



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD  
SERVICE DELIVERY COMMITTEE  
Meeting Minutes**

**Located at: Phoenix Business and Workforce Development Center  
302 North First Avenue, 6<sup>th</sup> Floor, Phoenix, AZ 85003-1611  
February 13, 2020  
10:45 am**

**Members Present:**

Susan Ciardullo  
Stacie Garlieb

Michelle Jameson  
Brandon Ramsey

**Members Not Present:**

Jim Sorensen

**Public Attendees:**

Eddie Barojas  
Sandra Enriquez  
Stan Flowers  
LaSetta Hogans

Hayden Maynard  
Stacey VanEmst  
Laura Whitehead

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

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

Service Delivery Committee Chair Michelle Jameson, called the February 13, 2020 Phoenix Business and Workforce Development (PBWD) Board Service Delivery Committee (SDC) meeting to order at 10:53 a.m. Roll call was completed and a quorum of three members were present.

**2. Ratification of January 16, 2020 Meeting:**

The following agenda items were ratified from the January 16, 2020 SDC meeting:

- Approval of November 14, 2019 Meeting Minutes
- Review Committee Attendance Hours
- One-Stop Operator Update
- Strategic Plan Year Three Review
- Matters for Future Discussion

SDC Ad-Hoc Member Stacie Garlieb motioned to ratify the results of the January 16, 2020 Meeting, SDC Chair Michelle Jameson seconded.

**Brandon Ramsey voted to approve the motion. No members were opposed.**

**3. Approval of January 16, 2020 Meeting Minutes:**

SDC Ad-Hoc Member Stacie Garlieb motioned that the minutes of the January 16, 2020 meeting of the Service Delivery Committee be approved, SDC Member Brandon Ramsey seconded.

**Michelle Jameson voted to approve the motion. No members were opposed.**

SDC Vice-Chair Susan Ciardullo joined the meeting at 10:56 am.

**4. Review Committee Attendance Hours:**

SDC Vice-Chair Susan Ciardullo motioned to approve the consent agenda item, SDC Ad-Hoc Member Stacie Garlieb seconded.

**Michelle Jameson and Brandon Ramsey voted to approve the motion. No members were opposed.**

**5. Grassroots Marketing in Community and Social Media:**

SDC Chair Michelle Jameson shared that the Phoenix Business and Workforce Development Board (PBWDB) Executive Leadership Committee (ELC) has prioritized increasing the ARIZONA@WORK City of Phoenix social media presence. PBWDB Executive Director LaSetta Hogans shared that Arizona Department of Economic Security (DES) runs social media for the statewide ARIZONA@WORK accounts. SDC Ad-Hoc Member Stacie Garlieb asked how many people have administrator access to ARIZONA@WORK social media accounts. DES Supervisor Edward Abramowitz explained that DES employees do market events on their personal social media. One-Stop Operator Stacey VanEmst shared that ARIZONA@WORK Site Operator Ben Flores would be at the March Integrated Service Delivery (ISD) Training to explain his social media strategy. Ad-Hoc Member Stacie Garlieb suggested that SDC members attend the ISD training.

Michelle Jameson asked city staff which system partners they work with to promote ARIZONA@WORK services and events. SDC Member Brandon Ramsey said there needs to be a vision and strategy for social media marketing and work with Ben Flores to implement it. Ad-Hoc Member Stacie Garlieb

asked if there was a City of Phoenix marketing employee who could educate staff to effectively promote events online and with consistency. Brandon Ramsey shared that premade templates and segmented email lists could be created through Outlook. He suggested using the Incumbent Worker Training (IWT) to promote successful services to employers that staff wishes to attract to the centers for future hiring events or to place jobseekers with.

**6. Employment Event Action Plan:**

Edward Abramowitz shared there is a DES hiring event standard of work but there is a lack of consistency. SDC Vice-Chair Susan Ciardullo asked if they could request that staff document how they organize and promote hiring events. SDC Chair Jameson asked that a list of tools available be provided to the committee that are used to promote ARIZONA@WORK City of Phoenix events including mailing lists, social media, and any other methods staff uses to promote events.

**7. Spokane Model Service Delivery:**

SDC Chair Michelle Jameson shared that the Spokane Workforce System charges to train other workforce organizations to implement similar changes in their system. She said that the model was more than a remodel of their job centers, but a complete realignment of customer service. Spokane has been able to obtain outside funding from corporations because of the changes they made in their system and since remodeling the system, they increased their budget from \$3.5 million to \$10 million dollars. SDC Member Brandon Ramsey suggested finding a sponsor to pay the fee to work with the Spokane Workforce System.

SDC Ad-Hoc Member Stacie Garlieb suggested that Integrated Service Delivery was a big change at the ARIZONA@WORK Job Centers. Workforce Development Supervisor Stan Flowers said that with ISD and Lean Management, they are moving toward a model like the Spokane system. Stan suggested looking at Texas and Florida models who have made similar changes and identify their processes. PBWDB Executive Director LaSetta Hogans suggested reaching out to other organizations who might have implemented the changes that Spokane made.

**8. One-Stop Operator Update:**

One-Stop Operator Stacey VanEmst shared the One-Stop Operator Report that details hiring events at the ARIZONA@WORK City of Phoenix job centers, customer visits to centers, success stories, and survey results. She shared that in future reports there would be an ability for customers to share which services they were referred to.

SDC Ad-Hoc Member Stacie Garlieb left the meeting at 12:10 pm.

**9. Strategic Plan Year Three:**

1. Goal 2, Action 1: One-Stop Operator Stacey VanEmst shared that a wiki page and will be piloted in March.
2. Goal 9, Action 3: PBWD Board Executive Director LaSetta Hogans shared that Human Services Department is working with Information Technology to create a dashboard.

SDC Vice-Chair Susan Ciardullo motioned that Goal 1, Action 1 be changed to yellow. SDC Member Brandon seconded

**Susan Ciardullo and Michelle Jameson voted to approve the motion. No members were opposed.**

**10. Committee Update Report:**

SDC Chair Michelle Jameson shared the items she would share with the ELC from the meeting.

**11. Matters for Future Discussion:**

Metric Dashboard

**12. Call to the Public & Open Discussion:**

None

**13. Adjournment:**

SDC Member Brandon Ramsay motioned to adjourn the meeting at 12:23 p.m., SDC Vice-Chair Susan Ciardullo seconded. No members were opposed and the meeting adjourned.