



MCWDB Employer Connection Committee

April 3, 2025



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 3, 2025 – 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.

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.

3. Welcome and Opening Remarks. (5 minutes)

Meeting Objectives:

1. Understand how the Business Service Team shares the careers being explored in the WDD Business Services Regional Labor Market Information report around the in-demand industries of Construction and Manufacturing and allow committee input into the credentials required and recognized in each.
2. Understand how we approach business closings and layoffs through our rapid response in Maricopa County.
3. Provide input into 2025 Strategic Plan.

Committee Goals:

1. Foster relationships between employers and ARIZONA@WORK Maricopa County to identify career mapping/pathways/apprenticeship priorities.
2. Explore innovative strategies to support the business services team.
3. Analyze the in-demand industries and evaluate the talent pipeline.

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: February 6, 2025*

5. Information/Discussion Only.

- a. WDD Business Success Story* (5 minutes)
- b. WDD Business Services Update/In-Demand Industries Progress Report* (15 minutes)
- c. General Rapid Response Pilot Program* (10 minutes)
- d. 2025 Strategic Planning Update (30 minutes)

6. Call to Public.

7. Adjourn.

NEXT MEETING: TBD-FY 26

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

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Consent Agenda

Meeting Minutes



MINUTES OF THE
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD EMPLOYER CONNECTION COMMITTEE &
YOUTH COMMITTEE

Thursday, February 6, 2024 – 9:30 a.m. - 10:30 a.m.

Members Present: Konrad Robichaud, Greg Ghelfi, Liz Valdez, John Soto, Noelle Trinder, Tim Willenborg, Julie Stiak, Annie Landers, JakinDee Kosaka, Che Collins, Tina Drews, Barbara Coakley, Jessica Rivera-Garcia,

Members Absent: Marcia Veidmark, Tami Martinez, Brittany Holmes, Meredith Critchfield, Jessica Putton, Marie Raymond, Nancy Stanford, Robert Garcia

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 Vargas took roll. A quorum was present.

Welcome and Opening Remarks

Chair Robichaud introduces new MCWDB staff member Amy Tidwell. Amy is the new Executive Assistant and joined the team on February 4.

Chair Robichaud welcomes committee members including those from the Youth Committee and guests and shares the meeting objectives and committee goals.

Consent Agenda

Meeting Minutes: December 20, 2024

MOTION:

Chair Robichaud for a motion to approve the MCWDB Employer Connection Committee December 20, 2024, meeting minutes. Tim Willenborg made a motion; Julie Stiak seconded the motion.

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

In Favor: All

Opposed: None

Abstained: None

Motion passed.

Information/Discussion Only

Business Success Story*

Workforce Development Division Supervisor Tara Thain turned to floor over to Andrea Merchant, Business Services Representative, to share the business success story.

WDD Business Services Update/In-Demand Industries Progress Report*

Workforce Development Division Program Manager Tina Luke reports that quarterly the business services team provides updated labor market information to the career staff who work directly with our job seekers. The focus of her presentation today is healthcare and transportation sectors. Below are highlights from the presentation:

- The top reported occupations in healthcare are:
 - Nursing
 - Medical Assisting
 - Personal Care Aide
 - Physical Therapists
 - Radiology Technician
 - Speech Pathologists
- The top reported occupations in transportation and logistics are:
 - Stockers and Order Fillers
 - Laborers and Material Movers
 - Heavy and Tractor Trailer Truck Driver
 - Automotive Service Technician
- Team is looking for insight from this committee on stacking credentials for job seekers.

Questions:

- In this industry, are there a number of people that move from industry sectors or careers back and forth?
 - Answer: there may be some misconceptions from job seekers about what the job is really like. In terms of longevity and staying at the jobs that they are hired for, or staying in that career, we don't have a lot of data to show that.

Comments:

- None

West-MEC Update*

Speranta Klees from West-MEC presented an overview of what they offer this year and plans for expansion. Below are highlights from the presentation:

- Serves high school students that are attending public, charter, private and home schools.
 - Four large campuses.
 - Partnered with Maricopa Community Colleges to offer in-demand programs at local community colleges.
 - Teach students both the technical skills and the professional skills to meet employer expectations.
 - Currently have a waiting list for student to enroll.
-

Questions:

- It's understood that advisory boards are required in each of your program areas, but can you talk about how somebody might become a part of that advisory board and how do you use those within your programs?
 - Answer: If someone has an interest in serving as an advisory member to any of our programs, we welcome industry partners. They are essential to us in advising us about industry, having the appropriate curriculum, the appropriate facilities, the appropriate PPE. Anything that we do with that particular program is based on our advisory council.

- Has the conversation occurred at any level at West-MEC about how to look at this current generation and their focus on internet-based careers and those kinds of things as opposed to traditional careers like the welding and the construction and so forth?
 - Answer: Our students want to be entrepreneurs. We do teach, and we do have, again, business partners who are entrepreneurs and who teach them that aspect of just being a small business owner. We also teach financial literacy,
 -

Comments:

- Thanks for what you do and continue to do to bridge that gap between youth careers and also to bring in business partners as a necessary component to youth careers.

Call to Public

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

Adjourn

Chair Robichaud adjourned the meeting at 10:26 a.m.



Information/Discussion Only

WDD Success Story



Business Services Success Story

2/21/25

Harvey Smith

Subject: Western Alliance Bank

Recently I met with John Mulhern, Team Lead Talent Acquisition, of Western Alliance Bank, a Phoenix based business which incorporates the following brands: Alliance Bank of Arizona, Bank of Nevada, Bridge Bank, First Independent Bank, Torrey Pines Bank, Alliance Association Bank, and AmeriHome Mortgage. Founded in 1994 Western Alliance Bank is one of the fastest growing regional banks in the US.

John was referred to us by Tim Stump at Vocational Rehabilitation. Western Alliance Bank has a proven track record of reaching out to candidates with disabilities, including those with Autism. John asked us for advice on connecting with the Deaf and Hard of Hearing community and I provided him an introduction to the Arizona Commission for the Deaf and Hard of Hearing. Western Alliance Bank is an extensive user of the Arizona Job Connection and currently has 68 job postings contributing to the 11,400 jobs they have posted since 2019.

When asked how we are doing, John left the following message "I want to thank you and your organization for the time I spent with you. You mapped out so many different opportunities that I've been executing on and setting up meetings, but also how you have me signed up for a job fair as well, and then offering others, but also, more than anything, you explaining to me how each different organization works. Some are more specialized. Others are not. I do have a follow up call today with I think it's the Buddy's organization, which is fantastic. So, you know, just, just the fact that you told me and really opened my eyes. I knew there were some agencies that helped, but you know, what you and your team were able to do, provide, and show me, has been fantastic. We really think it's going to move the needle for us this year as far as hires, and I'll make sure to communicate that. I really appreciate everything you've done. I want to thank you for the time you spent that day clearly spelling things out, giving me ways to execute, and also making those introductions."





Information/Discussion Only

Business Services Update/In-Demand
Industries Progress Report



Targeted Industry Sectors – Construction and Manufacturing

Construction

Top Occupations

- Laborer
- Electrician
- Plumber/Pipefitter
- Carpenter
- Sheet Metal Worker
- Operating Engineer

Construction

Credentials

- OSHA (Occupational Safety and Health Administration) Certificate
- Construction Trades Certification
- Heating, Ventilation, Air Conditioning and Refrigeration (HVAC/R) EPA Section 608 Universal Certification

Manufacturing

Top Occupations

- Maintenance Worker
- Production Worker
- First-line Supervisor
- Purchasing Agent
- Inspector, Tester, Sorter

Manufacturing

Credentials

- MIG Welding Certification
- CNC (Computer Numerical Controlled) Machining Certificate
- CNC (Computer Numerical Controlled) Operator Certificate



Thank You



Information/Discussion Only

General Rapid Response Pilot Program



Rapid Response Pilot:

Virtual Reemployment Services



Connecting Job Seekers with Opportunities

Purpose of the initiative: Provide reemployment services and resources to recently laid-off individuals.

Challenges: Limited engagement from employers, difficulty capturing dislocated workers on-site or before separation dates due to increased WARN/Non-WARN layoffs.

Engagement & Results



Registrations: 115 total participants (76 for Resources , 99 for Employer Spotlight).

Attendance: 33 attended Resources. 45 attended Employer Spotlight.

Key employers: Maricopa County, Phoenix Police, Mediacom, Home Instead, ABM Industries, Intouch CX, Dept. of Veterans' Services, Federal Bureau of Prisons, GTI Energy.

Interactive engagement: Questions asked to participants

Survey results: 4.79 (Resources Day) and 4.67 (Employer Spotlight) out of 5.

Future recommendation: Hold quarterly Virtual Rapid Response Events.



Thank You



Information/Discussion Only

2025 Strategic Planning Update



Employer Connection
Committee Meeting
Strategic Planning Session
4/3

Workforce Development Board Strategic Planning Milestone Check-in

Project Duration: January – June 2025



Framing our approach



Reviewed previous Strategic Plan and associated documents



Gathered project team and board assumptions and expectations



Developed iterative strategic planning approach and activities

Co-creating the plan



Define key value statements to serve as the foundation of future goals



Iterate upon value statement input + brainstorming goals and strategies



Prioritize and refine goal and strategy content, aligning them to metrics

Implementing



Gain WDB and staff approval to begin drafting plan



Develop tools for continuous data collection and reporting on strategies



Receive final Board and Leadership approval and implement

Strategic Planning Session Overview

Previous Sessions' Purpose

Brainstorm Strategic Plan Value Statements

4 Iterative rounds of dissecting value statement meaning, refining language, and brainstorming goal and strategy areas

Upcoming Sessions' Purpose

Force rank and expand upon draft goal and strategy areas

Past Dates

Full Board Meeting 2/20

Small group interviews with board members 3/04-3/06

Youth Committee Meeting 3/06

Regional Committee Meeting 3/18

Executive Committee Meeting 3/20

Upcoming Dates



We are here!

Employer Connection Committee Meeting 4/3

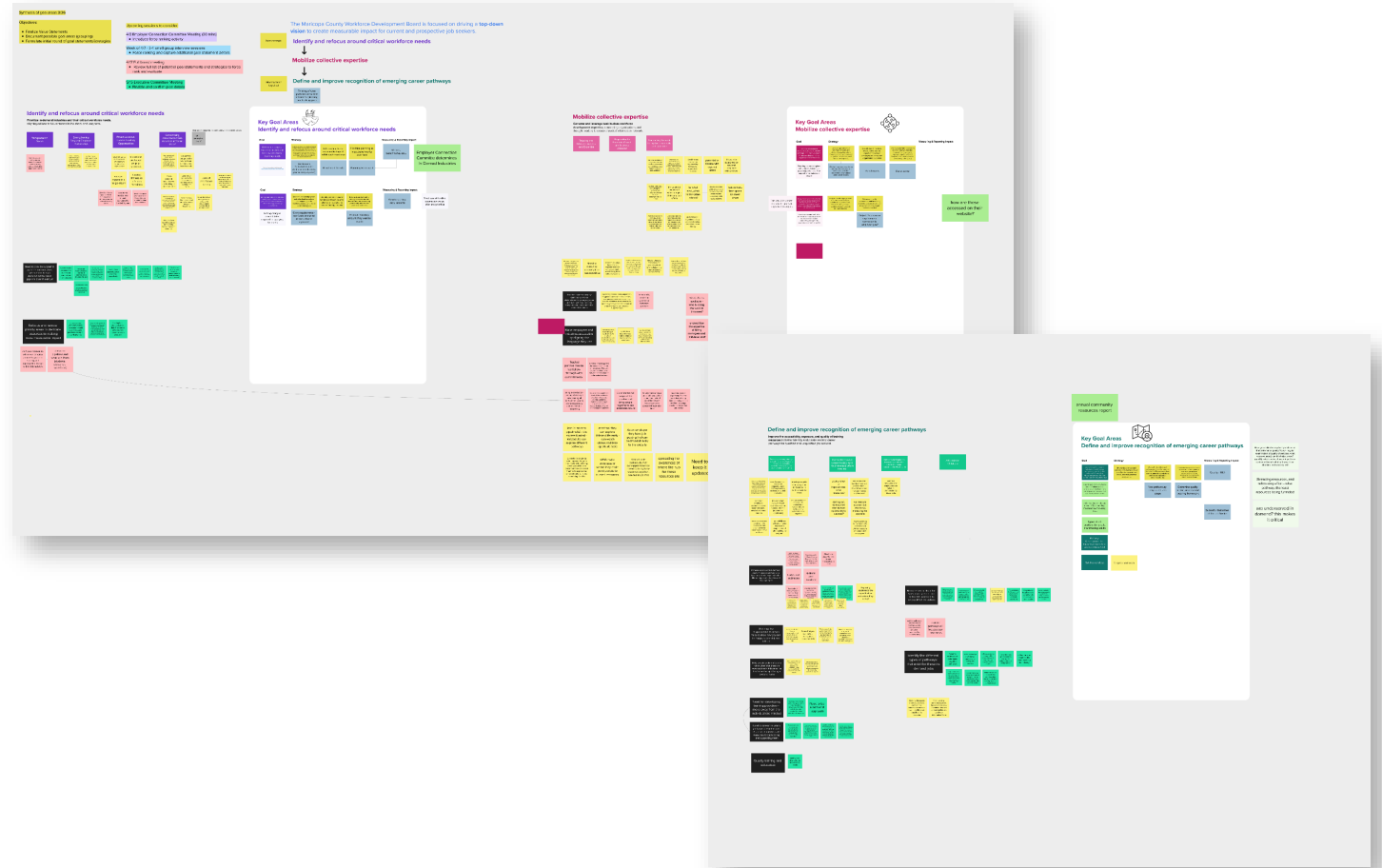
Small group interviews with board members 4/07-4/10

Synthesizing Board Feedback

Outcomes:

The Innovation Studio team synthesized all previous session inputs to **finalize value statements**.

From discussions dissecting the value statement iterations with Board and Staff, the team was also able to begin drafting potential high-level goal areas and corresponding strategies that addressed Board preoccupations, considered the previous Strategic Planning goals, and measured impact.



Finalized Strategic Planning Values

The Maricopa County Workforce Development Board is focused **on driving a top-down vision** to create measurable impact for current and prospective job seekers.

1



We will continuously refocus and serve critical workforce needs.

Promise:

Prioritize in-demand industries and their workforce needs, aligning actions to future trends in the short- and long-term.

2



We will mobilize collective expertise.

Promise:

Convene and leverage best-in-class workforce development expertise, connecting organizations and leaders to create a trusted information network.

3



We will lead the recognition of emerging career pathways.

Promise:

Improve the accessibility, exposure, and quality of training resources to better identify and create realistic career pathways for qualified and unqualified job seekers.

For the 4/3 Committee Meeting Strategic Planning Discussion

Discussion prompts to consider when reviewing each goal area on the following slides:

1. How can this goal be **broken down, reframed, or simplified** to better address what the Board wants to accomplish by 2025?
2. How can we better position these goals—or brainstorm new ones—to **leverage the strengths and expertise of board and staff**?
3. What else do we need to include **to build upon the work of the 2022 WDB Strategic Plan**?



Things to remember:

These initial draft goal areas are meant to be **high-level**.

They are not a final list but are meant to be an **initial sketch** based on our strategic planning sessions thus far.

Consider each as jumping off points to help us refine and specify our 2025 goals and strategies.

Draft Goal Areas for Iteration

1



We will continuously refocus and serve critical workforce needs.

Promise:

Prioritize in-demand industries and their workforce needs, aligning actions to future trends in the short- and long-term.

1

Goal Area

Determine long- vs. short- term in-demand industry workforce planning needs

1A

Possible Strategy

Audit annual identified in-demand industries to compile critical workforce need areas within each industry (example, identified industry need for more diverse training formats and number of apprenticeship opportunities to reach additional job seekers)

1B

Possible Strategy

Create scoring tool to evaluate and prioritize critical workforce needs within in-demand industries to direct support

Draft Goal Areas for Iteration

1



We will continuously refocus and serve critical workforce needs.

Promise:

Prioritize in-demand industries and their workforce needs, aligning actions to future trends in the short- and long-term.

2

Goal Area

Establish sustainable funding opportunities based on prioritized workforce needs and shared funding partnership opportunities

2A

Possible Strategy

Identify grants and other funding options that support gaps in workforce needs identified through Goal One

2B

Possible Strategy

Identify potential shared funding partnerships and collaborate to apply and secure funding streams

2C

Possible Strategy

Develop diversified funding strategy that seeks out and identifies one-time vs. recurring grant funding streams for critical workforce need areas

Draft Goal Areas for Iteration

2



We will mobilize collective expertise.

Promise:

Convene and leverage best-in-class workforce development expertise, connecting organizations and leaders to create a trusted information network.

3

Goal Area

Scan the environment (regional and state) to identify, leverage, and improve current Arizona existing workforce expertise and partnerships

3A

Possible Strategy

Conduct a gap analysis of community (regional and statewide) expertise—the employer, educator, and workforce organization ecosystem—to document current resources and areas need that need further development.

3B

Possible Strategy

Identify benchmarks to measure the desired impact of convened employer, educator, and organization expertise

3C

Possible Strategy

Leverage Committee focus areas to make employer, educator, organization connections to improve support at different levels of the workforce process (awareness, training, etc.)

Draft Goal Areas for Iteration

2



We will mobilize collective expertise.

Promise:

Convene and leverage best-in-class workforce development expertise, connecting organizations and leaders to create a trusted information network.

4

Goal Area

Leverage network to establish more consistent language requirements used by employers, educators, workforce organizations to align with job seekers qualifications, certifications, expectations, etc.

4A

Possible Strategy

Analyze current language used to communicate accepted qualifications, certifications, forms of training, and job requirements in prioritized in-demand industries

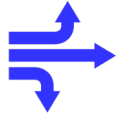
4B

Possible Strategy

Utilize community partnerships and marketing channels to socialize common language and provide job seekers direction

Draft Goal Areas for Iteration

3



We will lead the recognition of emerging career pathways.

Promise:

Improve the accessibility, exposure, and quality of training resources to better identify and create realistic career pathways for qualified and unqualified job seekers.

5

Goal Area

Recognize each in-demand industry's potential career pathway entry points for job seekers of all levels (e.g., Highschool seniors; mid trade school; transitioning careers, etc.)

5A

Possible Strategy

By prioritized in-demand industry, document job seeker types (by demographic and status) and their potential entry points

5B

Possible Strategy

Map and make visible each pathway per job seeker type and industry, identifying current milestones such as, outreach organizations, certifications, education, apprenticeship, etc.

5C

Possible Strategy

Evaluative the 1. reputability/quality of each milestone; 2. the highly resources vs. underserved pathways and 3. pathway recognizability (known vs. least known)



Thank You