



**NOTICE OF PUBLIC MEETING OF THE  
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD REGIONAL WORKFORCE INITIATIVES COMMITTEE**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Maricopa County Workforce Development Board Regional Workforce Initiatives Committee and to the general public that the Maricopa County Workforce Development Board Regional Workforce Initiatives Committee will hold a meeting open to the public on:

**Thursday, October 5, 2023 – 1:30 p.m.**

**County Administration Building**  
301 W. Jefferson, 2<sup>nd</sup> Floor (Room 250-05)  
Phoenix, Arizona

or

<https://www.gotomeet.me/MaricopaCountyWDB>

Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

The Agenda for the meeting is as follows:

***\*Indicates materials attached, please review/read prior to meeting.***

1. Call to order.

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2. Roll Call.

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3. Welcome and Opening Remarks.

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4. Chair Report.

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5. Information/Discussion Only.

- a. National Regional Best Practices\*
  - b. Regionalism Status Update
  - c. Strategic Plan Goal Review/Committee Goal Discussion\*
  - d. Greater Phoenix Economic Council's (GPEC) Regional Community Highlights\*
  - e. Central Arizona Regional Workforce Forum\*
  - f. MCWDB Committee Member Forum: Regionalism Efforts
- 

6. Call to Public.

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7. Adjourn.

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**NEXT MEETING: November 2, 2023**

*PUBLIC PARTICIPATION AND ACCESS: "The public must be allowed to attend and listen to deliberations and proceedings taking place in all public meetings, A.R.S. § 38-431.01(A); however, Open Meeting Law does not establish a right for the public to participate in the discussion or in the ultimate decision of the public body." Note: Agenda items may be taken out of order*

*"Equal Opportunity Employer/Program." "Auxiliary aids and services are available upon request to individuals with disabilities." A sign language interpreter, alternative format materials, or infrared assistive listening devices will be made available within 72 hours' notice. Additional reasonable accommodations will be made available to the extent possible within the time frame of the request. Arizona@Work: Maricopa County products and services are made available through federal funding provided by the Workforce Innovation and Opportunity Act (WIOA); serving Employers by aiding job seekers, adults, dislocated workers and youth.*



# Information/Discussion Only.

## National Regional Best Practices



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# Best Practice Guide for Regional Workforce Collaboratives

- A regional workforce collaborative coordinates local, cross-sector stakeholder efforts that help workers access good jobs, direct employers to the talent they need, and build more prosperous communities.
- Goes beyond one organization's initiative - creates a shared vision for a specific region and aligns resources (money, expertise, time) to advance that vision.

## Best Practice Steps

1. Identify the driving issue, challenge or idea and identify key players.
2. Create a shared sense of ownership and accountability.
  - together identify the goals and strategies to address duplication and achieve consensus.
  - Take time to build relationships, rapport and trust.
3. Make decisions collectively.
4. Highlight the ways a regional collaborative approach can support local areas by being partners.

## Types of Outcomes

- Share knowledge and expertise.
- Understand needs and gaps to develop solutions.
- Create greater alignment and coordinated leadership.
- Innovation and pilot programs.
- Coordinated voice.
- New funding streams.

Link to full guide: <https://nationalfund.org/wp-content/uploads/2022/06/Quick-Guides-for-Collaboratives.pdf>



# Information/Discussion Only.

## Strategic Plan Goal Review/ Committee Goal Discussion



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# Strategic Plan Goal Review & FY2024 Committee Goal Discussion

5 October 2023 | Jordan Dodeward, Career Pathways & Apprenticeship Strategist



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*FY 24 MCWDB New Committee*



# Regional Workforce Initiatives Committee



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# June 15, 2023 Full Board Proposal

## REGIONAL WORKFORCE INITIATIVES COMMITTEE

- Focus on outcomes of the 2023 Arizona Workforce Summit
- Regionalism is encouraged by WIOA
- Include members from:
  - \*Pinal County
  - \*City of Phoenix
  - \*Maricopa County
  - Other regional stakeholders

*\*ARIZONA@WORK Regional Partners*

# WIOA Law – Reference to Regionalism

## CHAPTER 2 – LOCAL PROVISIONS SEC. 106. WORKFORCE DEVELOPMENT AREAS (C) REGIONAL COORDINATION

### • (1) REGIONAL PLANNING

The local boards and chief elected officials in each planning region described in subparagraph (B) or (C) of subsection (a)(2) shall engage in a regional planning process that results in— (A) the preparation of a regional plan, as described in paragraph (2); (B) the establishment of regional service strategies, including use of cooperative service delivery agreements; **(C) the development and implementation of sector initiatives for in-demand industry sectors or occupations for the region; (D) the collection and analysis of regional labor market data (in conjunction with the State);** (E) the establishment of administrative cost arrangements, including the pooling of funds for administrative costs, as appropriate, for the region; (F) the coordination of transportation and other supportive services, as appropriate, for the region; **(G) the coordination of services with regional economic development services and providers;** and (H) the establishment of an agreement concerning how the planning region will collectively negotiate and reach agreement with Governor on local levels of performance for, and report on, the performance accountability measures described in section 116(c), for local areas or the planning region.

[REFERENCE: WIOA LAW](#)



# Strategic Plan Reference to Regionalism

## GOAL #2: EXPAND THE ROLE OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD IN REGIONAL ECONOMIC DEVELOPMENT EFFORTS

- **Strategy 2.A: Actively engage in partnerships with local and regional economic development organizations**
  - The Number of regional economic development partnerships and initiatives actively supported by staff and board members will be documented and reported.

[REFERENCE: STRATEGIC PLAN](#)

# Strategic Plan Reference to Regionalism

## GOAL #4: STRENGTHEN REGIONAL COLLABORATION AMONG THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD AND OTHER LOCAL WORKFORCE AREAS

- **Strategy 4.A: Explore best practices for regional collaboration**
  - This work will be documented by the submission of the Annual Report: Best Practice in Regional Collaboration by board staff. Participation in local and regional workforce-related initiatives will also be tracked and reported.
- **Strategy 4.B: Investigate the potential to establish a regional entity to support the pursuit of grants and other opportunities**
  - This work will be documented via a report on the annual meeting of regional workforce leadership, and/or annual progress reports on a regional collaboration charter
- **Strategy 4.C: Establish quarterly meetings to collaborate with other local workforce areas in addressing regional solutions to workforce development issues**
  - This work will be documented via records of the regional collaboration meetings and/or an annual progress report on regional collaboration



# REGIONAL INITIATIVES COMMITTEE FY 24 GOAL DISCUSSION



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# INITIAL COMMITTEE PLAN



- Informative Forum
- Central Arizona Regional Workforce Forum Event
- Regional Projects
- Best-in-Class Examples

# WHAT WOULD YOU LIKE TO SEE?



- What goals do you have for this committee as a committee member?
- What would you like to see come out of this committee at the end of our fiscal year?

# Committee Schedule

Fiscal Quarter	2023/2024			
	Q1	Q2	Q3	Q4
September		Oct. 5, 2023		
November		Nov. 2, 2023		
February			Feb. 1, 2024	
April				April 4, 2024



# Thank You



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# Information/Discussion Only. Greater Phoenix Economic Council's (GPEC) Regional Community Highlights



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# Greater Phoenix Greater Together



**Samantha Pinkal**

*Vice President, Business Development*

**Greater Phoenix Economic Council**

# Our Mission

To attract and grow quality businesses, and advocate for Greater Phoenix's competitiveness.

# Our Values

*The GPEC Way*

- We are an inclusive, diverse family
- We are change agents
- We lead from the front
- We promote intellectual curiosity
- We remain on the edge
- We are tenacious
- We are agile and adapt to change
- We are committed to selfless service



ABOUT GPEC

# GPEC by the Numbers

Over the last 34 years GPEC has fueled the regional economy, racking up some impressive stats along the way.

**985+**  
Regional Locates

**182K+**  
High-Quality Jobs

**\$66.3B**  
Capital Investment



# A Public-Private Partnership

GPEC works with 22 member communities, Maricopa County and more than 200 private investors to accomplish its mission, and serve as a strategic partner to companies across the world as they expand or relocate.

 **22**  
Member communities

 **200+**  
Private investors



# GPEC Services

GPEC's business development professionals and customized services demonstrate how this region can reduce operating costs and add value to your company.



01 Operating Cost Comparison

02 Connectivity To Key Resources

03 Regional Labor Market Data

04 Economic Impact Analysis

05 Site Selection Assistance

06 Public Relations Assistance



# GPEC's Regional Model

# Types of Economic Development Organizations

## Public

- Local governments
- Regional planning organizations
- State EDOs

## Private

- Non-profit EDOs
- Chambers of Commerce
- Community Development Corporations
- Community Development Financial Institutions

## Public-Private

- Policy planning organizations
- Implementation organizations



# Fundamentals of Economic Development



# Identify and Develop a Case for Regionalism

Public benefits from job creation are shared across the ecosystem.

## With cooperation:

Regional economics are more efficient

Better returns provided for the public



## Without cooperation:

Communities become polarized

Communities engage in negative behavior



# Building a Contemporary EDO

Criteria for a Modernized Business Model and Organization



Focus on market sustainability



Be flexible and move as dynamically as the marketplace



Include broad-based deliverables



Benchmark and measure against competitor markets



Be talent-based, focused on developing leaders within the community



Place emphasis on improving the region's market position

# Position Organization and Board as Thought Leaders

## Organizational Profile

01

Ability to gather/interpret data to motivate and mobilize; improving public policy is critical

02

Conduct ongoing market communication on groundbreaking events relative to the economy

03

Proactively seek earned media; serve as spokespersons for national press covering state and region, preserving market position and message

04

Lead discussion on region and state's competitiveness agenda

Board of Directors should have the highest standing within the community  
Executive team must comprise of region and state's most accomplished professionals

# Be a Service Organization

Set a course for the organization that will help the Governor and State Legislature achieve their goals

Be a reliable resource for Mayors and City Managers when it comes to building community plans and models

Promote universities, community colleges; support leadership and confirm their value to the economy

**Redefine the Opportunity**

Build strategies with Chambers of Commerce to align business community and economy

Be the economic authority, serving as region's "turn to" organization during times of duress or crisis

Develop an organization that mentors young leaders for future key positions in the region

# Be a Trendsetter Globally

- 1 Set standards of excellence in the delivery of services to communities
- 2 Build and develop strategies in international markets
- 3 Establish unique collaborations with institutions in the state that change behaviors
- 4 Set - versus manage - expectations that stretch the organization
- 5 Identify and shoulder critical community issues - embrace challenges, do not avoid them

# Create and Execute a 3-Year Strategic Plan



1  
Focus on an inclusive collaborative planning process with all key stakeholders and investors



2  
Build a professional recommendation for constituency to consider



3  
Maintain professional position as leader, also allowing for input into shaping of the plan by partners



4  
Understand the importance of delivering immediate results without compromising long-term viability



5  
Set measurable goals to help investors understand and calculate returns



6  
Create a vision for community to stretch leadership and excite the masses



7  
Execute and win - celebrate success!

# Create a Yearly Action Plan Aligned with the Strategic Plan



Use SMART goals to create an action plan:

- **S**pecific
  - **M**easurable
  - **A**chievable
  - **R**elevant
  - **T**imely
- 
- Identify specific tactics to accomplish your goals
  - Include milestones that will drive strategic outcomes



# Establish an Environment of Innovation

Mayors have public responsibilities, while CEOs answer to Wall Street – let's have some fun!



The regional EDO should be an off-balance-sheet risk vehicle for private industry and public bodies



Cultivate new ideas and try new things; learn from your mistakes but keep innovating



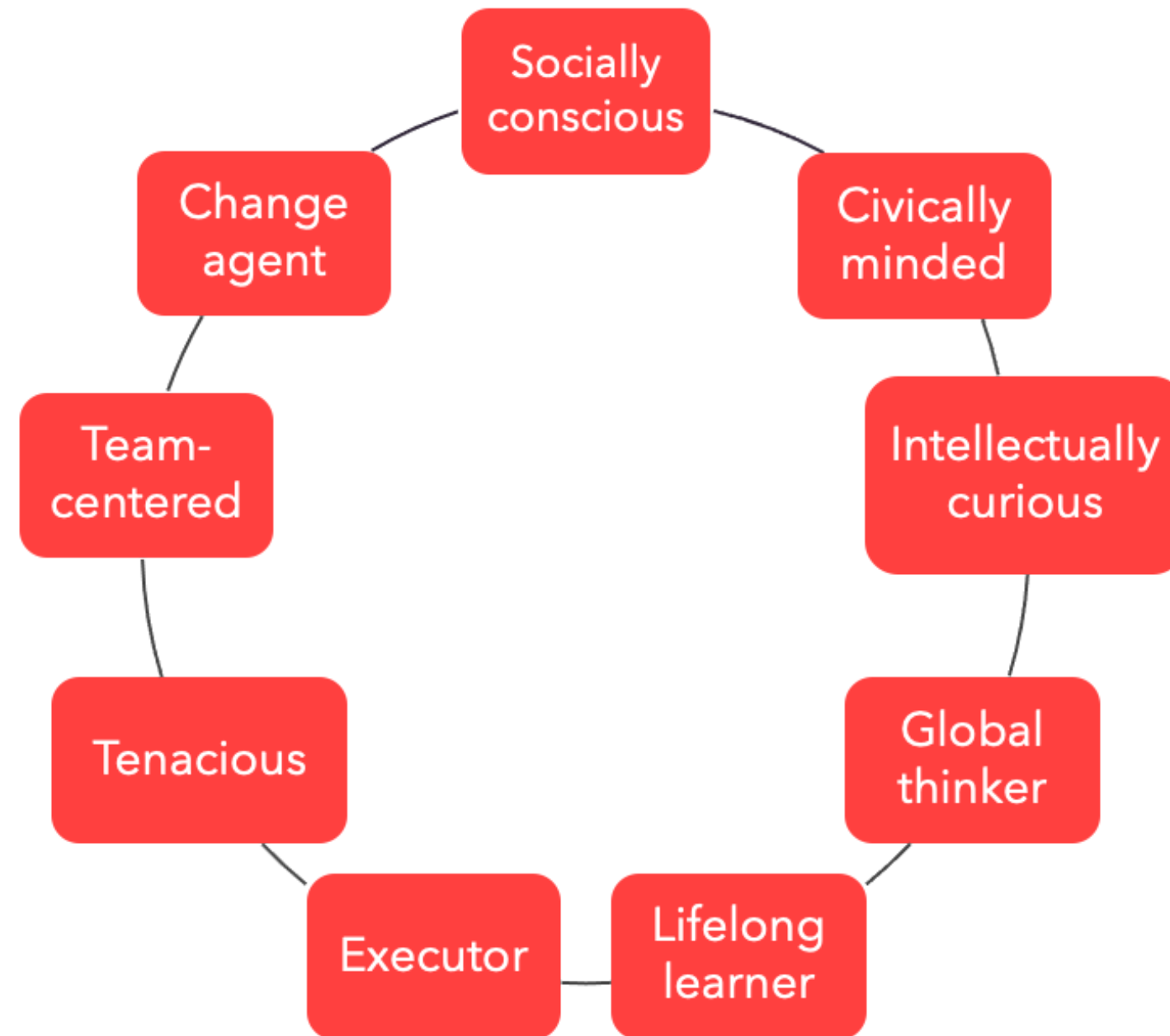
Stay cutting-edge -- early adopters drive the economy



# Building the Team



# Characteristics of a World-Class Team

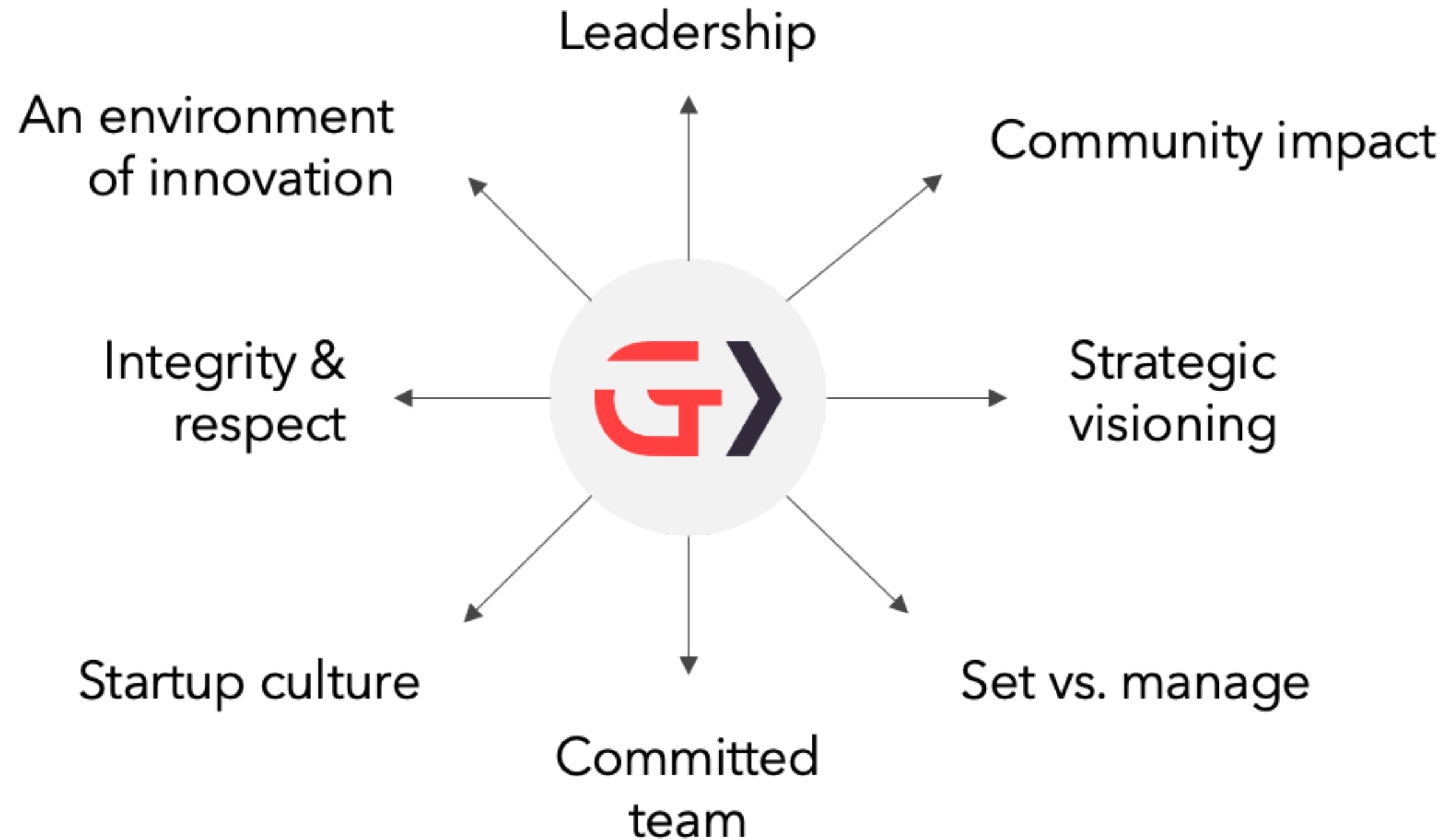


# Activity: Identify Your Core Values

- Accountability
- Achievement
- Adaptability
- Adventure
- Altruism
- Ambition
- Authenticity
- Balance
- Beauty
- Being the best
- Belonging
- Career
- Caring
- Collaboration
- Commitment
- Community
- Compassion
- Competence
- Confidence
- Connection
- Contentment
- Contribution
- Cooperation
- Courage
- Creativity
- Curiosity
- Dignity
- Diversity
- Environment
- Efficiency
- Equality
- Ethics
- Excellence
- Fairness
- Faith
- Family
- Financial stability
- Forgiveness
- Freedom
- Friendship
- Fun
- Future generations
- Generosity
- Giving back
- Grace
- Gratitude
- Growth
- Harmony
- Health
- Home
- Honesty
- Hope
- Humility
- Humor
- Inclusion
- Independence
- Initiative
- Integrity
- Intuition
- Job security
- Joy
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Legacy
- Leisure
- Love
- Loyalty
- Making a difference
- Nature
- Openness
- Optimism
- Order
- Parenting
- Patience
- Patriotism Peace
- Perseverance
- Personal fulfillment
- Power
- Pride
- Recognition
- Reliability
- Resourcefulness
- Respect
- Responsibility
- Risk-taking
- Safety
- Security
- Self-discipline
- Self-expression
- Self-respect
- Serenity
- Service
- Simplicity
- Spirituality
- Sportsmanship
- Stewardship
- Success
- Teamwork
- Thrift
- Time
- Tradition
- Travel
- Trust
- Truth
- Understanding
- Uniqueness
- Usefulness
- Vision
- Vulnerability
- Wealth
- Well-being
- Wholeheartedness
- Wisdom

Source: Brene Brown Dare to Lead

# What Employees Want from an EDO



# The GPEC Way

- We are an inclusive, diverse family
- We are change agents
- We lead from the front
- We promote intellectual curiosity
- We remain on the edge
- We are tenacious
- We are agile and adapt to change
- We are committed to selfless service

# The Role of the CEO



Strategic vision  
setting



Public/private  
coordination



Fundraising



Action Plan  
execution



External  
leadership



Board  
engagement

# Summary



EDO success is about people, leadership and market positioning



Investing in talent is GPEC's number one differentiator



Build a team of community loyalists



Manage the organization like a startup, not a non-profit or government entity



# Members and Investors

23

## Member Communities



190+

## Private Investors



## Investor Levels

\$180,000+ Visionary
\$120,000+ Champion
\$60,000+ Accelerator
\$30,000+ Builder
\$15,000+ Advocate
\$7,500+ Supporter

# Regional Cooperation Protocol Policy - GPEC and EDDT

1. Demonstrate a commitment to the positive promotion of the Greater Phoenix, specifically, GPEC member communities, as a globally competitive region.
2. Maintain the highest standards of economic development prospect handling, including confidentiality, without jeopardizing a prospect's trust to secure the probability of a regional locate. Partners agree to respect the prospect's request for confidentiality but also agree to notify each other as to the existence of a project with a confidentiality requirement when able and shall make a good-faith effort to involve the appropriate state, regional or local partners at the earliest possible time.
3. For projects that originate with a GPEC member community, GPEC will be available for confidential research access, topical expertise or as a service provider, to add value to the community in securing the project. Additionally, GPEC will not e-track the project unless the community lead makes such a request to do so.
4. Agree that regardless of the lead source, public locate announcements shall be coordinated among the company, GPEC member community, and GPEC to reflect inclusiveness and cooperation of all partners (subject to any confidentiality requirements).
5. Discourage the proactive offering of local, municipal financial incentives for existing jobs to companies with current operations in another GPEC community.
6. Work collectively to maintain a high level of trust and integrity by and between GPEC and the Economic Development Directors of GPEC member communities, utilizing differing views as an opportunity to learn.

# Private Sector Investor Benefits at a Glance

Benefit	\$180K+ Visionary	\$120K+ Champion	\$60K+ Accelerator	\$30K+ Builder	\$15K+ Advocate	\$7.5K+ Supporter
Recognition in marketing and research collateral as a top investor	X					
Prominent recognition in GPEC office and on GPEC homepage	X	X				
Invitation to top investor reception; custom marketing opportunities	X	X	X			
Opportunity to serve on Board of Directors	1 Seat	1 Seat	Eligible			
Invitation to Washington, D.C. ExecMission (Biennial)	Reg fee waived (1)	Eligible	Eligible	Eligible		
Hosting opportunities for corporate relocations	X	X	X	X		
Opportunity to serve on strategic planning council (GPEC Next)	X	X	X	X		
Opportunity to serve on GPEC Leadership Councils	All	All	3	2	1	
Custom research services	X	X	X	X	X	
Invitation to GPEC exclusive events; Ambassador Program	X	X	X	X	X	X



# ORGANIZATION

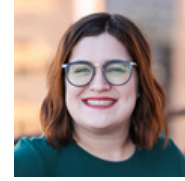
## Executive Office



**Chris Camacho**  
President & CEO



**Maureen Howell**  
Chief of Staff



**Alexis Peterson**  
Executive Assistant  
to the President & CEO

## Engagement



**Ashley Tupper**

Senior Vice President,  
External Relations



**Tim Bourcet**

Vice President,  
Corporate Development & Strategy & Marketing  
Community Engagement



**Lindsay Hahn**

Director, Engagement



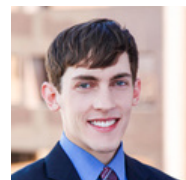
**Cora Rodriguez**

Manager, Investor  
Engagement & Events

## Research & Analytics



**Kristen Stephenson, CEcD**  
Senior Vice President,  
Research & Analytics



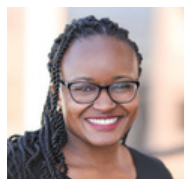
**Albert Stanton**  
Senior Data Scientist



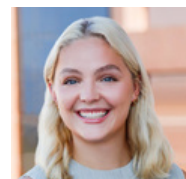
**Kevin Carranza**  
Senior Director,  
Business Intelligence



**Jairus Gallegosa**  
Research Analyst



**Fiona Onyango**  
Research Analyst

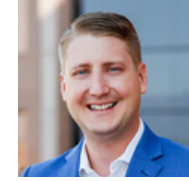


**Julie Ries**  
Research Analyst

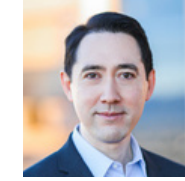
## Business Development



**Brad Smidt, CEcD**  
Senior Vice President,  
Business Development



**Thomas Maynard**  
Senior Vice President,  
Business  
Development



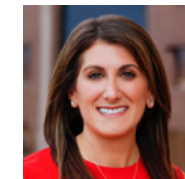
**Sean Fogarty**  
Vice President,  
International Business  
Development



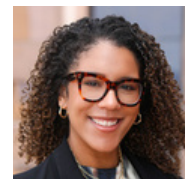
**Mark Paratore**  
Vice President,  
Business  
Development



**Samantha Pinkal**  
Vice President,  
Business  
Development



**Ashley Busada,  
CEcD**  
Vice President,  
Business Development



**Casey Gilchrist**  
Senior Director,  
International Business  
Development



**Zach Venvertloh**  
Director,  
Business Development

## Regional Initiatives

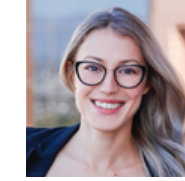


**Kathleen Lee**  
Senior Vice President,  
Regional Initiatives

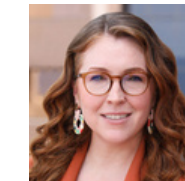


**Nikhil Dave**  
Fellow

## Marketing & Communications



**Serena Remy**  
Vice President, Marketing  
& Communications



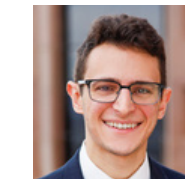
**Stefanie Carson**  
Art Director



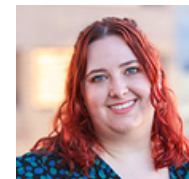
**Jessica Daley**  
Director, Digital  
Marketing



**Kalia Pang**  
Director,  
Communications



**Logan Newman**  
Manager, Marketing  
& Communications



**Casey Beauparlant**  
Social, Content &  
Graphic Coordinator

## Strategy



**Martha Miner**  
Senior Vice President,  
Human Resources



**Carol Hu**  
Vice President,  
Enterprise Solutions



**Jeannie Beck**  
Controller



**Chelsey Ogles**  
Office Administrator




# Greater Phoenix Greater Together



# Information/Discussion Only. Central Arizona Regional Workforce Forum



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# 2024 Central Arizona Regional Workforce Forum

5 October 2023 | Jordan Dodeward, Career Pathways & Apprenticeship Strategist



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# 2023 ARIZONA WORKFORCE SUMMIT



June 29 & 30th 2023

9:00 AM - 3:00 PM

Desert Willow Conference Center

Register today for the 2023 Arizona Workforce Summit! Hear from Governor Hobbs, National Workforce Leaders, Local Elected Officials, and subject matter expert panelists during a robust two day event.

## INSIGHTS INCLUDE:

WORKFORCE  
PARTNERSHIPS

ECONOMIC  
DEVELOPMENT

REGIONAL COLLABORATION  
AND SUCCESS



## SPEAKERS INCLUDE:



**Katie Hobbs**  
Governor of Arizona



**Ron Painter**  
National Association  
of Workforce Boards



**Rachael Stephens Parker**  
National Governors Association



**Jack Porter**  
National Governors  
Association

# 2023 Summit Details

- June 29 & 30
- Desert Willow Conference Center
- Maricopa, Pinal & City of Phoenix
- 300 attendees
- Guest Speakers
- Day 1: Prioritizing Partnerships
- Day 2: Prioritizing Regionalism
- Positive Feedback
- OEO Planning Yearly

# Summit Survey Results

Meet/Exceeded Expectations?

97% YES

Would Attend Again?

93% YES

## FAVORITE

- Panel Discussions 29%
- Ron Painter 18%

## LEAST FAVORITE

- None, all were great 29%
- Panel Discussion 14%

## FY24 PARTNER?

- NO 25%
- YES 14%

# Summit Survey Results

## Topics you wish were covered?

- Statewide referral system
- Registered apprenticeships
- Private entities to showcase their role in Workforce Development
- Colleges and University-focuses and challenges

# 2024 Summit Planning

OEO Partnering with ARIZONA@WORK Coconino & Pima Counties  
March 2024 in Flagstaff, AZ



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# 2024 Central Arizona Regional Workforce Forum Suggestions?



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# 2024 Wish List

## Date

Planning September 2024

## Place TBD

Looking for regional, low cost, event venues

## State

State perspective on workforce development

## Regional

Panel Discussions  
Local Elected Officials and leaders in K-12

## Boards

Panel Discussion  
Workforce Development Board leaders on best practices

## Breakout

Working Session  
Mapping out workforce strategies & solutions

# What would you like to see?



- What would you like to see change?
- What would you like to see added?
- What did you like?
- What did you dislike?
- What are your thoughts?

# Forum Planning – Next Steps



- Gather information from this Committee Meeting
- Form a planning group
- Confirm a location
- Create an agenda
- Develop a proposal
- Bring information back to this Committee





# Thank You



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