



MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD
Youth Committee

Thursday, October 27, 2022 – 1:30 p.m.

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

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

Members Present: Joe Veres, Brittany Holmes, Darcy Renfro, Jason Walker, Meredith Critchfield, and Tina Drews
(Note: All members present attended via GoTo meeting)

Members Absent: Sherie Steele

MEETING

Call to Order.

Chairman Joe Veres, called the meeting to order at 1:30 p.m., and requested roll call.

Roll Call.

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

Welcome and Opening Remarks.

Chairman Veres welcomed everyone to the Youth Committee meeting.

Consent Agenda.

Meeting Minutes: September 8, 2022

Chairman Veres asked for a motion to approve the MCWDB Youth Committee’s consent agenda as presented. Tina Drews a motion; Jason Walker seconded the motion.

Chairman Veres called for an all-in favor vote:

In Favor: Joe Veres, Brittany Holmes, Jason Walker, Meredith Critchfield, and Tina Drews

Opposed: None

Abstained: None

Motion passed.

Chairman Report.

No report.

Informational/Discussion Only.

ElevateEdAZ Presentation

MCWDB Youth Committee Member and ElevateEdAZ, Vice President Brittany Holmes provided a presentation on the ElevateEd program. Below are the highlights of Ms. Holmes presentation.

- Great Phoenix Chamber Foundation Overview
- ElevateEdAZ Objectives
- Current Academic Partners
- High Wage, High-Demand Pathways
- Dual Enrollment Successes
- Credential Attainment
- Engagement Opportunities
- Career Awareness and Development
- Job Shadowing Overview
- ElevateEdAZ Success Story
- Internship Opportunities
- Virtual Educator Externships
- Business Advisory Councils

MCWDB Executive Director Steve Clark inquired as to the process for measuring the program's successes and a follow-up process for the students.

Ms. Holmes noted the following measurements for each of the ElevateEdAZ Objectives.

1. Students Pursuing High-Wage, High-Demand Careers
 - At least 10% more students go into and complete high-wage/high-demand CTE programs year over year with the partner schools.
 - MOUs with school districts include data sharing. Data includes which courses students take, if they complete the course and their pace for completion.
2. Students Earning Early-College Credit and Industry-Recognized Credentials
 - At least 10 or 20% year over year increase.
3. Students Completing Internships and Job Shadows
 - Each school with at least 20 internships per year with an expectation for year over year increases.
 - Each school with at least 60 job shadows per year.
4. Educators Participating in Externships to Teach Students Relevant Workspace Skills
 - Each school with at least 100 externships each year.

Ms. Holmes shared that they are working to identify ways to connect with the students, however acknowledging the challenges with connecting after they have moved on to post-secondary and employment.

Mr. Clark also inquired if ElevateEdAZ worked with students who had dropped out of high school, noting that the WIOA program also focuses on youth who are no longer attending high school.

Ms. Holmes noted that they do not but would be open to the conversation.

Mr. Clark shared that we would be happy to initiate the conversation with the Maricopa County Workforce Development Division team.

Canyon Ventures Presentation

Youth Committee Chairman and Senior Vice President for Student Success at Grand Canyon University (GCU), Dr. Joe Veres provided a presentation on GCU's Canyon Ventures program. Below are the highlights of Dr. Veres presentation.

- Canyon Ventures Program Overview
- Success Stories
- Innovation and Entrepreneurship
- Company Selection Requirements
- Benefits to Company

- Benefits to Students
- Length of Stay
- Program Summary

MCWDB Executive Director Steve Clark inquired as to marketing plan for GCU and the Canyon Ventures program marketing plan.

Dr. Veres shared that the Canyon Ventures program partners with the GCU Education's marketing team. Dr. Veres additionally shared how GCU has used their marketing team to help turn community benefits around (i.e. golf course).

Dr. Critchfield shared how GCU employs over 300 student workers, including various marketing roles. This allows GCU to meet the students where they are most receptive to the message GCU may be trying to convey.

Call to the Public.

Chairman Veres made a call to the public for comments. No one spoke.

Adjourn.

Chairman Veres adjourned the MCWDB Youth Committee meeting at 2:15 p.m. and made a note to the date of January 5, 2023 for the next Youth Committee meeting.

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