



Innovative Workforce Solutions

**WORKFORCE ARIZONA COUNCIL  
BOARD MEETING (Q4)**

Tuesday, November 30, 2021  
1:00 p.m. – 3:00 p.m.  
Arizona Commerce Authority

**Minutes**

**Members Present**

Dawn Grove - Karsten Manufacturing  
Audrey Bohanan - Adelante Healthcare  
Jeff Fleetham - Arizona Registrar of Contractors  
Supervisor Bill Gates - Maricopa County Board of Supervisors  
Allison Grigg - Arizona Chamber of Commerce  
Sheryl Hart - Arizona Department of Education  
Will James - Centene Corporation  
Dennis Anthony - Arizona Apprenticeship Advisory  
Gretchen Kitchel - SRP  
Larry Lucero - Tucson Electric Power  
David Martin - Arizona Chapter, Associated General Contractors  
Karen Molina – Raytheon  
Susan Anable - Cox Communications  
Mayor Jen Miles - City of Kingman  
Joanne Osborne - Arizona House of Representatives  
Greg Anderson - Summit Healthcare

Brian Rice - Hensley Beverage  
Jonathan Schmitt - ASU  
John Walters - Liberty Mutual  
Thomas Winkel - Arizona Coalition for Military Families  
Michael Wisheart - Arizona Department of Economic Security

**Members Absent**

Todd Graver - Freeport McMoRan  
Stephen Macias - Pivot Manufacturing  
Alex Horvath - Tucson Medical Center  
Mark Gaspers - Boeing  
Sandra Watson - Arizona Commerce Authority  
Randall Garrison - FinTek Industries

**I. Call to Order - 1:05 p.m.**

**II. Roll Call**

**III. Welcome**

Chair Dawn Grove welcomed everyone and shared a success story from NACOG and ARIZONA@WORK Yavapai County that was able to deliver the services needed to job seekers and employers in the area.

#### **IV. Chair's Report**

Chair Grove reported on the economic success of Arizona and the continued growth within the In-Demand industries and specifically the manufacturing industry. She stated that Arizona's economy has nearly recovered from the pandemic and is a strong place for businesses to locate, grow and thrive.

#### **V. Call to the Public**

Joel Millman, ARIZONA@WORK Pinal County, expressed his appreciation for the Council members' participation in the workforce and economic development events. He thanked Mark Gaspers and Thomas Winkel specifically for their contributions.

Nidia Herrera, ARIZONA@WORK Yuma County, provided an overview of the discussions and outcomes from the Arizona Workforce Association (AWA) meeting. She stated that the AWA would like to request an extension for the local areas to review the State Plan.

#### **VI. Approval of Meeting Minutes – September 8, 2021**

Allison Grigg moved to approve the minutes from the September 8<sup>th</sup> Council meeting, seconded by Jeff Fleetham; motion was adopted unanimously.

#### **VII. Director's Update**

Ashley Wilhelm, Council Manager, provided an update on the work that has taken place in the last quarter including the release of an RFP for the Arizona Career Readiness Credential program. The Fall Symposium of the National Governors Association (NGA) with 75 State Workforce Board Chairs and Liaisons was a success with 90% of the agenda highlighting the workforce initiatives that are being led in Arizona. She stated that the technical assistance through the NGA, being provided by Educational Data Systems Inc. (EDSI) has started and they continue to gather input from the local areas, state workforce leaders and workforce stakeholders to develop process mapping of the process being used for engagement, case management and governance and performance. Ashley completed her update with the announcement that ACA is leading the State application for the Good Jobs Challenge grant through the American Rescue Plan.

#### **VIII. Innovation and Workforce: A Vision for the Future**

Brian Sherman, Chief Innovations Officer for the ACA gave a vast overview of various initiatives and programming that the ACA is focused on for the immediate future:

- A.** Unified, Statewide Approach – How the ACA is aligned with other state and local government agencies, non-profits, the private sector and educational entities to approach the future of the Arizona Economy
- B.** Arizona Advanced Technology Network – A unified and standardized curriculum that was developed by 3 community college systems with the I-10 corridor to promote training and certification in Automated Industrial Technology
- C.** DRIVE48 – A new state-of-the-art training facility for advanced manufacturing training that features cutting-edge robotics and hands-on training room located at Central Arizona College in Pinal County
- D.** AM48 – A statewide strategy for development and expansion of advanced manufacturing through the Build Back Better Grant Opportunity. Included STEM and workforce pathways, infrastructure for the supply-chain ecosystem, expansion of the DRIVE48 center model and leveraging Arizona's entrepreneurship network
- E.** National Semiconductor Economic Roadmap – Initiative to build an economic roadmap for the semiconductor industry that includes workforce development, supply chain, infrastructure and entrepreneurship. Initiative was launched in September and will take a year to implement.

## **IX. State Plan Modifications and Implementation of State Plan Strategies**

Ashley Wilhelm explained that the State Plan Modifications are completed every two years of the four-year plan. The State Plan modification is currently underway. The modifications reflect changes in the labor market and economic conditions (or in other factors affecting the implementation of the State Plan.) The modifications are due to the US Department of Labor in April 2022 (guidance has not yet been provided by the DOL). The draft has been released for public comment. The final draft will be available for Council review in January 2022.

## **X. Workforce Consultant – EDSI**

Ashley Wilhelm notified the Council that ACA has contracted with a consultant from Education Data Systems Inc. (EDSI) to assist with the continued implementation of 2021 goals and priorities and recommendations to help set priorities for 2022. In addition, EDSI was contracted to assist with developing the grant narrative and application for the Good Jobs Challenge Grant Opportunity through the Economic Development Administration, due on January 26, 2022 and the no-cost technical assistance provided by the NGA.

Ken Mall, Managing Director for EDSI, discussed how their technical assistance will focus on mapping program and service delivery processes to identify gaps and areas for improved efficiency and consistency throughout the state. Processes to be mapped include; comprehensive employer engagement, job seeker awareness and engagement, direct engagement with businesses and job seekers, case management and governance and performance tracking and accountability.

## **XI. Committee Reports**

### **A. Strategic Communications Committee**

1. Implementation of State Plan Strategies
2. ARIZONA@WORK Brand Policy
3. Digital Communication Strategies
4. Council Annual Report (communication & distribution strategy)
5. Annual Council Convening

Committee Chair Bill Gates reviewed the committee's work on implementation efforts for State Plan Strategies on communication and outreach and coordination of efforts. Arizona State Plan Summary. He also gave an update on the upcoming Workforce Convening being held on December 14<sup>th</sup> at the ASU Skysong facility.

### **B. Performance Excellence Committee**

#### **1. Local Board Recertification - Discussion and Vote**

Gretchen Kitchel reviewed the committee's work on implementing the State Plan Strategies, the Certification and Continuous Improvement of One-Stop Centers, the Council Policy Alignment, Effective Local Boards, Local Board Recertifications, and Local Plan Reviews.

Gretchen explained that the Committee reviewed the outstanding Job Center Certification process for the local boards and is recommending that the Council fully certify City of Phoenix, Coconino, Pima, Santa Cruz, Southeastern AZ, and Yuma and provisionally certify Maricopa, Mohave/La Paz and Yavapai. Two local areas were delayed in their job center certification process due to the relocation of their job centers (Northeastern AZ and Pinal) and one local area did not submit documentation yet (Nineteen Tribal Nations).

Greg Anderson moved to approve the recertification of the City of Phoenix, Coconino, Pima, Santa Cruz, Southeastern AZ, and Yuma County and provisionally certify Maricopa, Mohave/La Paz and Yavapai. Joanne Osborne seconded the motion. The motion was adopted unanimously.

## **C. Measuring Effectiveness Committee**

### **1. Technology Plan - Update**

Committee Chair John Walters summarized the committee's work on implementing the State Plan Strategies, and went on to review the Technology Plan updates as well the US Department of Labor Performance Report as well as the Council Report. He provided an overview of the latest data highlighted in the Council Report:

- 56,071 Total Participants Served
- 38,907 Total Participants Completed Career & Training Services
- \$93,238,884 Total spent on career & Training Services
- 101,421 Barriers to employment identified
- 70% Business Satisfied with services received
- 2915 credentials earned

## **D. Quality Workforce Committee**

### **1. Workforce Committee Update**

#### **a. Training Providers & Training Program Eligibility - Discussion (1) Defining Standards for Eligible Training Provider List**

Larry Lucero and Thomas Winkel summarized the committee's work on implementing the State Plan Strategies, and went on to review the strategy implementation considerations for training provider and program eligibility which includes regional planning, funding matrix and digital literacy skills. They explained that the Committee heard from the National Skills Coalition at their meeting this quarter to provide them with an understanding on how other states are utilizing their Eligible Training Provider List (ETPL) to help the Committee and Council determine how Arizona would like to develop and utilize their ETPL to support employment and training programs and target growing and emerging industries.

## **XII. Council Member Remarks**

Dawn Grove was recognized for her 6 years of service as Board Chair and thanked for her service through a presentation of a certificate.

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## **XIII. Upcoming Council Meetings**

- A.** February 22, 2022 1:00 p.m. - 3:00 p.m. (Quarter 1)
- B.** May 24, 2022 1:00 p.m. - 3:00 p.m. (Quarter 2)
- C.** August 30, 2022 1:00 p.m. - 3:00 p.m. (Quarter 3)
- D.** November 29, 2022 1:00 p.m. - 3:00 p.m. (Quarter 4)

## **XIV. Adjournment**

The meeting was adjourned at 3:00 p.m.