# Welcome

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, May 30, 2024 – 9:30 a.m. - 10:30 a.m.

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

2. Roll Call

3. Welcome, Opening Remarks, and Meeting Objectives.
   Meeting Objectives:
   1. Understand the impact of choosing or changing in-demand industries from a practical perspective.
   2. Continue the discussion regarding in-demand industries.
   3. Make final selection of FY 25 In-Demand Industries.

4. Consent Agenda.
   *For Possible Action.*
   The Committee will consider and vote on the items on the consent agenda.
   a. Meeting Minutes: April 11, 2024*

5. Chair Report.

6. Information/Discussion Only.
   a. In-Demand Industries Selection from a Practical Approach
   b. In-Demand Industries Research*

7. Information/Discussion/Action
   a. FY 25 In-Demand Industries Selection

8. Call to Public.

9. Adjourn.

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

# Consent Agenda
## Meeting Minutes

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

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

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**Members Present:** Konrad Robichaud, John Soto, Julie Stiak, Marcia Veidmark, Tim Willenborg
(Note: All members present attended in-person or via Teams meeting)
**Members Absent:** Gregg Ghelfi, Jacob Evenson, Matt Clark, Noelle Trinder, Tami Martinez

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MEETING

## Call to Order.
Chair Robichaud called the meeting to order at 9:32 a.m. and requested a roll call.

## Roll Call.
MCWDB Board Liaison Julia Maciel took roll. A quorum was not present.

## Welcome, Opening Remarks, and Meeting Objectives.
Chair Robichaud welcomed everyone to the meeting and introduced new board members Tim Willenborg and Eddie Baldenegro.

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: February 8, 2024

## MOTION:
No motion was made at this time due to lack of quorum:
For consideration, the December 7, 2023 meeting minutes will be moved to the next MCWDB Employer Connection Committee meeting.

## Chair Report.
Chair Robichaud provided an overview of the National Workforce Board Conference held in March 2024, in Washington, DC.

<u>Information/Discussion/Possible Action.</u>
<u>In-Demand Industries/Occupations Research Presentation</u>
Maricopa Management Analyst Julia Maciel and Arizona Office of Economic Opportunity, Economist, Rachael Tashbook shared their presentation.  Below are highlights from the presentation.

• Why In-Demand Industries are Important
• Considerations When Making Selections
• Current In-Demand Industries
• OEO In-Demand Industries Recommendation and Selection Process
- OEO's Considerations in Rankin In-Demand Industries
- Key Questions for the Committee

Mr. Clark recommended the committee review data with a broad perspective today and for future meetings focus on more specific industries.

Committee Reviewed Summary Statistics

-Maricopa (total), 2-Digit NAICS
-Maricopa (total), 3-Digit NAICS
-OEO's Top Ranked Industry Sectors Maricopa (Total)
-2-Digit Industry Rankings

The following Committee questions and comments were discussed.

| Question/Comment | Response |
|---|---|
| Mr. Clark reviewed the previous board recommendations from last year to unofficially create a top tier of In Demand Industries that included Health Care, Construction, and Manufacturing. | -Ms. Veidmark is in agreement with selections from last year.  Construction, Healthcare, Transportation, and Manufacturing should be of high focus this year. <br> -Ms. Stiak reviewed finance and insurance as one of the fastest-growing sectors in the West and East Valleys <br> -Mr. Willenborg agreed with Ms. Veidmark's comments regarding Transportation and Warehousing as important components. |
| Mr. Clark queried the committee to add or subtract any industries from the list | -Chair Robichaud confirmed the 6th item not shown is IT. |
| Chair Robichaud asked if the committee would like to add additional industries for discussion | -Ms. Tashbook will acquire custom analysis to break down wholesale trade and professional technical industries. |
| Mr. Baldenegro questioned how contact centers were captured within this segment of the population | -Ms. Tashbook categorized the call centers that fall under the support of an industry, they will be grouped within that industry.  If they are independent, they would be grouped under the information industry. |
| Mr. Clark summarized the conversation to keep (in no specific order) Manufacturing, Construction, Healthcare, Transportation, Warehousing, Finance, Insurance, and IT. Review additional information on professional technical and wholesale trade to review in the future. | -Chair Robichaud would like to include wholesale trade |

Chair Robichaud thanked the group for the presentation and discussion.

Chair Robichaud opened to the committee members to share success stories and/or bring future guests to the committee for presentations.

Ms. Stiak suggested the guest Brian Darby, President of Infrastructure Masons (I Masons), the National Organization of Data Centers.

<u>Call to Public</u>
Chair Robichaud made a call for public comment. No one spoke.

<u>Adjourn.</u>
Chair Robichaud adjourned the meeting at 10:31 a.m.

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

# Chair Report

# Information/Discussion Only
In-Demand Industries Selection from a Practical Approach
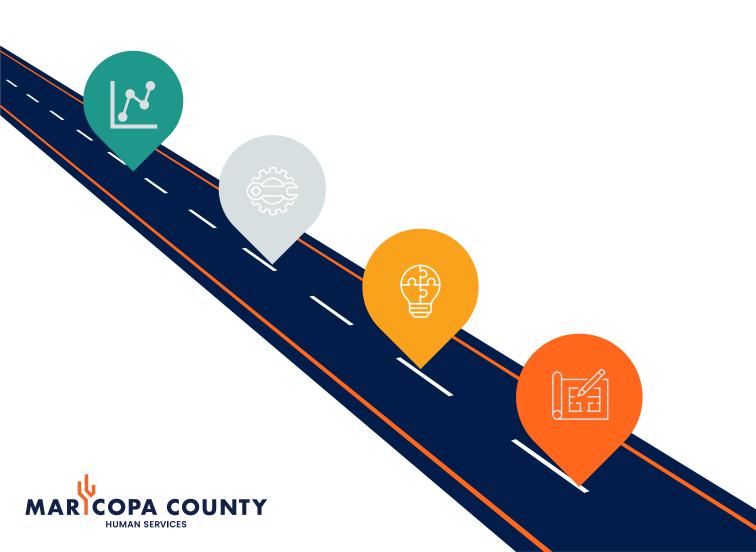
# Importance of In-Demand Industries

- Set the direction for Service Delivery and Program Implementation

- Expectation of Maricopa County Board of Supervisor's

- Prioritization of Funding

- Local, Regional, and Statewide Impact

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# Setting the Direction

### Data Informed Decision Making

We're not just spinning the globe and pointing. Using current and forecasted data will allow us to stay ahead of the demand and be in the best position possible to meet it.

### Maricopa County Industry Needs

Maricopa County is growing rapidly in both economic opportunities and population. We're needed more than ever to bridge the gap in an intentional manner.

### Meaningful and Secure Opportunities

Miscalculations and unforeseen changes to industry have real life consequences for our participants.

### Framework for Innovation

We will also strive to be innovative to ensure our services are as impactful as possible, the industries determined by the board play a direct role in our strategic planning and pursuit of additional funding.

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# Board of Supervisor's Expectations

- Without an economic development presence in the county, we're expected to be the subject matter experts of all things related to Workforce Development.

- This expertise and the commitment it takes to obtain it are directly influenced by the boards decision of which industries are considered In-Demand.

# Prioritization of Funding

For In Demand Industries

## Reduced Budget

As our allocations continue to decrease, we will need to be more targeted and intentional in our support.

## Increased Program Costs

Costs of training programs have continued to increase, so the dollar doesn't go as far as it used to.
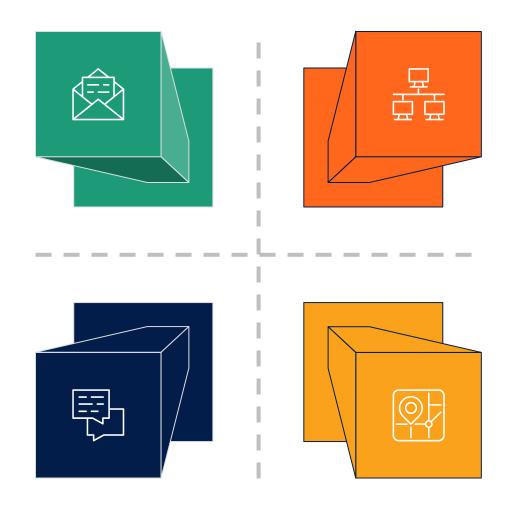
## Standardization of Funding

By prioritizing funding to In-Demand Industries only, it makes for much easier communication with training providers and participants.

## Improved Outcomes

In-demand Industries, are in-demand for a reason. Training/Support for occupations in these fields lead to long-term success and sustainability.

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# In Summary

**Local**

Keeping pace and staying informed is how we can best support Job Seekers and Industry alike.

**Regional**

The decisions we make impact our surrounding local workforce areas and vice versa.

**Statewide**

Maricopa County drives performance for the entire state. If we fail, the chances of the state failing are dramatically higher.

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# Questions?

# Information/Discussion Only
In-Demand Industries Research

**Maricopa County Workforce Development Area**

**In-Demand Occupations**

**May 30, 2024**

Rachael Tashbook, Research Administrator

# Agenda

- What is an in-demand occupation?
- Why does this matter to the board?
- Current In-Demand Occupations
- Proposed In-Demand 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.

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# 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 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

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# 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)

In – Demand Occupations

Target Occupations

# 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**

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# 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.*

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# In-Demand Occupations & Workforce Services Provided to Job Seekers

- Customers seeking employment in an identified <u>in-demand occupation</u> may also, upon meeting WIOA qualifications, be eligible to receive funding for <u>Occupational Skills Training</u> 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)

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# 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.

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# 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?

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# 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

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Maricopa, Total

# 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
- Local plan and ARIZONA@WORK website updated to reflect new selections.

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# Questions?

# Thank You

# Information/Discussion/Action

## FY 25 In-Demand Industries Selection

Thank you