



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

**VIRTUAL MEETING
April 15, 2021
9:00 a.m.**

Members Present:

Robert Cain
Susan Ciardullo
Nick DePorter
Kaaren-Lyn Graves

Fred Lockhart
Jesus Love
Brenda Schmidt
Patrick Winters

Public Attendees:

Mary Alejandro
Nick Bielinski
Steven Cramer

LaSetta Hogans (PBWDB Exec. Dir)
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 April 15, 2021 meeting to order at 9:03 a.m. Roll call was completed and a quorum of seven members were present.

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

BWEC Member Nick DePorter motioned for approval of the March 18, 2021 Business and Workforce Engagement Committee (BWEC) minutes, BWEC Ad-Hoc Member Patrick Winters seconded.

Susan Ciardullo, Kaaren-Lyn Graves, Fred Lockhart, Jesus Love, and Brenda Schmidt voted to approve. No members were opposed.

3. Bagels and Business Wrap-Up:

BWEC Ad-Hoc Member Patrick Winters presented information about the April 14, 2021 Bagels and Business Event focused on hiring and supporting a

remote workforce. He shared that the presenters shared timely information regarding working from home and how the new environment is impacting the workforce and productivity. BWEC Chair Jesus Love shared information about the audience make-up, which included BWEC members, staff, service providers, and businesses. He suggested that the BWEC leverage the Communications and Outreach Committee (COC) network for marketing of future events. BWEC Member Nick DePorter said that ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor Rob Stenson did a good job synthesizing information and leading the event. BWEC Member Susan Ciardullo asked what could be done to keep the attendees engaged. Rob Stenson shared that 30 people attended within the full timeframe of the meeting but that there were 27 no-shows who RSVP'd and that the presentation would be emailed to people who had RSVP'd.

BWEC Chair Jesus Love said that the committee needed to decide if they wanted to have Bagels & Business quarterly and when they would want to schedule their next event. He suggested hosting the next event in August 2021, after summer break to allow board members to settle into the new program year. Susan Ciardullo suggested returning to the industry focus and to consider advanced manufacturing. BWEC Member Kaaren-Lyn Graves and COC Vice-Chair Steven Cramer offered to reach out to the Arizona Commerce Authority (ACA) about an advanced manufacturing presentation.

4. Business Engagement Updates:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that the Numbers@Work report has not been updated, but the data will be shared with the BWEC when it is available. He shared that the Business Engagement team is looking into virtual events. In the past six-to-eight weeks, there has been a dramatic uptick in companies looking to engage with jobseekers. He said there are approximately 1,500 open positions in the hospitality sector. He said that the Business Engagement team is working to develop a standing recruiting event every Thursday, each week highlighting a different industry to help business engage with the talent pool. In addition, Rob shared that a standard report about job postings in the Phoenix MSA is being developed.

BWEC Ad-Hoc Member Robert Cain joined the meeting at 9:40 am.

5. Entrepreneurship Groups:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that the region is having conversations about entrepreneurship. He said that there is language about entrepreneurship in the Workforce Innovation and Opportunity Act (WIOA) guidance, but there is no official board direction in place. He said that entrepreneurship is growing exponentially in the United

States. He asked if the BWEC wants to assess their role in entrepreneurship and if they need a plan in place to encourage growth in the Phoenix MSA. Phoenix Business and Workforce Development (PBWD) Board Executive Director LaSetta Hogans shared that they can bring information to the BWEC to guide the discussion, if needed. BWEC Ad-Hoc Member Fred Lockhart suggested working with schools, both K-12 and post-secondary, that offer entrepreneurship training. BWEC Member Kaaren-Lyn Graves volunteered to participate in developing a plan and said that she focuses on entrepreneurship in her role. BWEC Ad-Hoc Member Robert Cain said he would also be interested in participating.

BWEC Chair Jesus Love suggested creating a workgroup with the people interested in participating. BWEC Member Brenda Schmidt volunteered to lead a workgroup to decide the role of the BWEC in developing entrepreneurship and how to develop the entrepreneurship career pathways in the area. Fred suggested during the discovery phase to keep research at the staff level and use that information to decide if a workgroup needs to be created.

6. Phoenix Business and Workforce Development Committee Updates:

BWEC Chair Jesus Love invited COC Chair Nick Bielinski and COC Vice-Chair Steven Cramer to share information about their committee with the BWEC. Nick shared that the COC is constantly pushing for content for social media and the ARIZONA@WORK website. He shared that the committee is tracking the number of clicks events posted on ARIZONA@WORK generate to gauge how much visibility the site is garnering. He said they are working to highlight businesses that need help with visibility and streamlining information that goes to the ARIZONA@WORK City of Phoenix One-Stops. Steven shared that measuring the attention on the website will help capture the success of outreach for the BWEC. Steven suggested that events be funneled through a process that can be tracked, like through registration sites like Eventbrite. ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that all of the business engagement communication lists have been converted to the GreenRope email system, which allows the team to gauge how many people are opening emails and registering for events. He did share that he has not been able to track social media outreach.

Jesus shared that the Program Excellence Committee (PEC) goal is to instill hope and the committee is working on showing the evidence of peer-to-peer mentor and support network success and they are trying to highlight success stories every month.

**7. 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 said that he and BWEC Member Kaaren-Lyn Graves are waiting for information regarding the Eligible Training Provider List (ETPL).

Strategy 5: Ensure ROI for Workforce Development in the City

BWEC Ad-Hoc Member Robert Cain shared information regarding the hospitality sector including the impact of COVID-19 and how the industry is re-engaging and recovering. He shared that manufacturing is recovering, but the construction and individual trades are experiencing a labor shortage and their employment has experienced a downturn. He said that the financial industry is also starting to see a downturn in active jobs.

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

BWEC Ad-Hoc Member Patrick Winters shared he and BWEC Member Nick DePorter will be meeting in the next week to review their strategy. ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared that the business engagement team is working to create a report about the top fifty occupations in the Phoenix MSA, including the employers posting job opportunities and which credentials they are requesting.

8. Committee Update Report:

BWEC Chair Jesus Love will share that the BWEC is going to explore developing an entrepreneurship career pathway, and engaging youth in entrepreneurship programs.

9. Matters for Future Discussion:

Future Bagels & Business Event

Entrepreneurship Groups

10. Call to the Public:

PBWD Board Executive Director LaSetta Hogans shared there are three business vacancies on the board and information will be shared via Govenda.

11. Adjournment:

BWEC Ad-Hoc Member Patrick Winters motioned to adjourn the meeting, BWEC Ad-Hoc Member Fred Lockhart seconded.

Robert Cain, Susan Ciardullo, Nick DePorter, Kaaren-Lyn Graves, Jesus Love, and Brenda Schmidt approved the motion and the meeting was adjourned at 10:28 a.m.