

**Minutes of the Maricopa County Workforce Development Board Youth Committee Meeting**

**Monday, April 27, 2020 at 10:30 a.m.**

**REMOTE MEETING**

**WebEx: <https://mcwdb-1095-9b71.my.webex.com/meet/mcwdb>**

**Phone: 1-510-338-9438; Access Code/Meeting ID: 625 125 871**

**Members Present:** Elizabeth “E” Cole (Ph.), Pedro Huerta (Ph.), Shawn Hutchinson (Ph.), Susan Morris (Ph.), Traci Ayre (Ph.)

**Members Absent:** Felix Moran, Jessica Larsen

**Call to Order**

Youth Committee Chair, Elizabeth Cole, called the Youth Committee meeting to order at 10:53 a.m.

**Roll Call** – WDB Liaison, Nancy Avina took roll. Quorum was present.

**Welcome/Introductions** - Chair, Cole welcomed attendees and committee members to the youth committee meeting and provided several open meeting law reminders.

**Presentation, Discussion and Possible Action: FY20 Budget Increase Proposal\***

Chair Cole shared brief remarks on COVID-19, as well as on a proposal by Workforce Development Assistant Director, Tom Colombo requesting a FY20 budget increase in response to impacts of COVID-19. Mr. Colombo shared the steps other entities have taken in response to COVID-19. Mr. Colombo provided a high-level overview and background information on the presentation provided to the full board, on the proposal to increase staff levels. Committee clarifying questions, concerns and comments addressed.

Shawn Hutchinson made a motion to approve the requested finding increase as presented by Mr. Colombo. David Drennon seconded the motion. Brief comments made on participant needs and importance of taking action. Board Liaison, Nancy Avina called role for vote.

Ayes: Elizabeth E. Cole, Traci Ayre, Pedro Huerta

Nays: Shawn Hutchinson, Susan Morris, David Drennon

Motion did not pass.

Ms. Cole inquired on next steps. Ms. Avina informed another meeting could be scheduled to discuss other options/alternatives. Ms. Cole will inform the Full Board of outcome of the meeting.

**Call to the Public**

Chair, Cole called for public comment. No public comment was made.

**Adjourn**

Chair, Cole adjourned the meeting at 11:26 a.m.

*\*For More Information Contact MCWDB Staff at: [MCWDB@maricopa.gov](mailto:MCWDB@maricopa.gov)*

## Minutes of the Maricopa County Workforce Development Board Youth Committee Meeting

Wednesday, March 11, 2020 at 9:30 a.m.

WDB Staff Office

701 W Jefferson St. Ste 104 Phoenix, AZ 85007

WebEx: <https://mcwdb-1095-9b71.my.webex.com/meet/mcwdb>

Phone: 1-510-338-9438; Access Code/Meeting ID: 625 125 871

**Members Present:** Elizabeth “E” Cole, Felix Moran, Pedro Huerta, Shawn Hutchinson (Ph.), Susan Morris (Ph.), Traci Ayre

**Members Absent:** David Drennon, Jessica Larsen

### **Call to Order**

Youth Committee Chair, Elizabeth Cole, called the Youth Committee meeting to order at 9:30 a.m.

- **Welcome, Introductions and Chair’s Remarks** – Chair, Cole welcomed attendees and committee members to the youth committee meeting. Public introductions held. Chair Cole provided several open meeting law reminders.
- **Roll Call** – WDB Liaison, Nancy Avina took roll. Quorum was present.

### **Youth Success Stories\***

Chair Cole, shared a success story provided by Tina Luke, Title IB services provider. In addition, Ms. Cole briefly shared on successes from national adult honor society inductions, including two whom were youth. Ms. Cole reminded partners to share success stories with the committee. Various comments were provided on the success story shared including sharing it on a public facing website as well as, on the importance of soft/critical/essential skills.

### **Approval of January 8, 2020 Meeting Minutes\***

Chair, Cole, asked for a motion to approve the previous meeting minutes. Traci Ayre made a motion. Felix Moran seconded the motion. In favor: Elizabeth “E” Cole, Felix Moran, Pedro Huerta, Shawn Hutchinson (Ph.), Susan Morris (Ph.), Traci Ayre. Opposed: none. Motion carried.

### **Chair Report**

Chair Cole provided highlights on the following:

- **Full Board activity from a youth perspective** – An update was provided on the Audit Committee purpose, timeline and decision to dissolve, as well as the Full Board action to elevate issues to the Governor. An update was provided on the action to move toward a 501-c3 and the vision of that moving forward. Brief discussion was held on what the committee can do to assist. Chair Cole also informed how the different title partners are getting involved in elevating the issues. Chair Cole further informed on title II RFP’s and the board’s involvement in reviewing those and providing recommendations to the department of education. In addition, Chair Cole informed on the update provided on the addendum between title II and title 1B.
- **MCWDB Budget** – A summary was provided on the status of the MCWDB budget. Ms. Cole informed the MCWDB’s budget was submitted at level funding.
- **Other Youth Committee Chair activity updates** – No other updates provided.

### **Arizona Future Presentation on the Retail Sector\***

A presentation was given on the retail sector, the retail works initiative and the national retail credential by Holly Kurtz from the Center for the Future of Arizona (please refer to PowerPoint presentation attached). Brief comments added by committee members on the retail sector.

## **Youth and Employer Experience in the Maricopa County Workforce System Presentation and Discussion**

Due to time constraints Chair Cole, tabled the presentation and discussion until the next committee meeting.

### **General Announcements & Action Item review resulting from meeting**

Chair Cole provided closing comments and informed on her desire to improve the system. Ms. Cole shared brief information on an Edge program and informed it may be work visiting a presentation at a future meeting. Event announcements included:

- Traci Ayre shared on attending the 40<sup>th</sup> annual youth summit.
- Shawn Hutchinson shared information on the phoenix electrical apprenticeship program taking applications online for submission 24/7 beginning 3/13.
- Chair Cole shared on a conference occurring in Tucson for the AZ association life long learning and presenters.

### **Call to the Public**

Chair, Cole called for public comment. No public comment was made.

### **Adjourn**

Chair, Cole adjourned the meeting at 10:36 a.m.

*\*For More Information Contact MCWDB Staff at: [MCWDB@maricopa.gov](mailto:MCWDB@maricopa.gov)*



CENTER FOR THE  
FUTURE OF ARIZONA



# RETAILWORKS AZ

OVERVIEW FOR MCWDB YOUTH  
COMMITTEE MEETING

March 11, 2020

[arizonafuture.org](http://arizonafuture.org) #arizonafuture #TheArizonaWeWant #azprogressmeters

# RetailWorks AZ Overview Agenda

- **Brief Introduction to CFA & RetailWorks AZ**
- **Why Retail Roles/Careers for Youth?**
- **Skills Gained in Retail Work**
- **Retail Credentials**
- **Embracing Retail as a Sector of Opportunity**



# OUR MISSION

THE CENTER FOR THE FUTURE OF ARIZONA

BRINGS ARIZONANS

TOGETHER

TO BUILD A BRIGHT FUTURE FOR OUR STATE.



# ARIZONA PROGRESS METERS



Jobs



Education



Young Talent



Health and Well-being



Natural Resources



Infrastructure



Civic Participation



Connected Communities



# RETAILWORKS AZ

## Supports Frontline, Entry-level Retail Workers



**20+ major retailers engaged to bring education and training together to support retail workers in AZ**

### Why does it matter?

**Retail is the 3<sup>rd</sup> largest employment sector in the Phoenix MSA (234,700 jobs) and contributes \$17+ billion to the Gross Regional Product (2018)**

### Why it's important to AZ's future?

**47% of the retail workforce is under the age of 35**

**Many Arizonans first job experiences and work skills are acquired in retail**

### How does it transform?

**Initiates long-term career pathways for young people and continually supplies skilled workers into Arizona's talent pipeline**

**HOW DO WE MAKE IT EASIER AND  
FASTER FOR RETAIL WORKERS TO  
MOVE UP THE CAREER LADDER IN  
RETAIL?**

# HOW DO WE IMPACT THE ECOSYSTEM SUPPORTING RETAIL TALENT DEVELOPMENT?

- **EMPLOYERS**

- **EDUCATION (K-12, ADULT ED & COMMUNITY COLLEGES)**

- **ARIZONA@WORK – MARICOPA COUNTY & CITY OF PHOENIX**

- **COMMUNITY-BASED ORGANIZATIONS**

- **CHAMBERS OF COMMERCE & ASSOCIATIONS**

- **PRACTICES & POLICIES**

# Transformation of Retail

## Highlights:

- “Rumors of the death of the store are greatly exaggerated. Successful retail models are those with a focus on **creating experiences** and providing **expertise**.”
- “Consumers are no longer going to the store for product, they’re going for **people**. They are going for expertise and speed. People are their organic intelligence.”
- “Digital needs **physical**. **Physical** needs digital.”
- “The path to consumer nirvana will consist of unique **experiences**, transparency, **operational efficiencies** and a vigilance on **reducing pain points** in the shopper journey.”



# Talent Implications

## Top Implications:

- “Today’s in-store roles still require a **friendly face and strong work-ethic** – the roles have just been redefined.” (Scott Galloway)
- “Skills for the job are shifting. The role is less about folding sweaters as it is about selling them. Retailers are looking for the **skills to communicate and sell.**” (NRF)
- “Retailers are more likely looking for employees with an education or credential. 15% of the job postings in 2007 had formal education as a preference; **in 2017 that preference is 23%.**” (NRF)
- “Retailers need to adjust to candidate/employee expectations – workers want to advance their skills and education. Employers who offer **ongoing training opportunities and a pathway to future positions** might see lower turnover and great engagement from their front-line workers.” (NRF)



# Retail Employer Network

 **CVS** pharmacy<sup>®</sup>

 **Burlington**  
coat factory

 **Bashas'**

 **LOS ALTOS**  
**RANCH MARKET**<sup>™</sup>

 **TJX**<sup>®</sup>  
THE TJX COMPANIES, INC.

 **GAP**

 **BEST BUY**

 **SAFEWAY**

 **Smart & Final**<sup>®</sup>

 **Walgreens**

 **Albertsons**<sup>®</sup>

 **PET SMART**

 **GOODWILL**  
of Central & Northern Arizona

 **Walmart**

 **KOHL'S**

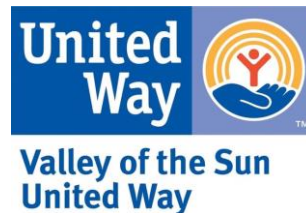
 **fruy's**

 **LOWE'S**<sup>®</sup>

 **WinCo**  
**FOODS**

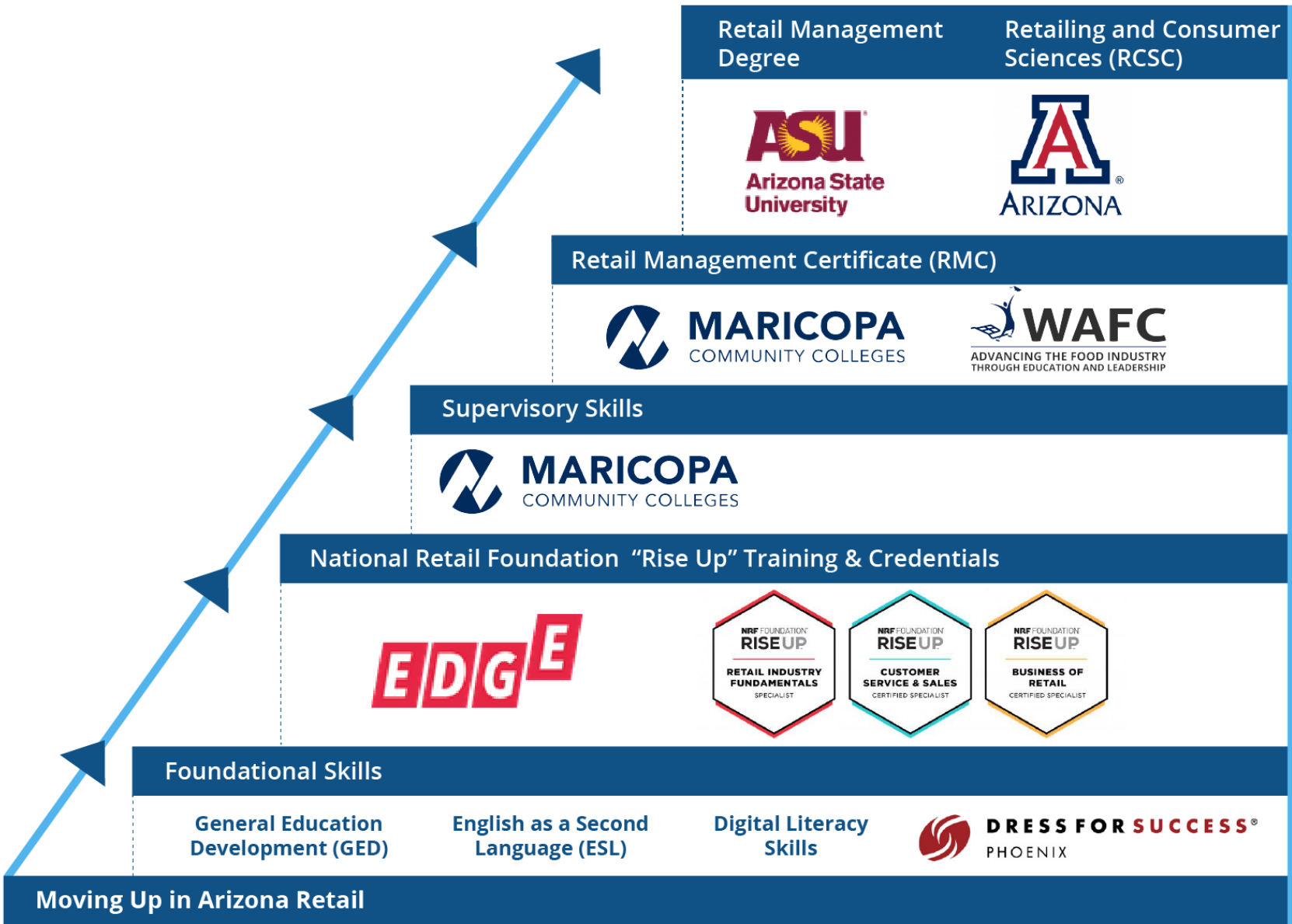
 **ACE**<sup>®</sup>  
The helpful place.

# Workforce Partners



Literacy Volunteers  
OF MARICOPA COUNTY, INC.

TRAINING & EDUCATION



Moving Up in Arizona Retail



# National Retail Federation RISE-Up Credential

## FREE RETAIL TRAINING & CREDENTIAL



Chicanos Por La Causa, Inc.  
WORKFORCE SOLUTIONS

retail  
industry  
training &  
credential

Final  
Classes  
for 2018

**NRF** NATIONAL  
RETAIL  
FEDERATION®



# Retail Industry Fundamentals – Credential Certificate



NRF FOUNDATION  
has conferred upon

Lori Howard

the credential in  
**RETAIL INDUSTRY  
FUNDAMENTALS**

for fulfilling curriculum requirements and  
passing a comprehensive exam.

Credential Number: 54699099

Credential Date: October, 23, 2019

A handwritten signature in black ink, appearing to read "Ellen R. Davis".

Ellen Davis, President, NRF Foundation SVP, National Retail Federation

NRF FOUNDATION  
**RISEUP**

# High Impact Career Elements for Youth



# Preparing Youth for Retail Roles and Careers with Transferrable Skills to Other Sectors

- Most young people get little advice about education pathways to careers, and career possibilities – including retail as a gateway to other sectors and a way to gain employability skills
- Few families understand the future labor market—or even the current one (i.e. retail is growing not shrinking)
- Teachers typically have little experience in contemporary high-growth industries, have outdated information about gateway sectors like retail and know little about labor market data and shifts in education and workforce





**NOTICE OF MEETINGS FOR 2020-2021**  
**MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD**  
**AND THE MCWDB EXECUTIVE COMMITTEE, AND MCWDB YOUTH COMMITTEE**

(Prepared in compliance with A.R.S. §38-431.02)

The Maricopa County Workforce Development Board and/or the above referenced Committees may vote to recess into an executive session for the purpose of obtaining legal advice from the Board’s attorney on any matter listed on an agenda pursuant to ARS §38-431.03(A)(3), or for any other matter authorized under ARS §38-431.03, which has been specifically listed on the meeting agenda identifying the statutory basis for executive session consideration.

NOTICE IS HEREBY GIVEN to the General Public that the Maricopa County Workforce Development Board, and/or the above referenced Committees, will hold meetings open to the public as follows:

<b>DAY</b>	<b>DATE</b>	<b>TIME</b>	<b>TYPE</b>
Wednesday	July 1, 2020	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	July 8, 2020	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	July 22, 2020	9:30 a.m.	Regular MCWDB Meeting
Wednesday	August 5, 2020	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	August 12, 2020	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	August 26, 2020	9:30 a.m.	Regular MCWDB Meeting
Wednesday	September 2, 2020	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	September 9, 2020	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	September 23, 2020	9:30 a.m.	Regular MCWDB Meeting
Wednesday	October 7, 2020	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	October 14, 2020	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	October 28, 2020	9:30 a.m.	Regular MCWDB Meeting
Wednesday	November 4, 2020	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	November 11, 2020	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	November 18, 2020	9:30 a.m.	Regular MCWDB Meeting
Wednesday	December 2, 2020	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	December 9, 2020	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	December 16, 2020	9:30 a.m.	Regular MCWDB Meeting
Wednesday	January 6, 2021	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	January 13, 2021	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	January 27, 2021	9:30 a.m.	Regular MCWDB Meeting
Wednesday	February 3, 2021	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	February 10, 2021	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	February 24, 2021	9:30 a.m.	Regular MCWDB Meeting
Wednesday	March 3, 2021	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	March 10, 2021	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	March 24, 2021	9:30 a.m.	Regular MCWDB Meeting
Wednesday	April 7, 2021	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	April 14, 2021	9:30 a.m.	Regular MCWDB Youth Committee Meeting

Wednesday	April 28, 2021	9:30 a.m.	Regular MCWDB Meeting
Wednesday	May 5, 2021	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	May 12, 2021	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	May 26, 2021	9:30 a.m.	Regular MCWDB Meeting
Wednesday	June 2, 2021	9:00 a.m.	Regular MCWDB Executive Committee Meeting
Wednesday	June 9, 2021	9:30 a.m.	Regular MCWDB Youth Committee Meeting
Wednesday	June 23, 2021	9:30 a.m.	Regular MCWDB Meeting

**LOCATIONS:** Meeting locations may vary. Meeting locations will be identified on meeting agendas (remote participation also available).

**NOTE:** Agendas are available at least 24 hours prior to each of the above scheduled meetings at the following website: <https://arizonaatwork.com/locations/maricopa-county/local-board/meetings> or in the Human Service Department office, 234 N. Central Avenue, 3<sup>rd</sup> Floor, Phoenix, Arizona, Monday through Friday, between the hours of 8:00 a.m. to 5:00 p.m.

**Approved:**

**Posted:**

**Amendments (in red below):**

Executive Sessions are always preceded by an open meeting as per A.R.S. §38-431.03, and are held in compliance with one or more of the following statute(s).

A.R.S. §38-431.03.1 - Personnel matters

A.R.S. §38-431.03.2 - Records exempt by law from public inspection

A.R.S. §38-431.03.3 - Legal advice

A.R.S. §38-431.03.4 - Litigation; contract negotiations; settlement discussions

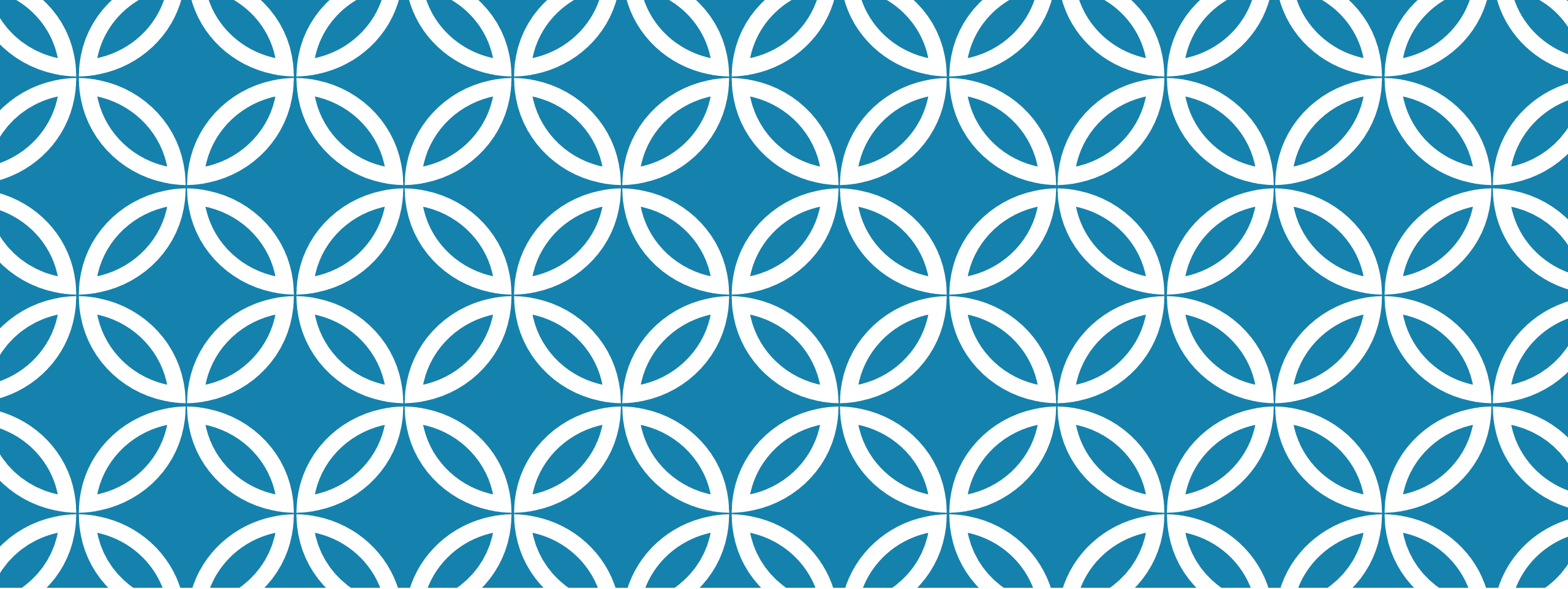
A.R.S. §38-431.03.5 - Personnel matters dealing with employee organizations

A.R.S. §38-431.03.6 - International and interstate negotiations

A.R.S. §38-431.03.7 - Purchase sale or lease of real property

CC: Board Members

Committee Members



**ARIZONA@WORK-MARICOPA COUNTY**

**Youth Program Update**



# YOUTH OUTREACH

## **Target Populations:**

Homeless

Justice Involved

Foster Care

Pregnant or Parenting

English Language Learners

Youth with Disabilities

## **Leverage Existing Relationships:**

Tempe College Connect

Occupational Skills Training Providers

Adult Education Programs

Opportunities for Youth (OFY)

- Leadership & Reengagement Center meetings
- Zoom Presentation to 63 Community Partner participants

Arizona Coalition for Military Families

SkillBridge Program for Veterans

# YOUTH OUTREACH

## **CURRENT**

Current Participants

Catholic Charities Unaccompanied Minor Program

Keys to Success

Thrive – (transitional housing for aged out foster youth)

Home Base

Bloom 365

The Florence Project

Hope's Crossing

Terros Health

Pascua Yaqui Tribe – Guadalupe

Maricopa County Juvenile Probation

**NEW** (Phone Call, Flyer and [Maricopa.gov/findajob](https://www.maricopa.gov/findajob))

One n Ten

UMOM

Florence Crittendon

Foster AZ Housing Project

Black Family & Child Services

Hope Women's Center

Parents as Teachers

Teen Outreach Pregnancy Services

Father Matters

Canyon State Academy

# CASELOAD UPDATES

## **Online Training Stress**

“My beauty school is doing online classes 8 hours a day....it gives me extreme anxiety.” (Alexis)

“Online school is weird for me since I’ve never had to do school stuff like this.” (Carlos-Pharmacy Tech)

“I’m not really liking these classes being online. I feel like I am falling behind because it’s just not the same as actually going to school and being there to learn physically. I sleep all through the day after my classes end.” (Esteban – Pharmacy Tech)

“This wasn’t how I was expecting to start school and learn. It’s disappointing.” (Sam – Medical Assisting w/ Phlebotomy)

“I don’t have internet and the libraries are closed (foster youth – he is using the computer lab at our office from time to time). (Mael – Med. Asst. w/ Phlebotomy)

# CASELOAD UPDATES

## **Impact**

“I did really well finally on a practice test for GED and now I can’t take it and I am afraid I will forget.”

Closed state Board Exam offices

Youth tested positive for COVID-19 5/5/20

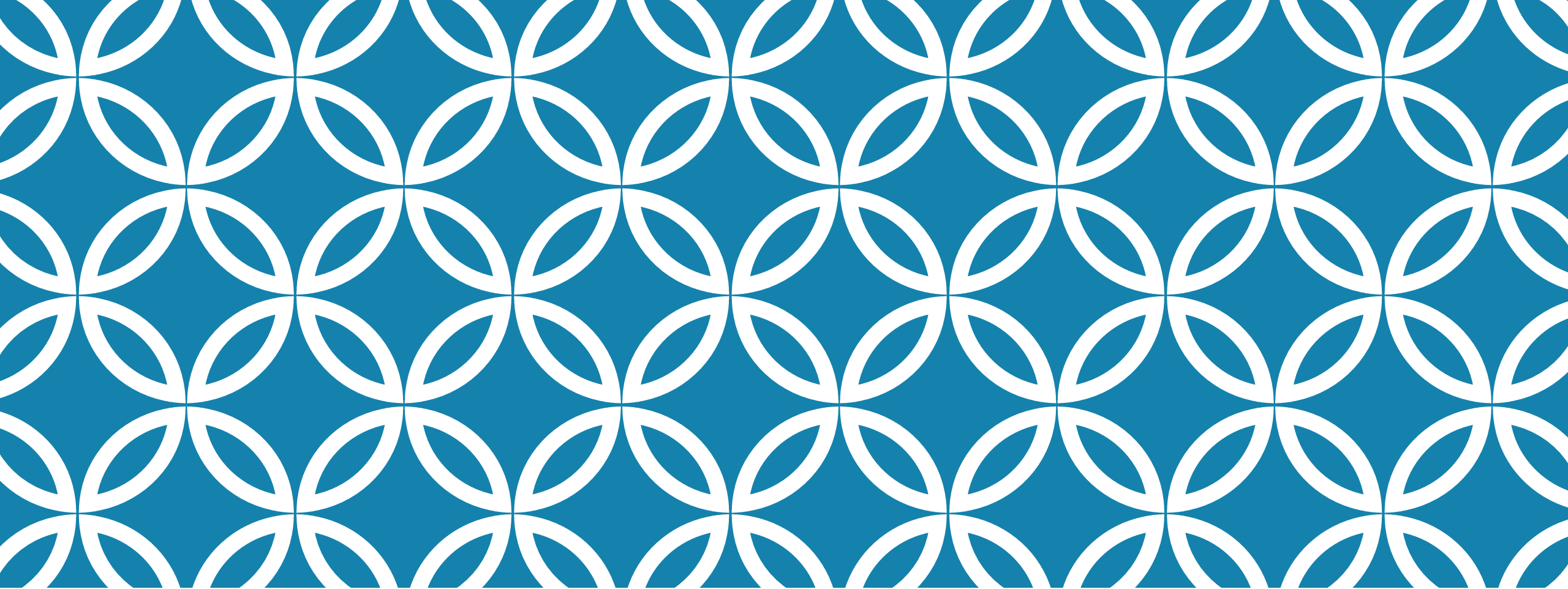
Family members who have passed away and/or test positive

Increasing requests for Comprehensive Counseling

Many youth don’t qualify for UI benefits

Postponing program participation due to living with grandparents or others at high risk

Fears that anti-immigrant sentiment has increased and will topple DACA



# EMPLOYER OUTREACH

Kevin Dumcum  
Business Services Supervisor

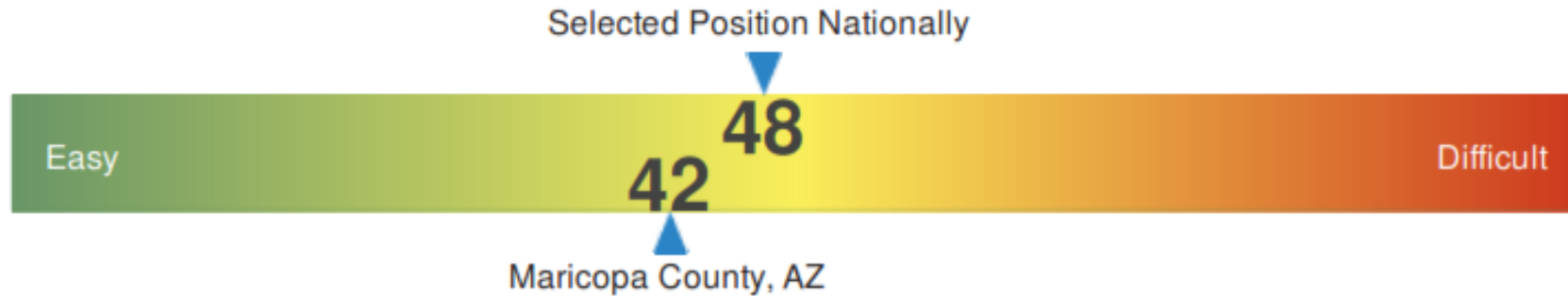
# BUSINESS SERVICES AND COVID-19

March 18 – sent an email blast to 2,746 businesses

- 207 replies from companies “hiring now.”
- All added to an “Immediate Hiring Needs” statewide list and posted on ArizonaAtWork.com.
  - Recently migrated to AZJobConnection.gov.
- “Immediate Hiring Needs” is continuously updated.
- Weekly email newsletter blasts to 2,746+ businesses, sharing information, resources, and to ask them to respond to us with new hiring or layoff needs.

# WHO IS HIRING TODAY

## HIRING SCALE



Potential Candidates in the workforce:

**2,129,000**

Direct Employers currently competing:

**7,768**

Open Jobs posted by Direct Employers:

**53,793**

Average posting duration

**29**  
days

Compared to 11,000 Direct Employers and 85,000 Available Job Openings at beginning of year

# EMPLOYER REFERRAL AND OUTREACH

ARIZONA@WORK local areas

Arizona Commerce Authority

Office of Economic Opportunity

City Economic Development

- City of Peoria
- City of Chandler

WESTMARC

Greater Phoenix Economic Council



# EMPLOYER REFERRAL AND OUTREACH

## Chambers of Commerce

- Greater Phoenix Chamber of Commerce
- Chandler Chamber of Commerce

## Best Companies AZ

## Career Connectors

## Pipeline AZ

## The Workforce Collaborative

## Maricopa Community College District

## Maricopa Corporate College

# CALL TO ACTION

Contact us at:

[MaricopaCountyBusinessServices@Maricopa.gov](mailto:MaricopaCountyBusinessServices@Maricopa.gov)



**THANK YOU**