs among career advisors. He also shared that COC Vice-Chair Steven Cramer has reached out to the Arizona Commerce Authority (ACA) to reach out to corporations that are hiring. Jesus shared metrics that the Program Excellence Committee (PEC) has added to their strategic plan.

**6. 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 Ad- Hoc Member Fred Lockhart shared that he and BWEC Member Kaaren-Lyn Graves met with ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson and Rob is gathering data to help Fred and Kaaren-Lyn with information about the Eligible Training Provider List (ETPL). BWEC Member Susan Ciardullo suggested that Fred and Kaaren-Lyn reach out to an organization to learn about the process of adding a program to the ETPL. PBWD Board Executive Director LaSetta Hogans suggested that they look at whether the ETPL includes the programs that the Phoenix labor market needs.

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

BWEC Ad-Hoc Member Robert Cain shared he will synthesize information that ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson provided in the Numbers@Work report and information he has compiled for the April BWEC Meeting. He suggested collaborating with Patrick Winters on strategy initiatives.

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

BWEC Ad-Hoc Member Patrick Winters shared he met with BWEC Chair Jesus Love and ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson and shared that he's taking existing data in targeted sectors and sharing that with the PBWD Board so the board can make informed decisions. He said his goal is to work with Rob to develop a report to with the data compiled to help develop recommendations for the PBWD Board. PBWD Board Vice-Chair Nick DePorter offered to work as a co-champion on this strategy.

**BWEC Chair Jesus Love motioned to make a PBWD Board Vice-Chair Nick DePorter a co-champion of Strategy 4, BWEC Ad-Hoc Member Robert Cain seconded.**

**Susan Ciardullo, Nick DePorter, Fred Lockhart, and Patrick Winters voted to approve. No members were opposed.**

**7. Committee Update Report:**

BWEC Chair Jesus Love will share information about the next Bagels & Business event, PBWD Board Vice-Chair Nick DePorter volunteering to be a strategy co-champion, and that the strategy champions continue to work on their strategies and sharing information with the BWEC.

**8. Matters for Future Discussion:**

None

**9. Call to the Public:**

None

**10. Adjournment:**

**BWEC Member Susan Ciardullo motioned to adjourn the meeting, PBWD Board Vice-Chair Nick DePorter seconded.**

**Robert Cain, Fred Lockhart, Jesus Love, and Patrick Winters approved the motion and the meeting was adjourned at 10:08 a.m.**