



NOTICE OF PUBLIC MEETING OF THE
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD EMPLOYER CONNECTION COMMITTEE

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

Thursday, April 11, 2024 – 9:30 a.m. - 10:30 a.m.

Teams Meeting ID: 291 268 975 841

Passcode: YXQGpf

Dial-in by phone

[+1 480-702-3496,,480683711#](tel:+14807023496,480683711#) United States, Phoenix

Phone conference ID: 480 683 711#

[Join the meeting now](#)

The agenda for the meeting is as follows:

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

1. Call to order.

2. Roll Call.

3. Welcome, Opening Remarks and Meeting Objectives. (5 minutes)

Meeting Objectives:

1. Review and discuss the current selection and any potential changes to the in-demand industries and occupations. Allow committee members to share their successes and challenges in fostering and enhancing partnerships.
-

4. Consent Agenda.

For Possible Action.

The Committee will consider and vote on the items on the consent agenda. Consent agenda is established to efficiently dispense the business of the MCWDB. These items will not be discussed unless a Member of the Committee asks to remove the item from the consent agenda.

- a. Meeting Minutes: December 7, 2023*
-

5. Chair Report.

6. Information/Discussion Only.

- a. In-Demand Industries/Occupations Research Presentation*
 - b. MCWDB Committee Member Forum: Partnerships
-

7. Call to Public.

8. Adjourn.

NEXT MEETING: October 3, 2024 (Pending Calendar approval)

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.



Consent Agenda.

Meeting Minutes



MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD
Employer Connection Committee

Thursday, December 7, 2023 – 9:30 a.m.

County Administration Building
301 W. Jefferson, 2nd Floor (Room 250-05)
Phoenix, Arizona

or

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

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

Members Present: Jacob Evenson, Julie Stiak, Konrad Robichaud, Marcia Veidmark, Matt Clark, Noelle Trinder
(Note: All members present attended in-person or via GoTo meeting)

Members Absent: Gregg Ghelfi, Ismial Rangel, Tami Martinez

MEETING

Call to Order.

Chair Robichaud called the meeting to order at 9:31 a.m. and requested a roll call.

Roll Call.

MCWDB Board Liaison Deseret Romero took roll. A quorum was present.

Welcome, Opening Remarks, and Meeting Objectives.

Chair Konrad Robichaud welcomed everyone to the meeting and thanked former Employer Connection Committee Chair Subhash Chandra for his service to the MCWDB Full Board and the Employer Connection Committee.

Chair Robichaud read the following objectives for the meeting.

1. Discuss how the board can contribute and collaborate in Pipeline AZ initiatives.
2. Provide recommendations on Service Provider progress on Apprenticeships and In-demand Industries.
3. Share initiatives, successes, challenges, and ideas regarding talent acquisition from a committee member's perspective.

Consent Agenda.

Meeting Minutes: October 5, 2023

MOTION:

Chair Robichaud for a motion to approve the MCWDB Employer Connection Committee October 5, 2023, Meeting Minutes. Matt Clark made a motion; Julie Stiak seconded the motion.

Chair Robichaud called for an all-in-favor vote:

In Favor: Jacob Evenson, Julie Stiak, Konrad Robichaud, Marcia Veidmark, Matt Clark, Noelle Trinder

Opposed: None

Abstained: None

Motion passed.

Chair Report.

Chair Robichaud again thanked former Employer Connection Committee Chair Subhash Chandra for his service to the MCWDB Full Board and the Employer Connection Committee. Chair Robichaud thanked the MCWDB for appointing him to the role of Employer Connection Chair.

Information/Discussion/Possible Action.

FY24 Committee Goals

Chair Robichaud provided a brief review of the FY24 Committee Goals discussed by the Committee at the October 5, 2023 meeting.

1. Continue to be a workforce innovation leader;
2. Adapt to market changes; and
3. Analyze the talent pipeline, including CTE pipeline.

MOTION: Chair Robichaud asked for a motion to approve the FY24 Committee Goals as presented. Marcia Veidmark made a motion; Noelle Trinder seconded the motion.

All in favor vote held:

In favor: Jacob Evenson, Julie Stiak, Konrad Robichaud, Marcia Veidmark, Matt Clark, Noelle Trinder

Opposed: None

Abstained: None

Motion passed.

Information/Discussion Only.

Business Success Story

Maricopa County Workforce Development Division Business and Community Service Supervisor Tara Thain shared a Business Success Story with the Committee.

Pipeline AZ Presentation

Pipeline AZ Director of Development Rabbanni FurQaan to share a presentation regarding PipelineAZ. Below are the highlights of his presentation. Below are the highlights from his presentation.

Pipeline AZ Presentation

- | | | |
|--------------------------|--|--|
| • Mission Statement | • What is Pipeline AZ? | • Partnerships |
| • Connecting Arizona | • Arizona’s Workforce Challenges | • Critical Steps of the Career Journey |
| - 155k Users | • Innovative Systems to Connect the Pipeline | • Support for Employers |
| - 361 Schools & Colleges | • College Solutions | |
| - 7.5K Companies | • Industry Solutions | |

The following Committee questions and comments were discussed.

Question/Comment	Response
Are you also working with the non-public schools?	- Working with 400 schools in Arizona and some non-public schools.
Do you have a path for students who are interested in the construction industry? Can connect you with a point of contact for the Arizona Building and Construction Trades.	- Yes, they are working with industries, however they do need assistance with carving out a construction industry path. Would like to connect to with your recommendation.
Do you see a difference between what employers are looking for vs what job seekers are looking for?	- Currently seeing healthcare/sciences as the most interested industry for the “college solutions” category of their participants.
Have you had any experience with youth apprenticeships? Specifically the under 18 liability.	- Apprenticeships begin at the community college level. Pipeline AZ connects the opportunity for the student to the community college. - Labor laws are specific but limited. For example, in the healthcare industry, they are not able to use the lift equipment to lift patients. Banner is working with school districts related to the Medical Assistant program. Banner is also working with Pipeline AZ on the remote IT positions.

Chair Robichaud thanked Mr. FurQaan for his presentation.

Workforce Development Division Apprenticeship Update/ In-Demand Industries Progress Report

Maricopa County Workforce Development Division Apprenticeship Career Advisor Betsy Nelson provided an update on the Workforce Development Division Apprenticeship program and Maricopa County Workforce Development Division Business and Community Service Supervisor Tara Thain provided a progress report on the In-Demand Industries. Below are the highlights from their presentations.

Workforce Development Division Apprenticeship Update

- Total Partnerships (10 Programs)
 - Construction
 - Healthcare
 - Manufacturing
 - IT
- Total Enrollments (604)
 - PEJATC (289)
 - IEC (57)
 - ABA (47)
 - Wilson (70)
 - WECA (10)
 - Sheet Metal (96)
 - United Health (5)
 - Rummel (30)
 - Skill Up (0)
 - New.. (0)
- Program Funding Breakdown
 - PEJATC (\$618,730)
 - IEC (\$69,634)
 - ABA (\$106,924)
 - Wilson (\$142,165)
 - WECA (\$49,844)
 - Sheet Metal (\$451,210)
 - United Health (\$35,800)

WDB Industry Report

Sector Trends

Construction

- Updates/Insights
 - No net growth
- Companies Actively Hiring w/WDD
 - Cactus Asphalt
 - Champion Home Builders
 - Home Depot

Healthcare

- Updates/Insights
 - Mid-career professionals (3-7 years) still leaving industry
 - Imaging professionals are in high demand
 - Estimated 23,300 shortage by 2030
 - Industry growth (+5.6%)
- Companies Actively Hiring w/WDD
 - 21st Century Healthcare
 - RI International
 - Banner
 - Haven Health
 - Etc.

Finance/Insurance

- Updates/Insights
 - Decrease in finance position opportunities
 - Projected Growth (-0.6%)
 - Downturn due to increased interest rates/slow borrowing
- Companies Actively Hiring w/WDD
 - BMO
 - Global Credit Union
 - Comerica Management Co.
 - First Convenience Bank
 - Jackson Hewitt

Information Technology

- Updates/Insights
 - Mass lay-offs still occurring due to over hiring during the pandemic
 - Low entry level opportunities
- Companies Actively Hiring w/WDD
 - N/A

Manufacturing

- Updates/Insights
 - Increased opportunities due to holiday season
 - Large manufacturing companies still hiring
- Companies Actively Hiring w/WDD
 - Amazon
 - UPS
 - Boeing
 - Etc.

Transportation/Logistics

- Updates/Insights
 - Increased opportunities due to holiday season
- Companies Actively Hiring w/WDD
 - Keolis Transit America
 - FedEx Ground

County Support

- Hiring Events (Recruitment and Participation)
- New Business Engagement
- Business Services Update

MCWDB Committee Member Forum: Talent Acquisition

Chair Robichaud opened the floor for Committee members to share a talent acquisition experience. No one spoke.

Call to the Public.

Chair Robichaud made a call for public comment. No one spoke.

Adjourn.

Chair Robichaud adjourned the meeting at 10:32 a.m.

**For additional information, contact MCWDB staff at: MCWDB@maricopa.gov*

DRAFT



In-Demand Industries/ Occupations Research



Maricopa County Workforce Development Area In-Demand Industries & Occupations

April 11, 2024



Julia Maciel, Management Analyst
Rachael Tashbook, Research Administrator

Agenda

- What is an in-demand industry?
- What is an in-demand occupation?
- Why does this matter to the board?
- Current In-Demand Industries & Current In-Demand Occupations
- Proposed In-Demand Industries & Occupations
- Questions for the Board
- Next Steps



What does “In-Demand mean?”

In-Demand Industry

An **industry** sector that has a **substantial current or potential impact** (including through jobs that lead to economic self-sufficiency and opportunities for advancement) on the state, regional, or local economy, as appropriate, **and** that **contributes to the growth or stability** of other supporting businesses, or the growth of other industry sectors;

In-Demand Occupation

An **occupation** that currently **has or is projected to have a number of positions** (including positions that lead to economic self-sufficiency and opportunities for advancement) in an industry sector so as to have a **significant impact** on the state, regional, or local economy, as appropriate.

Who Selects In-Demand Industries & Occupations?

Per WIOA § 3(23)(B):

“The determination of whether an industry sector or occupation is in-demand under this paragraph shall be made by the State board or local board, as appropriate, using State and regional business and labor market projections, including the use of labor market information.”



Part I: In-Demand Industries

Why are In-Demand Industries Important?

- Determines the local workforce development board membership.
- Determines the focus of employer engagement efforts.
- Determines the development of targeted career pathways for WIOA program participants.
- Alignment of in-demand industries with training selection.
- Alignment of in-demand industries & Youth Workforce Investment Activities
- Alignment of in-demand industries, ETPL & Individual Training Accounts (ITAs).

Considerations When Making Selections

- Labor Market Data (Office of Economic Opportunity (OEO) Recommendations)
 - Analysis of sectors and industries
- Local knowledge/wisdom
 - Board & Committee members
 - Service providers
- Information from industry studies & Industry/economic development partners
- Finite Resources

**Local Boards should evaluate selections regularly (annually) to ensure alignment with existing market conditions.*

Current In-Demand Industries

- Construction
- Finance and Insurance
- Healthcare and Social Assistance
- Information
- Manufacturing
- Transportation and Warehousing



OEO In-Demand Industries Recommendation and Selection Process

OEO's Considerations in Ranking In-Demand Industries

Variables

- Employment Level
- Historical Employment Annual Percent Change
- Projected Employment Annual Numeric & Percent Change
- Average Weekly Wages
- Employment & Wage Location Quotients

Philosophy

All of these variables can be valuable in selecting 'In-Demand Industries' but LWDB can critically prioritize specific variables of interest to target the analysis to better support local priorities.

Key Questions for the Committee

1. Would you like to make your selections based on the entirety of Maricopa county or Maricopa minus Phoenix data?
2. Would you like to strategically focus on a few broad industry categories or many smaller target industry categories?

3. What proportion of total area employment will the board focus on?
4. Are there specific variables you would like to prioritize?

Summary Statistics: Maricopa (*Total*), 2-Digit NAICS

In-Demand Group*	Share of Employment*	Total Employment Level (2023 Q2)	Average Historical Employment Annual Percent Change (2020 Q2 - 2023 Q2)	Projected Employment Annual Percent Change (2023 - 2025)	Average Weekly Wages (2023 Q2)	Average Wage Growth (2020 Q2 - 2023 Q2)
Top 8 Industries	46.4%	924,240	8.0%	2.4%	\$1,525	6.1%
Top 6 Industries	37.5%	747,552	9.7%	2.7%	\$1,494	5.7%
Top 4 Industries	30.4%	605,264	7.5%	3.0%	\$1,675	6.3%

*Includes repeated rankings, **Represents share of total employment covered in column D of industry rankings workbook

Summary Statistics: Maricopa (*Total*), 3-Digit NAICS

In-Demand Group*	Share of Employment*	Total Employment Level (2023 Q2)	Average Historical Employment Annual Percent Change (2020 Q2 - 2023 Q2)	Projected Employment Annual Percent Change (2023 - 2025)	Average Weekly Wages (2023 Q2)	Average Wage Growth (2020 Q2 - 2023 Q2)
Top 30 Industries	52.0%	965,464	7.7%	2.2%	\$1,783	8.3%
Top 20 Industries	41.5%	770,830	9.8%	2.3%	\$1,798	9.4%
Top 10 Industries	28.0%	519,845	8.5%	2.9%	\$1,785	7.2%

*Includes repeated rankings, **Represents share of total employment covered in column D of industry rankings workbook

Summary Statistics: Maricopa (*minus Phx*), 2-Digit NAICS

In-Demand Group*	Share of Employment*	Total Employment Level (2023 Q2)	Average Historical Employment Annual Percent Change (2020 Q2 - 2023 Q2)	Projected Employment Annual Percent Change (2023 - 2025)	Average Weekly Wages (2023 Q2)	Average Wage Growth (2020 Q2 - 2023 Q2)
Top 8 Industries	41.4%	455,368	7.8%	3.1%	\$1,698	6.6%
Top 6 Industries	38.8%	426,192	9.3%	3.5%	\$1,620	6.3%
Top 4 Industries	34.9%	383,892	6.9%	3.4%	\$1,631	6.7%

*Includes repeated rankings, **Represents share of total employment covered in column D of industry rankings workbook

Summary Statistics: Maricopa (*minus Phx*), 3-Digit NAICS

In-Demand Group*	Share of Employment*	Total Employment Level (2023 Q2)	Average Historical Employment Annual Percent Change (2020 Q2 - 2023 Q2)	Projected Employment Annual Percent Change (2023 - 2025)	Average Weekly Wages (2023 Q2)	Average Wage Growth (2020 Q2 - 2023 Q2)
Top 29 Industries	56.0%	565,441	9.4%	2.9%	\$1,805	7.9%
Top 19 Industries	41.7%	421,309	10.6%	3.1%	\$1,816	7.7%
Top 10 Industries	33.7%	340,389	10.2%	4.0%	\$1,834	6.4%

*Includes repeated rankings, **Represents share of total employment covered in column D of industry rankings workbook

OEO's Top Ranked Industry Sectors Maricopa (Total)

2-Digit NAICS

Overall ¹	Industry ²	
Rank	Employment Level	Code
1	Construction	23
2	Health care and social assistance	62
3	Wholesale trade	42
4	Management of companies & enterprises	55
5	Transportation and warehousing	48
6	Arts, entertainment, and recreation	71
7	Real estate and rental and leasing	53
7	Professional and technical services	54
9	Utilities	22
10	Video, audio and print publication	58
11	Educational services	61
12	Administrative and waste services	56
13	Finance and insurance	52
14	Manufacturing	31
15	Information Technology	59
16	Mining, quarrying, and oil and gas extraction	21

3-Digit NAICS

Overall ¹	Industry ²	
Rank	Title	Code
1	Specialty trade contractors	238
2	Merchant wholesalers, durable goods	423
3	Ambulatory health care services	621
4	Construction of buildings	236
5	Performing arts & spectator sports	711
6	Management of companies & enterprises	551
7	Hospitals	622
8	Heavy and civil engineering construction	237
9	Repair and maintenance	811
10	Machinery manufacturing	333
10	Motor vehicle and parts dealers	441
12	Professional and technical services	541
13	Miscellaneous manufacturing	339
14	Video, audio and print publication	581
15	Rental and leasing services	532
16	Oil and gas extraction	211

OEO's Top Ranked Industry Sectors

Maricopa (*minus Phx*)

2-Digit NAICS

Overall ¹	Industry ²	
Rank	Title	Code
1	Construction	23
2	Health care and social assistance	62
3	Professional & technical services	54
4	Wholesale trade	42
5	Management of companies and enterprises	55
5	Arts, entertainment, and recreation	71
7	Utilities	22
8	Real estate and rental and leasing	53
9	Transportation and warehousing	48
10	Mining, quarrying, and oil and gas extraction	21
11	Finance and insurance	52
12	Educational services	61
13	Administrative and waste services	56
14	Manufacturing	31

3-Digit NAICS

Overall ¹	Industry ²	
Rank	Title	Code
1	Merchant wholesalers, durable goods	423
2	Specialty trade contractors	238
3	Performing arts and spectator sports	711
4	Construction of buildings	236
4	Ambulatory health care services	621
6	Professional and technical services	541
7	Hospitals	622
8	Securities, commodity contracts, investments	523
9	Management of companies and enterprises	551
10	Beverage and tobacco product manufacturing	312
11	Support activities for mining	213
12	Motor vehicle and parts dealers	441
13	Heavy and civil engineering construction	237
14	Machinery manufacturing	333
15	Rental and leasing services	532
16	Repair and maintenance	811

Workgroup Discussion and Recommendation

- Things to keep in mind:
 - Maricopa county vs Maricopa minus Phoenix data
 - broad industry sectors vs smaller target industries
 - What proportion of total area employment will the board focus on?
 - Are there specific variables the board would like to prioritize?
 - e.g. high wages, projected numeric growth (large employment opportunities), projected percent growth (fast employment changes), etc.



Part II: In-Demand Occupations

What is an “In-Demand Occupation?”

WIOA Definition:

- Large number of available positions or projected to have a large number of positions
- Lead to economic self-sufficiency (e.g., high wages)
- Opportunities for advancement (e.g., career pathways)
- Critical industries

In-Demand Occupation vs. Target Occupation

In-demand Occupation

- Demand in the Region
- Considered **most critical** to the region's economy
- Linked to selected industry sectors
- **Used to educate job seekers regarding quality occupations in the region**

In-Demand Occupation vs. Target Occupation

Target Occupation

- Subset of in-demand occupations for which training funding will be provided
- Training or education component related to occupation
 - Industry recognized credential/certificate
- Meets additional selection criteria set forth by the Board (e.g., wage threshold, # openings threshold, growth rate threshold)



Current In-Demand Occupations

- Construction, n = 13
- Finance and Insurance, n = 15
- Healthcare and Social Assistance, n = 21
- Information, n = 11
- Manufacturing, n = 10
- Transportation and Warehousing, n = 6

Total: 77 Occupations

Considerations When Making Selections

- Labor Market Data (Office of Economic Opportunity (OEO) Recommendations)
 - Occupational data analysis
- Local knowledge/wisdom
 - Board & Committee members
 - Service providers

**Local Boards should evaluate selections regularly (annually) to ensure alignment with existing market conditions.*

In-Demand Occupations & Workforce Services Provided to Job Seekers

- Customers seeking employment in an identified in-demand occupation may also, upon meeting WIOA qualifications, be eligible to receive funding for Occupational Skills Training that results in a nationally-recognized certification that ultimately leads to employment in the occupation.
- All customers seeking job-search assistance receive workforce services (as needed), including:
 - Skills Assessments
 - Job search workshops
 - Resume assistance
 - Interview preparation assistance
 - Referrals to employers
 - Supportive Services (e.g., transportation assistance, housing/utility support, childcare assistance)



OEO in-demand Occupations Recommendation and Selection Process

OEO Methodology for Rating In-Demand Occupations

- 5-Star Rating Model
 - Ratings highlight top occupations by education level
- Variables Considered
 - Average Annual Wages
 - Employment Levels
 - Projected Numeric & Percent Growth
 - Projected Openings
- Philosophy: All job seekers should be able to get support with connecting to the best job opportunities at their current education and know what the best opportunities at the next education level.

Considerations for In-Demand Occupations

- Does the board want to use Maricopa (Total) or Maricopa (minus Phoenix) analysis?
- Does the board want to offer a broad or targeted list of In-Demand Occupations?

Star Rating Interpretation

Occupational Ranking*	Share of Employment**	Total Employment Level (2023 Q2)	Projected Employment Annual Percent Change (2023 - 2025)	Average Annual Projected Openings (2023-2025)	Average Annual Wages (2022)
5 Star Occupations	42.8%	447,212	3.1%	634	\$70,396
4 to 5 Star Occupations	72.2%	754,469	2.8%	538	\$68,015
3 to 5 Star Occupations	88.9%	928,690	2.4%	439	\$67,541
2 to 5 Star Occupations	95.8%	999,958	2.1%	350	\$67,041
1 to 5 Star Occupations	100.0%	1,044,337	1.3%	286	\$65,340

*Not limited to occupations within in-demand industries

**Represents share of total employment covered in column F of occupation rankings workbook



Maricopa minus Phoenix

Star Rating Interpretation

Occupational Ranking*	Share of Employment**	Total Employment Level (2023 Q2)	Projected Employment Annual Percent Change (2023 - 2025)	Average Annual Projected Openings (2023-2025)	Average Annual Wages (2022)
5 Star Occupations	39.8%	750,220	2.8%	883	\$75,543
4 to 5 Star Occupations	68.1%	1,283,135	2.4%	812	\$72,631
3 to 5 Star Occupations	86.4%	1,627,642	2.2%	680	\$71,259
2 to 5 Star Occupations	95.5%	1,798,608	1.9%	563	\$68,699
1 to 5 Star Occupations	100.0%	1,883,802	1.5%	462	\$65,655

*Not limited to occupations within in-demand industries

**Represents share of total employment covered in column F of occupation rankings workbook

Workgroup Discussion and Recommendation

- 5 Star Occupations
- 4-5 Star Occupations
- 3-5 Star Occupations
- 2-5 Star Occupations
- All Occupations

Next Steps

01

- Committee selection of In-demand Industries and Occupations

02

- Executive Committee Recommendation
- Full Board Recommendation

03

- Provide updated In-Demand Industries and Occupations

Questions?





Thank You