



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

**VIRTUAL MEETING
May 20, 2021
9:00 a.m.**

Members Present:

Robert Cain
Susan Ciardullo
Nick DePorter
James Frolov

Fred Lockhart
Jesus Love
Patrick Winters

Public Attendees:

Dorothy Blakley
Christina Edwards
Veronica Gavotto
LaSetta Hogans (PBWDB Exec. Dir)
Al Jernigan

Hayden Maynard
James Montoya
Christina Quijada
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 May 20, 2021 meeting to order at 9:02 a.m. Roll call was completed and a quorum of six members were present.

2. Approval of April 15, 2021 Business and Workforce Engagement Committee Meeting Minutes:

BWEC Member Nick DePorter motioned for approval of the April 15, 2021 Business and Workforce Engagement Committee (BWEC) minutes, BWEC Member Susan Ciardullo seconded.

Robert Cain, James Frolov, Jesus Love, and Patrick Winters voted to approve. No members were opposed.

Fred Lockhart joined the meeting at 10:05 am.

3. Bagels and Business Event Planning:

BWEC Chair Jesus Love reminded BWEC members they previously discussed an advanced manufacturing industry-focused Bagels & Business in August 2021. BWEC Ad-Hoc Member Patrick Winters suggested getting industry insights from ARIZONA@WORK City of Phoenix Business Engagement Supervisor Rob Stenson based on reporting from the business engagement team to decide the program focus.

Rob shared that the difficulty businesses are having connecting with jobseekers to fill position is unprecedented. Patrick said he has had the same discussion with employers and shared the employers with the most success with filling positions are the ones who have the most generous compensation packages. He suggested a program with an overall Labor Market analysis and identify industries that are having success filling positions and what is leading to their successes to participate in a panel discussion. BWEC Vice-Chair James Frolov shared that they are seeing the same labor shortages in construction and they are competing nationally for workers and need to find ways to attract workers.

Jesus asked if anyone would want to participate in a workgroup to give a shape to a Bagels and Business event focused around the committee discussion. Patrick volunteered to participate. Jesus suggested the date be Wednesday, August 18, 2021 as the date for the event.

BWEC Ad-Hoc Member Patrick Winters motioned to plan the next Bagels & Business event for August 18, 2021, BWEC Vice-Chair James Frolov seconded.

Robert Cain, Susan Ciardullo, Nick DePorter, Fred Lockhart, and Jesus Love voted to approve. No members were opposed.

4. Business Engagement Updates:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared the May Numbers@Work report with the committee. He shared that the report has been changed to show the types of contacts that the business engagement team has made with businesses including general discussion, work-based learning discussions, job postings, recruiting support and other types of contacts.

Rob presented the committee with a review of occupational data and a crosswalk of occupations to the Eligible Training Provider List (ETPL) report. The report reviews what the top occupations in the Phoenix MSA are in terms of the labor market information, the growth companies have, the skills demand for occupations, and the opportunity for employee growth. He shared a

presentation to help the committee members read the report. The report was created to identify which positions are high demand contrasted to which show opportunities for employee growth. Using the in-demand occupations from the Office of Economic Opportunity (OEO) and the certifications that employers are asking for when hiring for these occupations. The certifications were compared with the eligible training providers in Phoenix who offer those certifications and finally, which certifications do not have an eligible training provider on the City of Phoenix ETPL, though they might be provided outside of Phoenix but in Maricopa County. BWEC Member Susan Ciardullo asked if syntax could cause programs provided by eligible trainers to not show up in a search of the ETPL.

BWEC Member Nick DePorter asked if the reports could be shared. Phoenix Business and Workforce Development (PBWD) Board Executive Director LaSetta Hogans said the reports were public information and could be shared.

Nick DePorter left the meeting at 10:30 am. Susan Ciardullo left the meeting at 10:30 am.

5. Entrepreneurship Opportunities:

ARIZONA@WORK COP Business Engagement Supervisor Rob Stenson shared a report created after discussions about entrepreneurship with a workgroup and to inventory what programs focused on entrepreneurship have historically been available and how those programs could be developed. After research, there are historically four approaches to entrepreneurship and success typically depended on how well targeted populations were engaged and supported. He suggested that the report be reviewed, and the committee decide if they would like to formalize a process to support entrepreneurship opportunities. PBWD Board Executive Director LaSetta Hogans suggested if the committee did want to move forward, they would need to make an action.

Susan Ciardullo returned to the meeting at 10:35 am.

BWEC Ad-Hoc Member Fred Lockhart motioned to create a workgroup to create and develop an entrepreneurship career pathway in the local area, BWEC Ad-Hoc Member Robert Cain seconded.

Susan Ciardullo, James Frolov, Jesus Love, and Patrick Winters voted to approve. No members were opposed.

6. Phoenix Business and Workforce Development Committee Updates:

BWEC Chair Jesus Love shared that the Communication and Outreach Committee (COC) is currently developing a social media strategy and they are analyzing ARIZONA@WORK website data to evaluate engagement on the website.

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 shared he and Kaaren-Lyn Graves met with staff to discuss entrepreneurship opportunities and shared that Kaaren-Lyn's organization focuses on developing opportunities for targeted populations in the Phoenix-area and they are discussing information to develop career pathways.

Strategy 5: Ensure ROI for Workforce Development in the City

BWEC Ad-Hoc Member Robert Cain shared he met with staff to gauge programs on the ETPL and participant outcomes.

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

BWEC Ad-Hoc Member Patrick Winters wanted to use the information presented about the ETPL to update the strategic plan while meeting with BWEC Member Nick DePorter.

8. Committee Update Report:

BWEC Chair Jesus Love will share that the next Bagels & Business event will be on August 18, 2021 and that an entrepreneurship opportunity workgroup will be created.

9. Matters for Future Discussion:

None

10. Call to the Public:

None

11. Adjournment:

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

Robert Cain, Susan Ciardullo, James Frolov, and Jesus Love approved the motion and the meeting was adjourned at 10:42 a.m.