



MARICOPA COUNTY

**MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD STRATEGIC PLANING WORKGROUP
MEETING MINUTES**

Friday, November 3, 2017 - 9:00 a.m. - 11:00 a.m.

Human Services Department

234 N Central Avenue 3rd Floor, Roosevelt Conference Room

Phoenix, AZ 85004

Conference Line: 602-506-9695, Passcode: 804604

Members Present: Marie Sullivan, Robin Schaeffer, Kelsie McClendon (Ph), MaryEllen Sheppard, Tom Jenkins, Drew Thorpe, Shawn Hutchinson (Ph)

Members Absent: Reid Graser

Staff Present: Nancy Avina

Call to Order/Welcome

Marie Sullivan, Workgroup Lead called meeting to order at 9:04 a.m.

Roll Call

Nancy Avina, Board Liaison took roll. Quorum of workgroup was present.

Introductions/ Tasks & Goals of Workgroup

Workgroup lead gave brief introductory comments on strategic planning workgroup; for introductions Lead Marie Sullivan, asked workgroup members why they chose to participate in workgroup.

Key elements to strategic planning discussed; normally include discussion on mission, vision and values (one of backbone of process), environmental scan (gathering of data and information). Important, what is the Board of Supervisors strategic plan? What is the Governors strategic plan? State plan? Third element, more subjective what are best practices to use to get to our plan. Do we have knowledge of a facilitator to guide us on best practices and discussion? As fourth piece, to guide all elements. Lastly timeline, imposing needs such as FY19 budget due December 1, 2017. Comments and discussion held on strategic planning and the time constraints of FY19 budget. Timeline becomes two pieces; focus on FY19 budget, develop a plan; inform full board on short term goals and what longer term vision is. Length of strategic plan and its revisions discussed, best practices appear to be 3 years with yearly evaluations. Facilitator costs allowances for strategic planning discussed; MaryEllen Sheppard to get specific details and share with group. Look at current Board of Supervisors strategic plan/priorities; they too will be going through strategic planning process. Board of Supervisors strategic plan/priorities will be shared. Additional discussion on budget for strategic planning.

Kelsie McClendon, shared his vision of strategic planning process; four basic steps formulate, develop, implement and evaluate, and shared key thoughts for each step. Budget for strategic planning think in terms of all four steps, and sustaining on an ongoing basis. Helpful to formulate a charter on scope. All in agreement key pieces of a cycle.

Strategic planning discussion

Scope of Work

Discuss today, concept and decision on a facilitator and second discuss what we want to do and generate as a workgroup to begin to acquire the information necessary in environmental scan. Marie Sullivan shared her vision of role of facilitator. Kelsie McClendon, shared idea of including City of Phoenix in joint strategic planning process if interested. Workgroup discussed and shared thoughts on importance of facilitator (consultant/navigator) and possible regional approach. Focus on our area first and then focus on regional approach. See City of Phoenix strategic plan and partnership agreement created with City of Phoenix. Table practice of integrating process with City of Phoenix for another year; revisit. Discussion on regionalism with all workforce boards per state direction. All part of environmental scan.

Question on actual deliverable; Patricia Wallace provided guidance and informed no hard due date however, desire to do a formal strategic planning process, workgroup to reach consensus on direction. Local Plan compliance requirement; discussion on blending Local plan and strategic plan.

Extensive discussion on strategic planning view and strategy. Operations discussion. Strategic plan, informs the operations. Operations questions and collaboration, process for submitting questions to them. Environmental scan, think about seeking input from providers. Implementation and evaluation, what metrics do we have. Output should be what data do we need and how often do we receive it? Kelsie McClendon requested coding into a charter.

Discussion on facilitator, clarification on who is the facilitator and need. Recommendation is to have an external facilitator. Consensus of majority is to have a facilitator and as scope of work is laid may determine certain elements may be supported by staff and/or existing resources, all under external party umbrella.

Scope of work framework discussion, what will the facilitator do?

1. Environmental Scan – lay out the process they would engage in to complete an environmental scan that addresses stated priorities, what is the state doing, BOS, local board, etc.
2. Provide the strategy that they would engage in based on experiences using best practices
3. How would they accomplish that?

Continued discussion held and confirmation of consensus of all workgroup members. Socialization of strategic plan/marketing. Proposal detail discussion. Kelsie McClendon provided input on facilitator scope, provide an overall strategic planning model to workgroup, conduct environmental scan, present to workgroup and full board to bring to consensus.

Who writes the scope of work? Staff with workgroup response and feedback, research on where do we want to put the RFP, do we need to adjust the budget? Procurement model. Staff to clarify procurement process requirements, budget amounts and other processes.

Robin Schaeffer recommended distribution list of executive directors for outreach; similar process to OSO. Preference is that facilitator has previous experience in strategic planning in Maricopa County or Arizona and has been in workforce space before.

Timeline discussion. Suggestion of 3 months with understanding that timeline can be adjusted; end of Quarter 1. Desired recommendation is end March 31, 2018, with desired recommendation to secure facilitator by end of 2017.

Environmental scan discussion. Hard data and subjective data through focus groups; understand who the stakeholders are of scan. Metric and anecdotal data. Review of any surveys i.e. employers, people assisted. Where do we sit locally to fill gaps and do our best work? Strategy, what are we doing today what is our plan working towards. Tie between OEO conference and effects of strategic direction. Discussion on takeaways and ties to Strategic Planning. Environmental scan include detection of industry specific challenges, specific needs. Start developing strategy then develop structure.

Timeline, scope of work outline and action plan discussion. Staff can have action plan/timeline to workgroup by beginning of next week, incorporating budget. Workgroup would like to see scope of work outline. Staff to confirm schedule, can possibly have all documents by November 17, 2017. Next meeting date discussed. Staff to clarify procurement process with procurement and send out details with action plan. Send out short list on who can do – begin engaging vendors early, who is on contract; send advanced notice. Staff to follow up on Wednesday, November 8, 2017.

Workgroup Next Steps

Executive Committee to work on Budget, suggested staff to work on to present to EC next week

Adjournment

Next meeting Tuesday, November 28, 2017 1:00 p.m. – 3:00 p.m. Meeting adjourned at 10:53 p.m.