

WORKFORCE ARIZONA COUNCIL – QUALITY WORKFORCE COMMITTEE MINUTES

Wednesday, October 10, 2018

1 PM – 3 PM

Galvanize-515 E. Grant Street, Agave Conference Room, Phoenix, AZ 85004

1-240-454-0879 Access Code: 280-993-715

Members Present

Mark Gaspers, Chair – Boeing

Members Present via Telephone

Todd Graver – Freeport-McMoRan

Larry Lucero – Tucson Electric Power

Members Absent

Thomas Longstreth – Ventana Medical Systems

Susan Anable – Cox

1. Call to Order

The Quality Workforce Committee was called to order at 1:04 P.M.

2. Welcome/Introductions

Welcome was provided by Committee Chair Mark Gaspers.

3. Approval of Minutes

Larry Lucero moved to approve the minutes of the April 12, 2018 meeting, seconded by Todd Graver. The motion passed.

4. Call to the Public

There were no comments from the public.

5. Presentation: International Rescue Committee of Arizona

Azur, Refugee Workforce Development Officer, provided some background on the organization and what they do, including:

1. They have been in Arizona since 1978
2. Placed over 70,000 refugees since 1978
3. 99% of refugees are placed within the first 4 months of arrival
4. Language ability is the greatest challenge for a majority of refugees as only 20% are able to effectively communicate in English when they arrive.

He also stated that they have some current challenges that they are facing as an agency is now only receiving a fraction of what it used because of new policies within the US Immigration system. It is also important to know that Intelligence sharing is crucial at this point in time. Since they opened their doors in 1978 they have worked to fight employer bias and have made great progress with Arizona employers helping them understand the importance, value, knowledge and experience that refugees can bring to the table.

6. Presentation: ARIZONA@WORK (City of Phoenix)

Rob Stenson, Business and Workforce Development Supervisor, City of Phoenix, Presented the Regional Business Engagement-Sector Strategies. He gave an overview of the City's On-the-Job, Incumbent Worker, Customized Worker, and Cohort training programs. The training programs that are targeted for a single company are incumbent worker and on-the-job training. The customized training and cohort training programs are industry based. The cohorts they currently have are:

- Series 7 Financial Services
- IT Career Path
- Contact Center
- Pre-Apprenticeship
- Help Desk and Software Developer

7. Committee Next Steps

Larry Lucero stated that he would like the Committee to see what other counties/cities are doing with the WIOA funds as discussed by Rob Stenson in his presentation.

8. Adjournment

Larry Lucero made a motion to adjourn, seconded by Todd Graver. The meeting adjourned at 2:12 P.M.

House Engrossed

State of Arizona
House of Representatives
Fifty-fourth Legislature
First Regular Session
2019

HOUSE BILL 2657

AN ACT

AMENDING TITLE 41, CHAPTER 10, ARIZONA REVISED STATUTES, BY ADDING ARTICLE 2; APPROPRIATING MONIES; RELATING TO THE ARIZONA COMMERCE AUTHORITY.

(TEXT OF BILL BEGINS ON NEXT PAGE)

Be it enacted by the Legislature of the State of Arizona:

Section 1. Title 41, chapter 10, Arizona Revised Statutes, is amended by adding article 2, to read:

ARTICLE 2. TECHNOLOGY AND INNOVATION WORKFORCE PROGRAM

41-1528. Technology and innovation workforce fund

A. THE TECHNOLOGY AND INNOVATION WORKFORCE FUND IS ESTABLISHED CONSISTING OF LEGISLATIVE APPROPRIATIONS, GIFTS, GRANTS AND OTHER DONATIONS. ♦ MONIES IN THE FUND ARE SUBJECT TO LEGISLATIVE APPROPRIATION.

B. THE CHIEF EXECUTIVE OFFICER SHALL ADMINISTER THE FUND. ♦ ON NOTICE FROM THE CHIEF EXECUTIVE OFFICER, THE STATE TREASURER SHALL INVEST AND DIVEST MONIES IN THE FUND AS PROVIDED BY SECTION 35-313, AND MONIES EARNED FROM INVESTMENT SHALL BE CREDITED TO THE FUND. ♦ MONIES IN THE FUND ARE EXEMPT FROM THE PROVISIONS OF SECTION 35-190 RELATING TO LAPSING OF APPROPRIATIONS.

C. THE CHIEF EXECUTIVE OFFICER SHALL USE MONIES IN THE FUND TO PROVIDE GRANTS FOR QUALIFYING PROVIDERS FOR EXPENSES RELATING TO WORKFORCE DEVELOPMENT PURSUANT TO SECTION 41-1528.01.

41-1528.01. Technology and innovation workforce program; annual report; definition

A. THE TECHNOLOGY AND INNOVATION WORKFORCE PROGRAM IS ESTABLISHED IN THE ARIZONA COMMERCE AUTHORITY. ♦ THE PROGRAM SHALL PROVIDE GRANTS TO QUALIFYING PROVIDERS THAT PROVIDE WORKFORCE DEVELOPMENT FOR HIGH-NEEDS, COMPETITIVE WAGE JOBS AS DETERMINED BY THE AUTHORITY USING LABOR MARKET DATA.

B. THE AUTHORITY MAY DISTRIBUTE GRANTS FROM THE TECHNOLOGY AND INNOVATION WORKFORCE FUND TO QUALIFYING PROVIDERS THAT ESTABLISH NEW OR THAT ENHANCE EXISTING JOB TRAINING PROGRAMS THAT DEVELOP THE NECESSARY SKILLS AND TRAINING TO PREPARE PERSONS FOR CAREERS IN IN-DEMAND EMPLOYMENT SECTORS AND VOCATIONS WITH LABOR SHORTAGE AREAS AS DETERMINED BY LABOR MARKET DATA AND OTHER MEASURES DETERMINED BY THE AUTHORITY. ♦ THE AUTHORITY SHALL ADOPT RULES TO ESTABLISH APPLICATION PROCEDURES FOR QUALIFYING PROVIDERS TO APPLY FOR GRANTS FROM THE FUND. ♦ THE

PROGRAM MUST SUPPORT CAREER AND TECHNICAL EDUCATION PROGRAMS AND COURSES THAT PREPARE A CAPABLE WORKFORCE FOR MANUFACTURING, BUSINESS AND FINANCIAL SERVICES AND INFORMATION TECHNOLOGY INDUSTRIES ONLY. ♦

C. THE AUTHORITY SHALL PREPARE AND PUBLISH A REPORT ON PROGRAM ACTIVITIES. THE REPORT SHALL INCLUDE THE FOLLOWING:

- 1. A LIST OF ALL QUALIFYING PROVIDERS THAT RECEIVED GRANT MONIES.**
- 2. A SUMMARY OF EACH JOB TRAINING PROGRAM THAT IS FUNDED WITH GRANT MONIES AND THE INDUSTRY THAT THE JOB TRAINING PROGRAM SUPPORTS.**
- 3. THE NUMBER OF TRAINEES WHO ARE ENROLLED IN OR WHO GRADUATED FROM THE JOB TRAINING PROGRAMS, INCLUDING THE LABOR DEMAND FOR THOSE TRAINEES.**
- 4. THE RETENTION RATE OF THE APPLICANTS ENTERING THE TRAINING.**
- 5. WHETHER EMPLOYERS ARE SATISFIED WITH THEIR EMPLOYEES WHO RECEIVED TRAINING THROUGH THE PROGRAM.**
- 6. ANY OTHER INFORMATION THE AUTHORITY DEEMS PERTINENT TO A DETERMINATION REGARDING THE EFFICACY OF THE FUND.**

D. ON OR BEFORE JANUARY 1 OF EACH YEAR, THE AUTHORITY SHALL SUBMIT THE REPORT PRESCRIBED IN SUBSECTION C OF THIS SECTION TO THE GOVERNOR, THE PRESIDENT OF THE SENATE, THE SPEAKER OF THE HOUSE OF REPRESENTATIVES, THE JOINT LEGISLATIVE BUDGET COMMITTEE AND PARTICIPATING PROVIDERS, AND PROVIDE A COPY OF THE REPORT TO THE SECRETARY OF STATE, REGARDING THE MONIES GRANTED FROM THE TECHNOLOGY AND INNOVATION WORKFORCE FUND, THE PROGRESS OF THE PROGRAM AND AN ANALYSIS OF THE PROGRAM'S ACCOUNTABILITY MEASURES AND PERFORMANCE INDICATORS. ♦

E. QUALIFYING PROVIDERS MAY USE GRANTS TO FUND TRAINING PROGRAM START-UP COSTS, INCLUDING INDUSTRY-SPECIFIC CURRICULUM, EQUIPMENT THAT IS REQUIRED FOR SPECIFIC CURRICULUM AND TUITION AND FEES. ♦ THE AUTHORITY MAY PROVIDE A PORTION OF THE FUNDING AT THE CONCLUSION OF THE TRAINING. ♦ A COMMUNITY COLLEGE THAT DEVELOPS CURRICULUM PURSUANT TO THIS SUBSECTION SHALL SHARE THE CURRICULUM WITH OTHER COMMUNITY COLLEGES IN THIS STATE.

F. THE AUTHORITY SHALL DISTRIBUTE GRANTS TO QUALIFYING PROVIDERS FOR WORKFORCE DEVELOPMENT TRAINING IN BOTH RURAL AND URBAN AREAS IN THIS STATE, AS APPROPRIATE, BASED ON LABOR MARKET DATA AND JOB PROJECTIONS.

G. FOR THE PURPOSES OF THIS SECTION, "QUALIFYING PROVIDER" MEANS A COMMUNITY COLLEGE.

41-1528.02. Program termination

THE PROGRAM ESTABLISHED BY THIS ARTICLE ENDS ON JULY 1, 2029 PURSUANT TO SECTION 41-3102.

Sec. 2. Appropriation; technology and innovation workforce fund

The sum of \$2,000,000 is appropriated from the state general fund in fiscal year 2019-2020 to the technology and innovation workforce fund established by section 41-1528, Arizona Revised Statutes, as added by this act.



Arizona Advanced Technology Corridor

APRIL 2019

AzAMI

Arizona Advanced Manufacturing Institute

FINDING SOLUTIONS. CREATING OPPORTUNITIES.

A PREMIER ADVANCED MANUFACTURING LEARNING EXPERIENCE

Arizona Advanced Manufacturing Institute (AzAMI) is a unique center of excellence created to help Arizona business and industry partners stay competitive and to provide a pipeline of skilled, career educated and ready-to-work employees. AzAMI core programs include Automation, Machining, Electronics, Welding and Drafting, which includes Design in Additive Manufacturing technology.

CUSTOMIZED SOLUTIONS FOR STUDENTS & EMPLOYERS

From enrollment to employment, AzAMI connects workforce opportunities with local and regional businesses, building a technically trained, talent supply chain of motivated and skilled individuals. AzAMI provides industry certifications, stackable credentials that are competency based with degree and certificate programs; flexible models of delivery; and portable labs for on-site training. AzAMI creates a rich menu of innovative and customized services.

PARTNERSHIPS



PROGRAM & CAREER OPTIONS

- Automation Mechatronics & Robotics Industrial Technology
- Aerospace Manufacturing Technology Boot Camps
- Precision Machining
- Additive Manufacturing Processes
- Drafting
- Electronics Technology
- Electrical/Mechanical Drafting
- Welding Technology

AzAMI DELIVERS

- Qualified Internships
- Apprenticeship Program Options
- Certification Boot Camps
- Career Navigator Resources
- On-site Employee Recruitment
- Job Placement Services
- Industry Recognized Credential
- AA Degree and Short Term Certificate Programs
- Training at the workplace

TO LEARN MORE, PLEASE CONTACT

AzAMI - Arizona Advanced Manufacturing Institute
email us at: AzAMI@mesacc.edu
-or- visit us at: mesacc.edu/azami

Follow us on:
Facebook: [azami_mesacc](https://www.facebook.com/azami_mesacc)
Twitter: [@azami_mesacc](https://twitter.com/azami_mesacc)



FINDING SOLUTIONS



PARTNERSHIPS THAT PRODUCE RESULTS

AzAMI brings manufacturing sector leaders to the table so that together we can create solutions that bridge education and workforce partnerships to better align technical development and workforce readiness skills, meeting the needs of industry.



ACADEMIC DEGREES

AzAMI academic degrees equip employees with technical, employability and academic skill sets that our industry partners and advisory boards have identified as critical to success. Many of our degrees transfer to bachelor's programs, encouraging students and employees to continue building stackable credentials in their education pathways.



CERTIFICATES THAT VALIDATE SKILLS

At AzAMI, we design responsive, flexible and on-site programs that build and strengthen the emerging technical skill sets of our students - your current and future employees - leading to portable, industry recognized, academic, stackable credentials and competency-based certifications.



INDUSTRY CERTIFICATION BOOT CAMPS

AzAMI has designed short-term, certification Boot Camps for skilled technicians with pre-assessed competencies to help them obtain the recognized industry credentials required in specific technical areas. These credit-bearing Boot Camps increase their employability with job-readiness certifications and the validation of skills and abilities required by many employees.



INTERNSHIPS AND APPRENTICESHIPS TO EARN AS YOU LEARN

Our industry partnerships offer hands-on learning opportunities for students through a variety of on-the-job training experiences through internships, job shadowing, mentoring, apprenticeships and career planning resources to recruit and educate the next generation of manufacturers.



ADDITIVE MANUFACTURING PROCESSES

AzAMI has developed the capacity to offer 3D printing processes with a certification in our drafting program. We focus on Fused Deposition Modeling. The FDM machines on campus mirror those used in industry with the capability to print using over 11 types of thermoplastics, including aerospace materials, including scanning capabilities, which allow reverse engineering of existing parts as well as for Metrology (parts inspection and verification). For more information, contact Dirk Begell at dirk.begell@mesacc.edu.

email us at
AzAMI@mesacc.edu
or visit us online at
mesacc.edu/azami

facebook.com/azami_mesacc

@azami_mesacc

This project received 2.5 million dollars from a grant awarded under the Trade Adjustment Assistance Community College and Career Training (TAACCCT) grant, as implemented by the U.S. Department of Labor's Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties or assurances of any kind, expressed or implied, with respect to such information, including any information on linked sites and including but not limited to the accuracy of the information or its completeness, timeliness, usefulness, adequacy, and continued availability of ownership.

A Maricopa Community College The Maricopa Community Colleges are EEO/AA Institutions. This is an equal opportunity employer/program, and auxiliary aids and services are available upon request to individuals with disabilities.

AzAMI

Arizona Advanced Manufacturing Institute



FINDING SOLUTIONS. CREATING OPPORTUNITIES.

Paid Internships

TIME SENSITIVE

Employers will test drive the talent while students build skills and abilities that could result in future employment or industry certifications. Internships can serve as pre-apprenticeships and provide a gateway to introduce and grow registered apprenticeships.

AzAMI is committed to growing internships as an "Earn to Learn" model resulting in a mutual investment that supports student completion and increases workforce capacity.

- Paid \$\$\$ - EARN \$1800 plus \$200 Supplies
- 10 weeks with Manufacturing Companies
- Industry Certification Fees & Supplies Provided
- Hands-on Workplace Experience
- Start Summer 2018 and Fall 2018

CALL NOW!

CONTACT: **Cesar Becerra, Career Navigator**
 (480) 461-7216 | cesar.becerra@mesacc.edu



Maricopa County Community College District (MCCCD) is an EEO/AAE institution and an equal opportunity employer of protected veterans and individuals with disabilities. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin. A lack of English language skills will not be a barrier to admission or participation in the career and technical education programs of the college. The Maricopa Community Colleges do not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. For Title IX/ADA Concerns, call the following number to reach the appropriate coordinator: (480) 721-5614. For additional information, as well as a listing of all campuses within the Maricopa College system, visit the following website: <http://www.maricopa.edu>



AzAMI

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FINDING SOLUTIONS. CREATING OPPORTUNITIES.

Funding Opportunity

Test Certification Reimbursement for AWS | IPC | CAD | SolidWorks

- Must turn in a copy of test result prior to reimbursement
- Attended MCC after October 1, 2013
- Maintaining a grade of "P" or "C" or better and satisfactory attendance -OR- a successful graduate of MCC program
- Must be an AzAMI Participant
- Meet requirement for Test Certification

Industry Recognized Credentials

- AWS
- J Standard
- CAD
- SolidWorks

**Enrollment Deadline
December 23rd**

DON'T WAIT
 The **SOONER** you submit
 the **SOONER** you receive
 your check up to \$200

CALL NOW!
 Cesar Becerra
 (480) 461-7216
 cesar.becerra@mesacc.edu

"TEST DRIVE THE TALENT"



BOEING SUPPORTED CERTIFICATION BOOT CAMP



AzAMI
Arizona Advanced Manufacturing Institute
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Electrical Wiring J-Standard Certification Boot Camp

FALL COURSES YOU MIGHT BE INTERESTED IN:

- ATP 101 - Introduction to Automated Systems and Robotics
- ATP 130 - DC Circuit Analysis
- ATP 135 - AC Circuit Analysis
- ATP 150 - Fluid Power 1: Hydraulics, Pneumatics and Vacuum Concepts

Mesa Community College
1833 West Southern Avenue
TC50 Building
Mesa, AZ 85202

MESA COMMUNITY COLLEGE CAMPUS

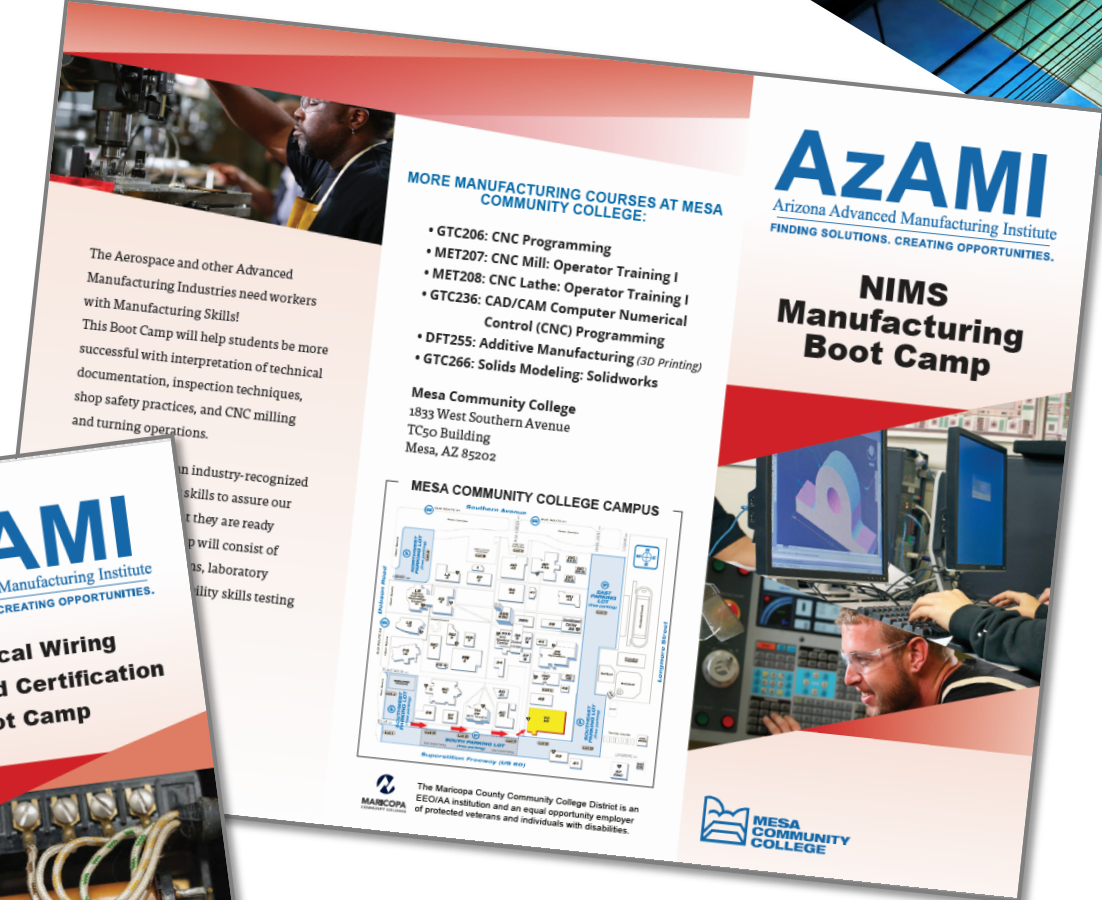
Industry Needs Your Electrical Wiring and J-Standard Skills! This Boot Camp will help you be more successful with a J-Standard wiring certification, fabrication, inspection, repair techniques and certification of excellent employability skills that make you stand out as someone companies want to have on their teams.

AzAMI will validate your skills through a readiness pre-assessment, competency skills testing and employability validation processes. You can earn an industry-recognized certification of your skills to assure our industry partners that you are ready for hire. The Boot Camp will consist of lectures, demonstrations, laboratory exercises and employability skills testing and observations.

The Maricopa County Community College District is an EEO/AA institution and an equal opportunity employer of protected veterans and individuals with disabilities.

MARICOPA
COMMUNITY COLLEGES

MESA COMMUNITY COLLEGE



AzAMI
Arizona Advanced Manufacturing Institute
FINDING SOLUTIONS. CREATING OPPORTUNITIES.

NIMS Manufacturing Boot Camp

Mesa Community College
1833 West Southern Avenue
TC50 Building
Mesa, AZ 85202

MORE MANUFACTURING COURSES AT MESA COMMUNITY COLLEGE:

- GTC206: CNC Programming
- MET207: CNC Mill: Operator Training I
- MET208: CNC Lathe: Operator Training I
- GTC236: CAD/CAM Computer Numerical Control (CNC) Programming
- DFT255: Additive Manufacturing (3D Printing)
- GTC266: Solids Modeling: Solidworks

MESA COMMUNITY COLLEGE CAMPUS

The Maricopa County Community College District is an EEO/AA institution and an equal opportunity employer of protected veterans and individuals with disabilities.

MARICOPA
COMMUNITY COLLEGES

MESA COMMUNITY COLLEGE

AEROSPACE J-STANDARD BOOT CAMP

MANUFACTURING NEWS AND VIEWS

The skills gap is widening

Over the next decade nearly 3 ½ million manufacturing jobs will likely be needed and

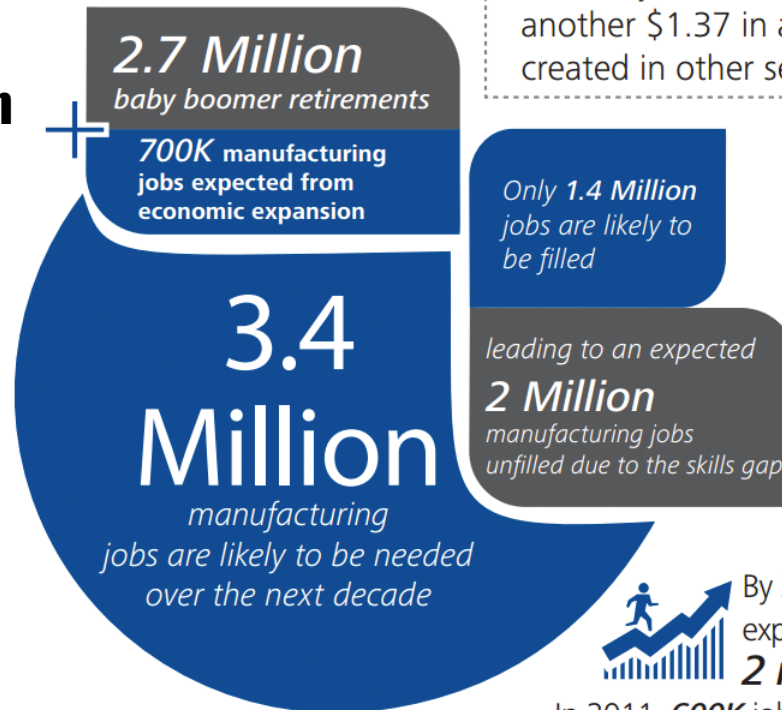
2015 **2 Million** 2025
are expected to go unfilled due to the skill gap

The implications are significant

Every job in manufacturing creates another 2.5 new jobs in local goods and services.

For every \$1 invested in manufacturing, another \$1.37 in additional value is created in other sectors.

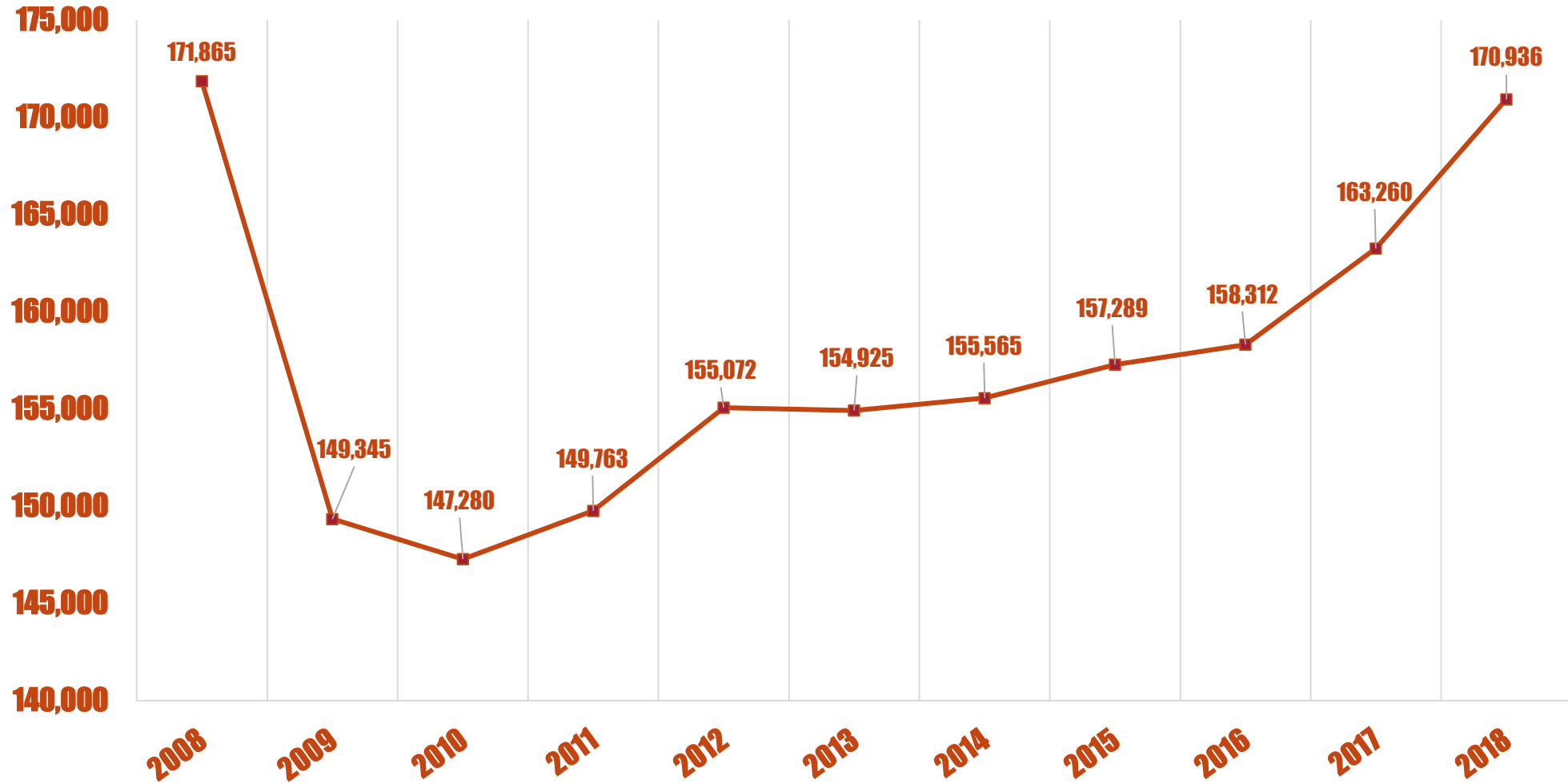
Impressive 350% increase in Job openings in the past 10 years which is a greater increase than IT and Healthcare sectors



By 2025 the skills gap is expected to grow to **2 million**

In 2011, **600K** jobs were unfilled due to the skills gap

Manufacturing Jobs in Arizona, 2008 - 2018



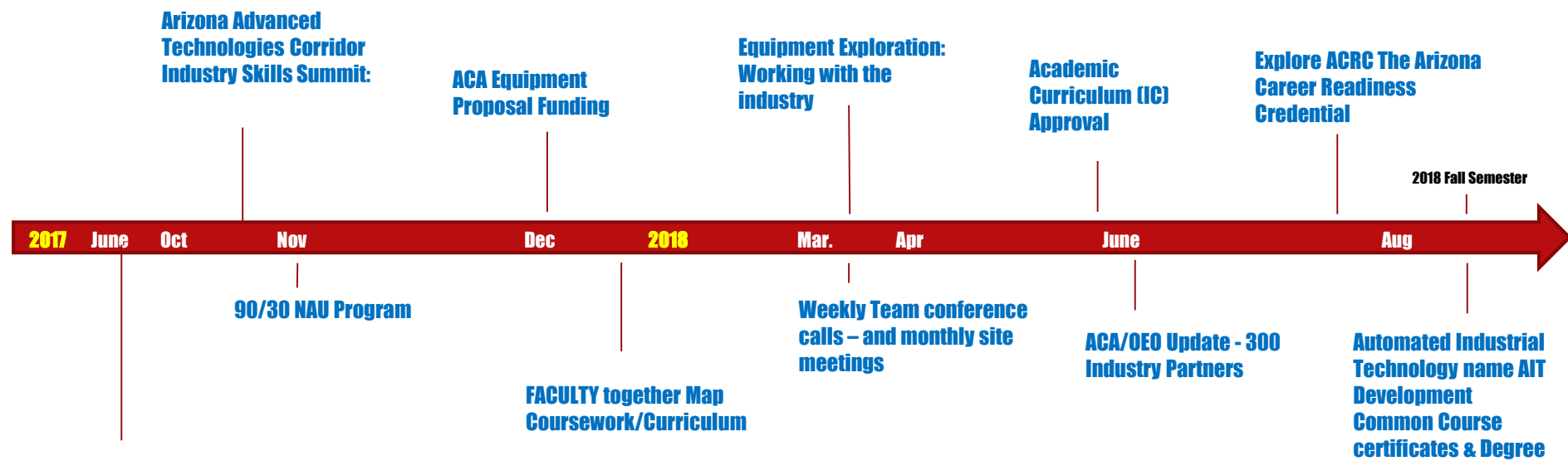


STATEWIDE CORRIDOR PARTNERSHIP:

**PIMA COLLEGE
CENTRAL ARIZONA
MESA COLLEGE
AND
ESTRELLA MOUNTAIN COLLEGE**



CORRIDOR DEVELOPMENT TIMELINE PAST TO PRESENT

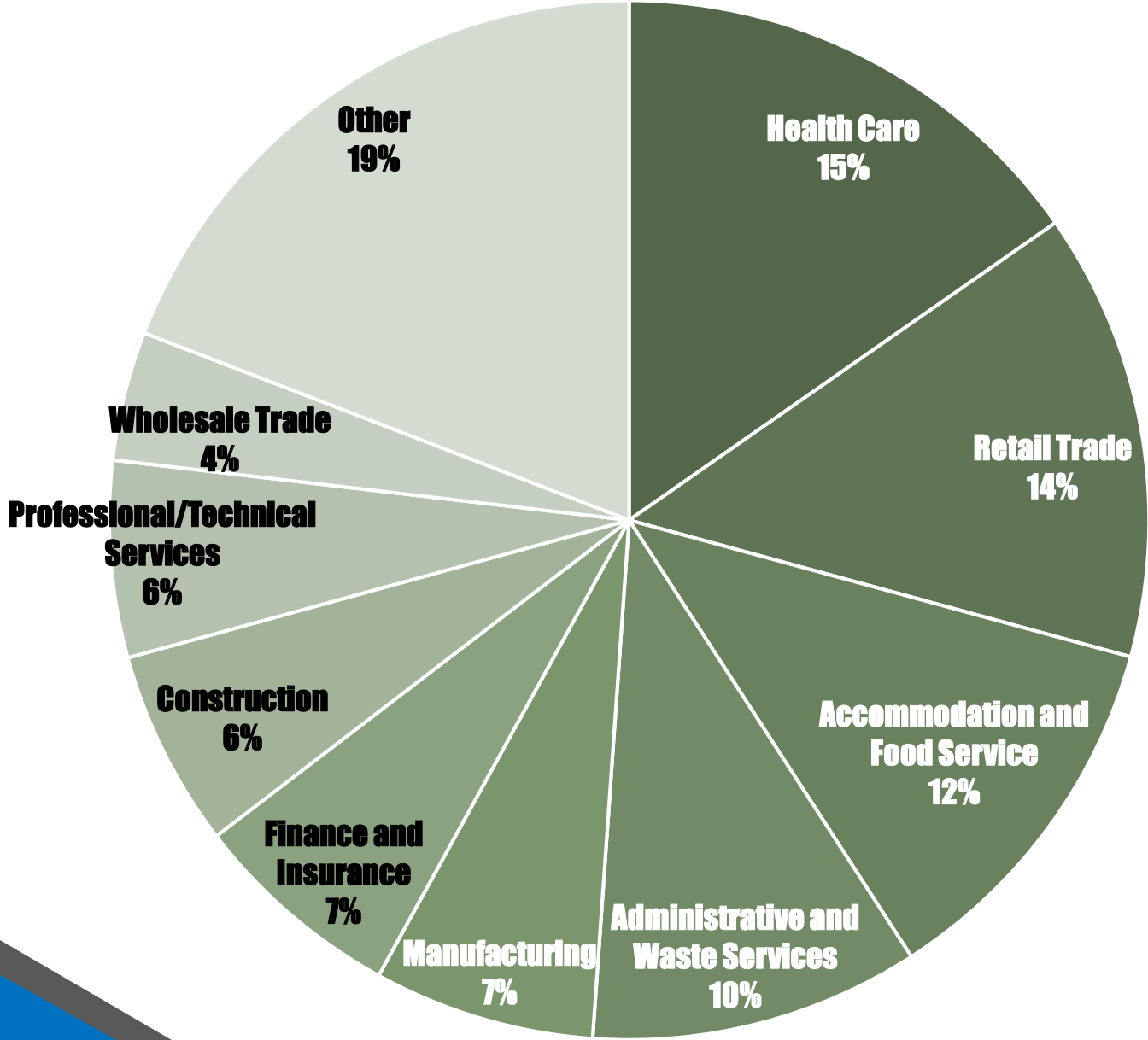


Equipment & Curriculum Assessment Trips: Amatrol in Indiana and New Jersey for Festo/Lab-Volt.

Manufacturing - Jobs

NAICS 31-33

- **5th largest employer in Arizona**
- **90% of Arizona's manufacturing jobs are in the project area (Maricopa, Pinal and Pima)**
- **Manufacturing accounts for 7.5% of all jobs in Maricopa, 8.8% in Pinal and 8.1% in Pima.**



INDUSTRY SUMMIT

- **CONNECT EMPLOYERS TO JOB CANDIDATES WHO HAVE DEVELOPED THE EMPLOYERS' PRIORITY SKILLS**
- **GIVE JOB-SEEKERS AN ENTRY POINT MORE TARGETED TECHNICAL TRAINING**
- **OFFER A RELEVANT, VALUABLE INDUSTRY CREDENTIALS THAT VALIDATE JOB SKILLS**

**OUR CORRIDOR CALL TO ACTION:
ENSURE ARIZONA EMPLOYERS HAVE ACCESS
TO THE MOST PREPARED WORKFORCE IN THE
WORLD**

It Takes a Village

- Industry Partnerships



- The center for the future of Arizona



- Bachelors Degree 90/30.



- Arizona Commerce Authority & Office of Economic Opportunity



- NIMS National Industry Standards



- Arizona@WORK Talent Supply & Recruitment





INDUSTRIAL TECHNOLOGY COMPETENCIES

NIMS Duty Area 1: [Maintenance Operations](#)

NIMS Duty Area 2: [Basic Mechanical Systems](#)

NIMS Duty Area 3: [Basic Hydraulic Systems](#)

NIMS Duty Area 4: [Basic Pneumatic Systems](#)

NIMS Duty Area 5: [Electrical Systems](#)

NIMS Duty Area 6: [Electronic Control Systems](#)

NIMS Duty Area 7: [Process Control Systems](#)

NIMS Duty Area 8: [Maintenance Welding](#)

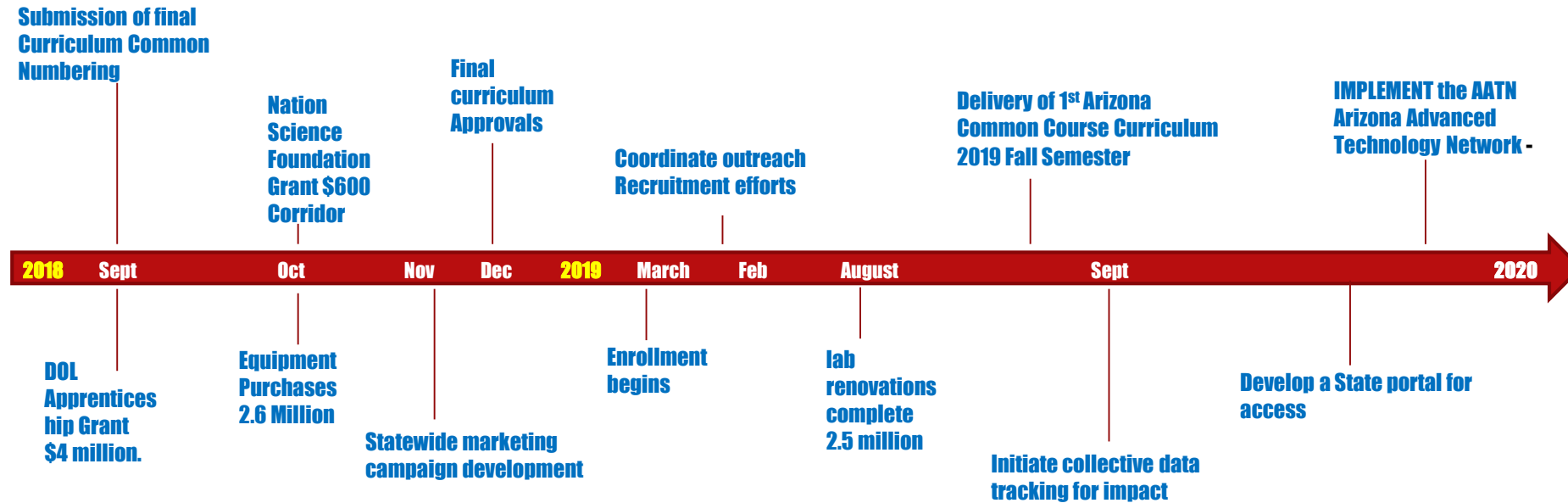
NIMS Duty Area 9: [Maintenance Piping](#)

Manufacturing – Job Postings

NAICS 31-33

Duty Area 1: Maintenance Operations	2016	2017	2018	Change 2016-2018	% Change 2016-2018
Maintenance operations	2,090	2,336	3,316	1,226	59%
Systems troubleshooting	1,577	1,633	2,241	664	42%
Technical drawings	1,189	1,221	1,648	459	39%
Machine maintenance	726	976	1,369	643	89%
Tool safety	368	385	719	351	95%
Blueprint reading	73	60	105	32	44%

CORRIDOR COMPLETION TIMELINE FUTURE



ARIZONA



OFFICE OF
ECONOMIC OPPORTUNITY

Creating a Brand for AATN

Funding Lab Equipment



Industrial Leadership Bachelor's Degree 90/30

Fall 2019

AATC Community College Partnership Pathway

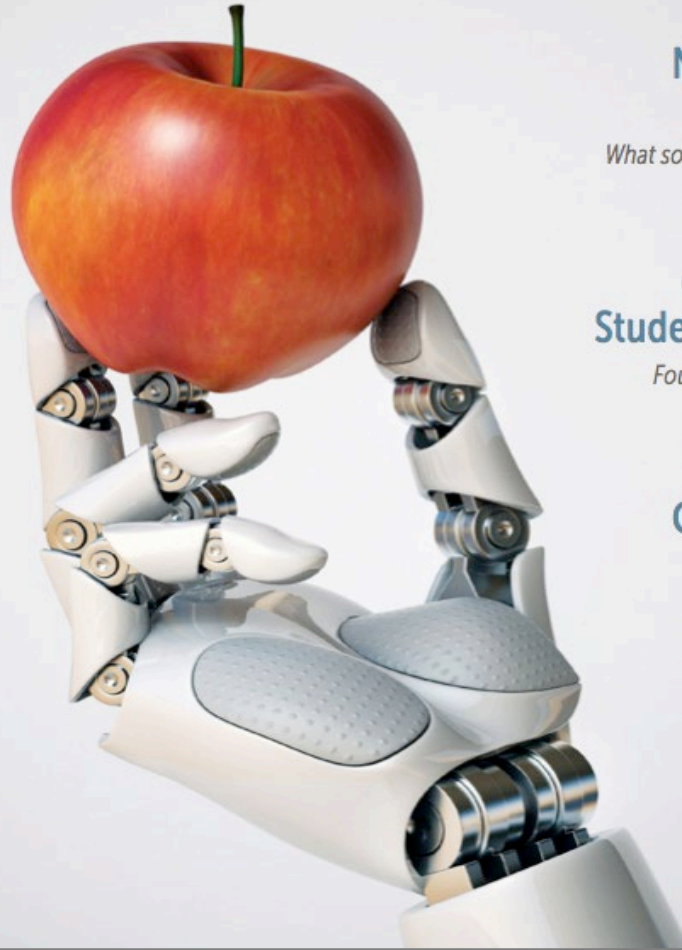


Turning Today's Industrial Technology Workers Into Tomorrow's Front Line Leaders



THE AGE OF AGILITY

EDUCATION PATHWAYS FOR THE FUTURE OF WORK



Next Industrial Revolution

What some of America's largest companies have to say

Creating Agile Students & Workers

Four profiles for the future

Where Do We Go From Here?

Call to action



Arizona
Advanced
Technology
Network for a
**STATEWIDE
SOLUTION**

Thank You!!

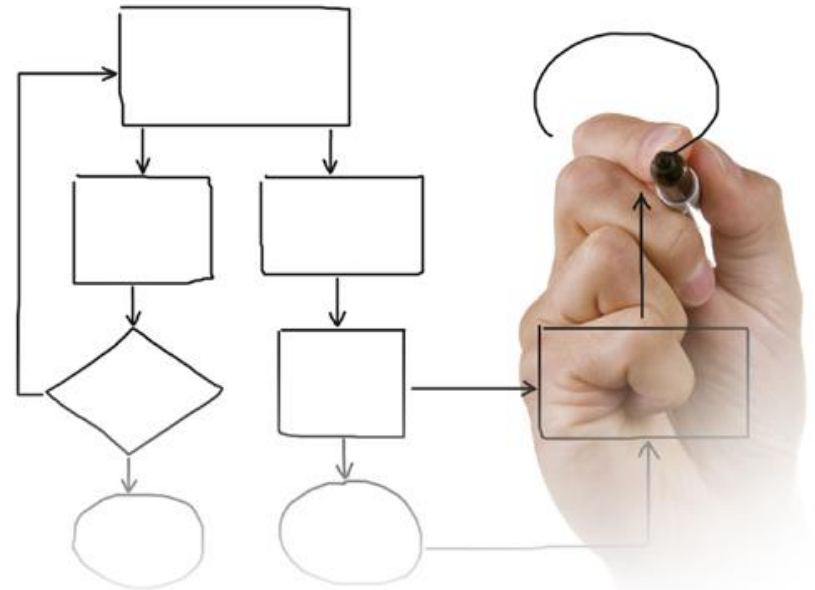
Arizona Advanced Technology Network

APRIL 2019

Principles of High Quality Business Engagement

Presented By:

- Jeff Ryan, U.S. Department of Labor
- ETA





Today's Objectives



- ✓ Business engagement is the foundation for all workforce programs. If people don't get jobs, we are failing.
- ✓ So we'll start with defining business engagement as I see it, and talk about why it is so important.
- ✓ Then we will consider some core **Principles** of business engagement that help me better understand this large and complex set of strategies and approaches
- ✓ And if we have time, we can talk about some innovative approaches that states and local areas are undertaking



What Is Business Engagement?



- A comprehensive, value-added set of strategies, activities, and partnerships designed to support and promote **economic prosperity** by providing **valuable solutions** to address the needs of businesses
- The purpose of business engagement programs is to **promote long-term economic stability, competitiveness, and growth**
- Business engagement is about more than just workforce services!



Why Is Business Engagement So Important?




- Successful, thriving businesses are a vital component of **economic prosperity**
- Economic prosperity is of course an outcome that benefits workers and their communities as well as businesses
- Whether we represent workforce development, economic development, education or any other government programs, ensuring business success through strong business engagement programs is critical



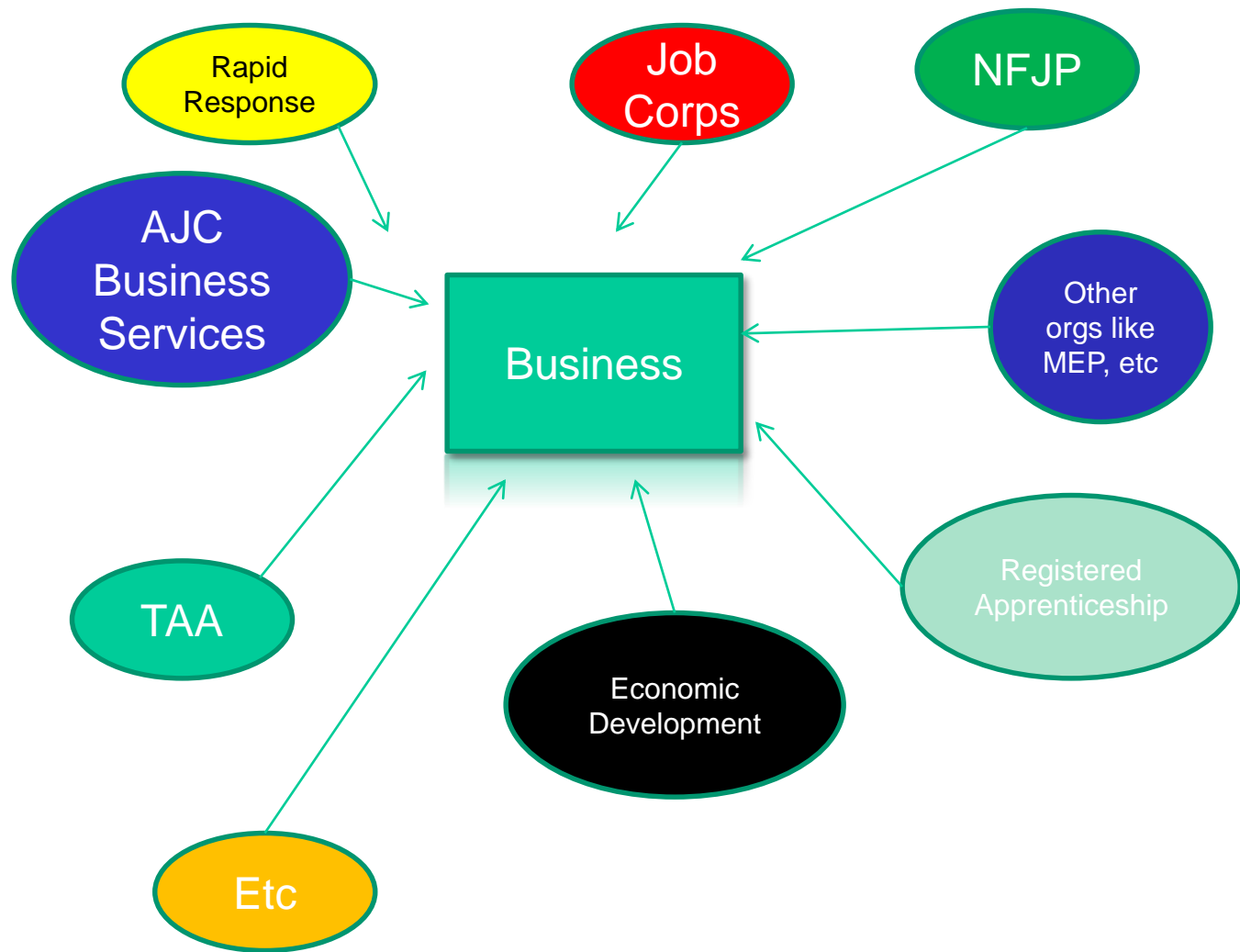
**Too often, business engagement
becomes a “go your own way”
approach**


**Let’s see what that looks like
(Apologies for my poor attempt at
“artwork” here...)**





Uncoordinated Business “Engagement” Approach





Why is this bad?



- Businesses are bombarded by separate programs, creating a burden on them and causing “engagement fatigue”
 - Impact: Frustration at best and to dis-engage at worst
- Too many programs confuse “engaging with” business and “expecting something from” business (e.g. placements, for workforce programs)
- Does not treat business as the customer
- Focuses on goals of individual programs rather than on success of the business
- Lose-lose situation
 - Businesses’ needs are less likely to be met
 - Programmatic goals also less likely to be met



Let's Envision a Different Approach



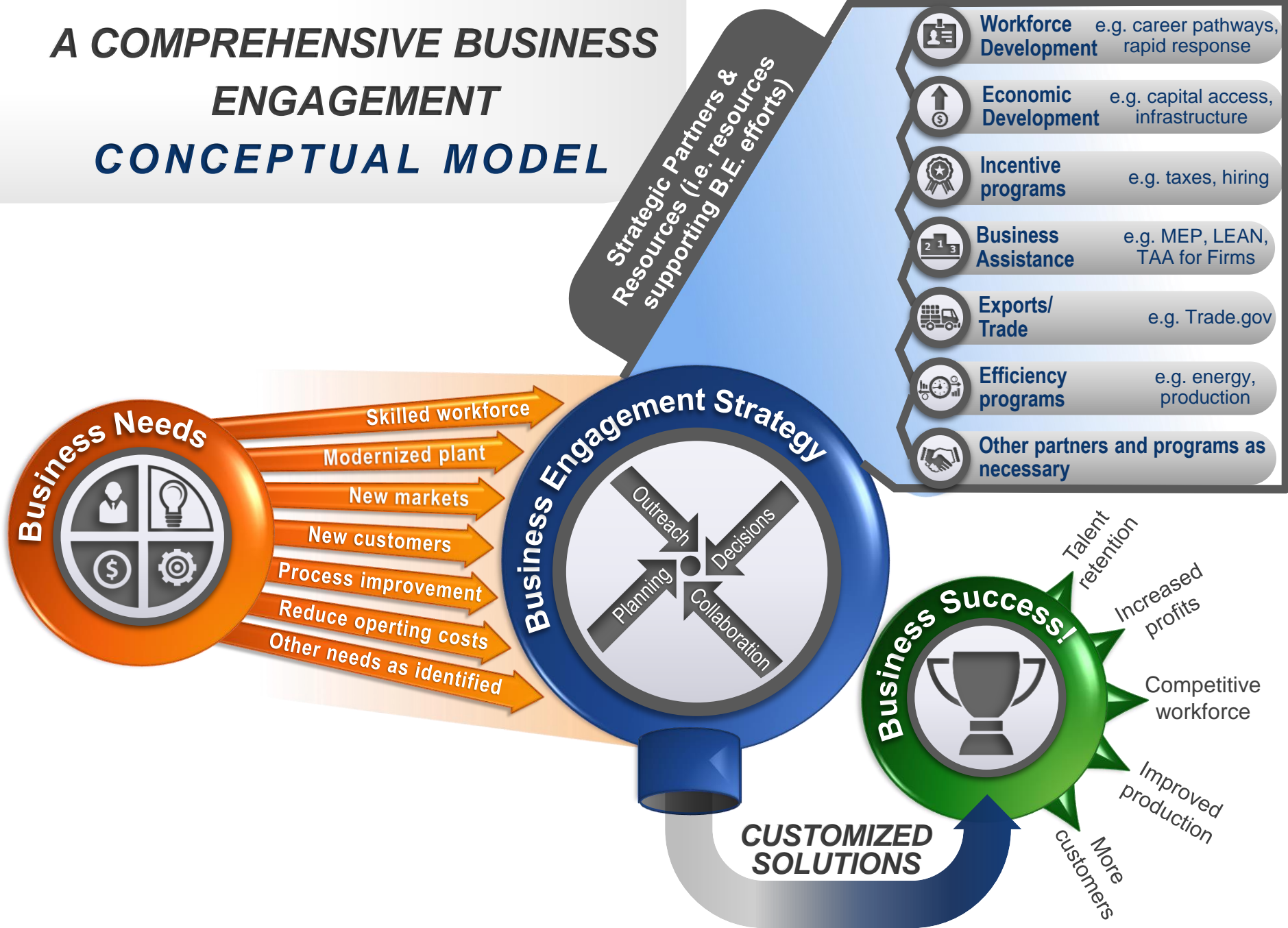


Business Engagement Requires...



- Ongoing efforts to build relationships with businesses and other community stakeholders
- Knowledge of labor market trends and economic forecasts
- Strategic planning, data gathering and analysis designed to anticipate, prepare for, and manage economic transition
- Understanding workforce assets and needs
- Convening, facilitating, and brokering connections, networks, and partners
- Planning for and responding to layoffs, minimizing their impacts wherever possible

A COMPREHENSIVE BUSINESS ENGAGEMENT CONCEPTUAL MODEL



Strategic Partners & Resources (i.e. resources supporting B.E. efforts)

- Workforce Development** e.g. career pathways, rapid response
- Economic Development** e.g. capital access, infrastructure
- Incentive programs** e.g. taxes, hiring
- Business Assistance** e.g. MEP, LEAN, TAA for Firms
- Exports/Trade** e.g. Trade.gov
- Efficiency programs** e.g. energy, production
- Other partners and programs as necessary**

Business Needs

- Skilled workforce
- Modernized plant
- New markets
- New customers
- Process improvement
- Reduce operating costs
- Other needs as identified

Business Engagement Strategy

- Outreach
- Decisions
- Collaboration
- Planning

CUSTOMIZED SOLUTIONS

Business Success!

- Talent retention
- Increased profits
- Competitive workforce
- Improved production
- More customers
- Increased profits



Why Is This Preferable?




- Limits the interactions businesses need to have with WF system and other state agencies
- Allows businesses needs to be met in an organized, aligned manner with the least burden
 - And gives business a single point of contact for all issues they encounter
- Focuses on overall solutions for business needs, rather than individual program goals
- Focuses on building **long-term relationships** with businesses based on delivering **valuable solutions**
- Over time, all programs can benefit when their programs match business needs
- When businesses feel they are receiving value, they are more likely to continue to engage




Business Engagement Requires...



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Business engagement is a big topic; for today, I thought we could focus primarily on some **principles that should be the foundation of any high quality, successful business engagement strategies**





**Principle
#1:
The Right
Leadership
is
Paramount**



- Transformational vs transactional
 - Transactional—traditional model; reactive; program-centric
 - Transformational—visionary; proactive and strategic; holistic view; embraces uncertainty, risk and new approaches
- Must live the vision—business engagement as a priority And create the space for teams to innovate
- Both types of leadership are important in different ways, but transformational leadership must be present for biz engagement



**Principle
#2:
One Team,
One Goal**



- Overarching purpose across workforce and other government programs: **economic prosperity**
- We all have a role to play, regardless of where we fit
- We may need to subsume our short-term programmatic needs for long-term successes
 - Biz engagement is not a zero-sum game
 - In fact, we all do better together
- Everyone works towards the vision
- Don't go it alone!



**Principle
#3:
Engage
Across the
Business
Lifecycle**



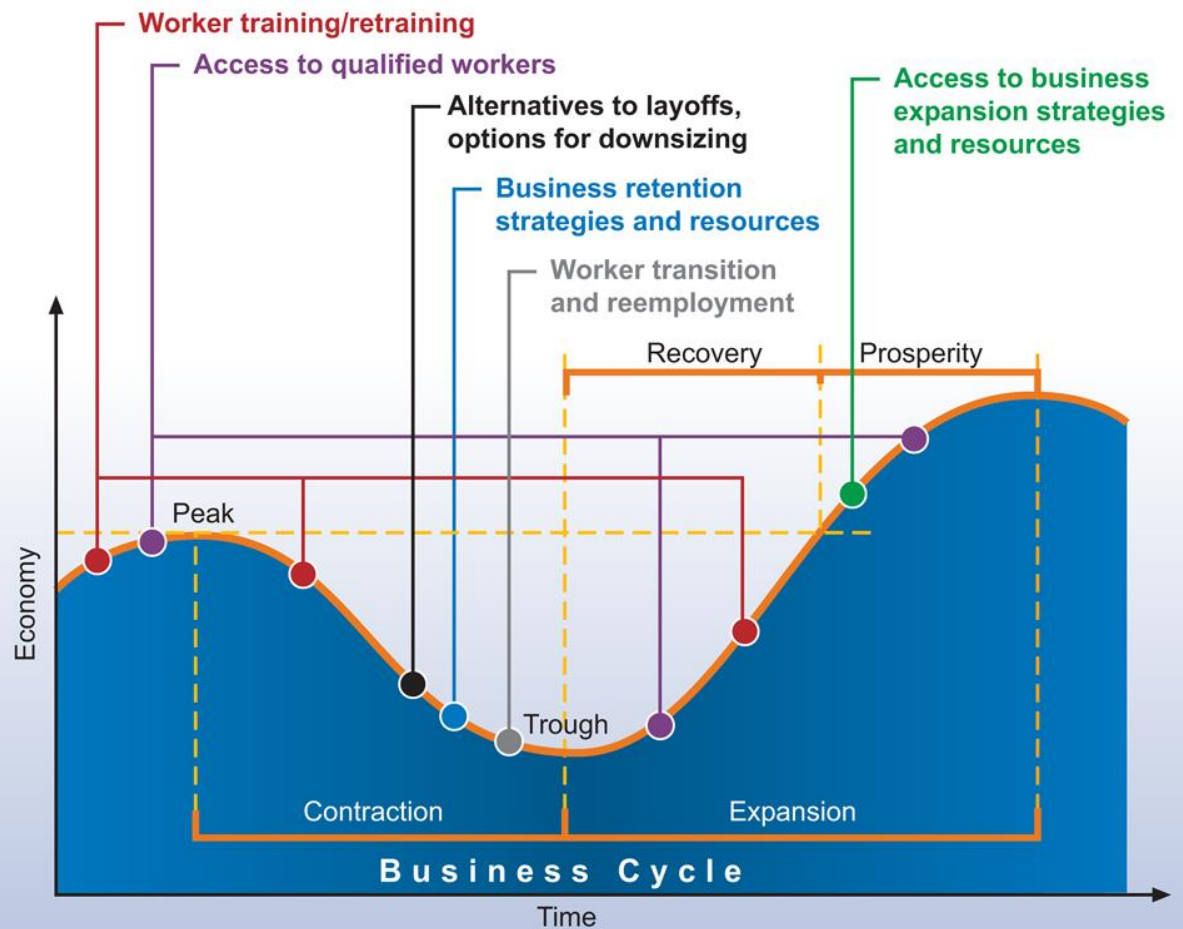
- Businesses are rarely static: they grow and shrink over time
 - And sometimes one company is growing and shrinking at the same time
- Government programs exist that can support business success across this cycle
- Our challenge is to understand this cycle, and where businesses are on it, and what we can do for them at every point



Throughout the Business Cycle (an example)



Rapid Response Act Benefits Businesses Throughout the Business Cycle





**Principle
#4:
Deliver Value
to Build
Relationships**



- The goal of business engagement is long-term relationships with business customers
- So how can you do that?
 - Think “solutions” rather than services
 - ALWAYS deliver what you promise
 - In short: *Make it so they can't consider doing business without you as a partner*



**Principle
#5:
Know Your
Customer**



- Recognize the difference between the words “business” and “employer” and what they imply about your expectations of them
 - Demonstrate credibility by “talking the talk”
- Focus on answering the WIIFM question (what’s in it for me?)
- What does your business customer need?
- How can you ensure it is delivered?



**Principle
#6:
Follow
Through on
Your
Promises**



- As government organizations, we have a credibility challenge
- We are often lucky to get ONE chance with business, never mind second chances
- We may all suffer if one person or one program fails to meet expectations
- So when we make promises, we **HAVE TO** fulfil them
 - And maybe even over-deliver



**Principle
#7:
Train, Train,
Train**



- All staff who interact with businesses must be fully trained across programs
- And this includes non-workforce programs such as economic development
- Need to understand needs of business and know how to target solutions
- Think about “no wrong door” approach



**Principle #8:
Your
Performance
Metrics
Don't Matter
(to
Businesses)**



- Business is not obligated to work with us
 - So we have to get them to WANT to
- Focus your work with businesses on providing the solutions they need
- Focusing on your own program goals (say, placements) can be detrimental to the goals of the larger business engagement project



**Principle
#9:
Know Your
Story (and
Be Able to
Tell It)**



- To tell the story of why what you do is valuable
- Understand the data/information you need to tell the story you want to tell (and for which audience)
- Gather/capture necessary information
- Publicity, marketing, outreach
 - Use your story to reach new customers



Wrapping Up



- Business engagement is the foundation of the public workforce system
- Make it so they can't think of doing business without you as a partner
- Building long-term relationships
- Delivering solutions
- There are many ways to design your business engagement system, but consider how the principles we discussed are incorporated





Thank You!



Jeff Ryan
Office of Workforce Investment
US Department of Labor/ Employment & Training
Administration
202-693-3546
ryan.jeff@dol.gov

Job for Veterans Service Grant (JVSG) DVOP / LVER

**Presentation for Workforce Arizona Council
Quality Workforce Committee
April 24th 2019**

JVSG Presentation Topics

- Overview of JVSG Program
- Veterans Priority of Service (VPOS) across WIOA
- VPOS FFY19 strategy
- FFY 18 Metrics
- FFY 19 JVSG Annual Improvement Priority (AIP)
- Key Partnerships (AZDVS, ACFMF, VA, HVRP)

JVSG Program

Disabled Veterans Outreach Program (DVOP)

Veterans Workforce Specialist

- Provide Individualized Career Services through Case Management to veterans with Significant Barriers to Employment (SBE).
- Conducts outreach to increase program participation among those with the greatest barriers to employment.

Local Veterans Employment Representative (LVER)

- Outreach to employers and advocate hiring opportunities for veterans, encourage the hiring of veterans with SBE's as well as all veterans in the Workforce System.
- Performs job development, manages employer relations, plans and participates in Job Fairs.

JVSG Program

Veteran Regional Coordinators (VRC)

- Facilitates, Reviews and trains Veterans Priority of Service (VPOS) across WIOA.
- Coordinates with community partners and support organizations to connect JVSG services to veterans.
- Reviews supportive programs associated to JVSG grant.

State Veterans Manager (SVM)

- Oversees training and provides subject matter expertise and interpretation of Title 38, Chapter 41, Public Law 107-228 Jobs for Veterans Act, current Veteran's Program Letters (VPL) and Training and Employment Guidance Letters (TEGLs).
- This position prepares grant proposals, state plans, and quarterly reports for the Job for Veterans Service Grants (JVSG).
- Oversees Veterans Regional Coordinators.

Veterans Priority of Service VPOS

All Veterans are identified at intake and receive Priority of Service

Employment Services

- Veterans are seen first (walk in and appointment)
- Veterans have priority use of equipment
- Veterans are sent job leads prior to being posited to the public.
- Veterans are prioritized in employment advocacy by LVER and Business Service Representatives.

Title I-B Adult, Dislocated Worker or Youth Programs.

- The covered Veteran must still meet all eligibility and program requirements for participation in a specific program.
- Once eligibility and program requirements are met receives priority over non-covered person.

Title IV Vocational Rehabilitation

- No VPOS requirements

FFY JVSG 18 Metrics

10/1/2017 – 9/30/2018

SBE veterans served by DVOP staff

Case Management files (active)

- FFY18 Q1 - 1,058
- FFY18 Q2 - 1,028
- FFY18 Q3 - 1,267
- FFY18 Q4 - 696

Employer outreach by LVER staff

LVER employer outreaches

- 10/1/2017 – 9/30/2018 = 952

LVER Federal Contractors contacted

- 10/1/2017 – 9/30/2018 = 639

FFY JVSG 18 Metrics

10/1/2017 – 9/30/2018

Placements for Veterans

All Veterans registered in Arizona Job Connection and enrolled with an employment placement- Unduplicated

Veterans with Significant Barriers to employment (DVOP)

- 10/1/2016 – 9/30/2017 = 1351
- 10/1/2017 – 9/30/2018 = 1678 = + 19.5%

Veterans placements served through Title III and Title 1 : **840**

Total all veterans Employment Placements: **2,527**

FFY 19 JVSG Annual Improvement Priority (AIP)

- Implement foundational competencies of AMS in JVSG program
- Implement Standard Work.
- Review / Training of VPOS across WIOA.
- Strategic employer outreach to in-demand occupations/sectors
- Integrated business services team model to leverage resources to promote the hiring of veterans.
- Identification of veteran candidate pipelines and employment pathways
- Job matching Standard Work DVOP/LVER Program



Key Partnerships

Arizona Department of Veteran Services (AZDVS)

- Joint partnership program Veterans Toolkit. Facilitated by ARIZONA@WORK; Funded and Administrative functions through AZDVS.
- Provides tools to veterans with employment outcome to start work.
- Peer-to-peer partnership with DVOP's and State Benefits Councilors.

Arizona Coalition for Military Families

- Be Connected Implementation in ARIZONA@WORK offices.
- Be Connected primary resource navigation tool for veterans
- Skillbridge MOU ARIZONA@WORK.

Veteran Affairs VA

- Chapter 31 program, joint referral program for Veterans enrolled in VA Vocational Rehabilitation program.

Homeless Veterans Reintegration Program (HVRP)

- Co Enrollment Program with DVOP program.

