



Planning Committee

Thursday, October 16, 2014 – 8:00 a.m.

University of Phoenix, Room 104
300 South Craycroft Road, Tucson, AZ

Meeting Summary

Members Present

Hank Atha
Duane Bock
Gregg Johnson

Beverly Price, Chair
Stan Steinman

Members Absent

Michael Guymon
Steve Banzhaf
Linda Arzoumanian

Paul Roughton
Pam Sutherland
Bruce W. Grant

Pima County Staff and Guests Present

Charles Casey
Anna M. Cunes
Diane Luber

- I. Call to Order: Beverly Price, Chair, 8:09 a.m.
- II. Action Item: 09/25/14 Meeting Minutes not approved due to lack of quorum.
- III. 09/11/14 WIB and TREO "Sector Partnerships" Forum Follow Up/Updates: Gregg Johnson said all three groups are still moving – Infrastructure (Construction and Engineering) has a meeting scheduled for October 28, 2014 and it will be facilitated by Lindsey Woolsey. Kurt Wadlington and Rob Lamb want only the 10 representatives who have been invited to this first meeting. Gregg Johnson and Michael Guymon will attend and Anna M. Cunes will take notes at this first meeting. Kurt and Rob are excited about the options. Judy Clinco has been discussing Long-term Health Care and has a meeting on October 28, 2014 with employers to speak to about a sector partnership. On the Biotechnology side, Lindsey Woolsey met with Aric L. Meares for the Biotechnology Sector Partnership. Gregg would like to receive from Pima County staff, the names of 2 to 4 bioscience leaders who have been engaged with the WIB and/or Pima County One-Stop, so he may contact them. Aric is out of town until the end of October so hopefully around the middle of November, this group can meet. Lindsey said her Arizona Commerce Authority (ACA) grant has been extended so she will be able to

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help the WIB past October. Charles Casey mentioned that for the past two years, Pima County has provided biotechnology scholarships for graduating high school seniors to take a UA class during the spring semester. Pima County staff will follow up with Dana Katbah to see if there are some employers that can be referred to Gregg.

Gregg Johnson said he believes that there is an opportunity in the unmanned aerial systems (UAS) field. Gregg would like to meet with two or three of the 10/10 Emerging Technologies panel members and ask if they would like to form a sector partnership.

Duane Bock mentioned that he does not understand why the UA does not have an UAS degree program. Kansas State has an UAS bachelor's degree program. There is open space in Tucson and Phoenix for test sights.

Stan Steinman said if Amazon is going to deliver items via UAS, it could also fall under the Logistics Sector and that having a list of the UAS Advisory Council members may be helpful.

Hank Atha asked if Pima County should make contact or does the WIB want to contact them? Gregg Johnson believes that Howard Phelps and Matt Pobloske may be the ones to speak to initially. Hank said that about 8 months ago, there was a TREO sponsored meeting at El Conquistador and there was some discussion about drones. Hank suggested that Michael Guymon may be able to provide the names of those who attended and/or participated.

- IV. WIB 2014 Annual Report Theme/Title – final version should be done by the next Planning Committee meeting. Charles Casey said revisions are being made and some drafts are in today's meeting packet. Beverly Price said she would like to see a testimonial from a company who has taken advantage of the H1B and/or on-the-job training stating what the benefits were to their company (i.e., number of employees trained, dollars saved). Charles Casey asked Diane Luber if she can help get 3 to 4 testimonials from different companies. Gregg Johnson suggested that the "What the WIB and One-Stop Do For Employers" information that was on page 19 of the 2012-2013 Annual Report, should be moved towards the front of the 2014 Report.

The committee agreed to rearrange the sections of information in the following order and to include messages of the WIB's forward thinking being done for the community and more so, for employers:

- ❖ Message from WIB Chair, Gregg Johnson (to include Sector Partnerships Information and possibly some Rapid Response RFP information);
- ❖ Message from Board of Supervisors Chair, Sharon Bronson;
- ❖ What the WIB and One-Stop Does and Will Continue To Do For Employers (expand information to include benefits to employers, impact and ongoing);
- ❖ Employer Testimonials;
- ❖ The Workforce Investment Board (include the additional responsibilities and opportunities of the WIB and the WIA conversion to WIOA);

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- ❖ Pima County One-Stop Career Center;
- ❖ Sector Strategy (include what the WIB is doing with/for employers including labor market analysis);
- ❖ Sectors (include information about what has been done or will be done and updates);
- ❖ Pima County One-Stop Career Center;
- ❖ Pima County One-Stop Satellite Locations;
- ❖ Pima County Public Library;
- ❖ Youth Services;
- ❖ Other One-Stop Services;
- ❖ WIB 2014 Members;
- ❖ Thank You to Members Who Left The Board; and
- ❖ Map to be placed where Communications Department sees best.

Employers will get involved if they read about what is going to happen and are aware of all what the WIB and the One-Stop can do for them.

Hank Atha asked Diane Luber to ask Jeff Nordensson to look at the 2014 Annual Report so he can provide a marketing perspective and provide any suggestions to the committee. Charles Casey mentioned that business and community leaders are the audience for this Report.

Hank Atha said economic development information needs to be included and recalls what Mike Valencia, SALEO, said about his challenge to governments to help market and advertise and make local companies and sectors known. Hank would like to see each sector have company names mentioned to help expose the companies and to encourage other companies to participate.

Charles Casey shared information about the conversion from the Workforce Investment Act (WIA) to the Workforce Innovation and Opportunity Act (WIOA) that will also be included in the 2014 Annual Report. During 2015 Pima County will join Arizona and the rest of the nation in transitioning from the federal WIA to the WIOA. The new law adopts something that the WIB has already been involved with which is Sector Strategies. Additional responsibilities include Labor Market Analysis; Convening Workforce Stakeholders; Leading Efforts to Engage a Diverse Range of Employers; Working with the Education System to Develop and Implement Career Pathways; and Developing Strategies to Use Technology in the Workforce System. The WIB currently does include labor market information at meetings and does analyze and review what is going on in sectors.

- V. Rapid Response RFP – Charles Casey said that prospective proposer would need to describe the methodology and resources they would use to prepare a report that addresses the following:

The Economic Environment – an assessment of potential layoff aversion strategies should begin with a review of Pima County’s employment base. This should include a review of the WIB’s targeted sectors, as well as other large employment bases (Call Centers, Hospitality, Education).

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The Workforce Environment – what human capital issues hamper the ability of companies to compete?

The Educational Environment – within each sector, human capital is allocated through both formal and informal career pathways.

The Worker's Environment – what causes workers to receive poor evaluations, and what strategies could employers use and what community resources could be used, to help improve worker productivity and help companies avert layoffs? Hank Atha suggested that the focus should be made clear as to what was said at the "Bridges Out of Poverty" (i.e., workers environment and poor evaluations that may be a result of an employee's personal challenges).

Gregg Johnson said he believes that what needs to be looked at are the employees who are earning a certain level of wage versus their capacity to get beyond subsistence, if you are focused on a certain level of employee who is living beyond subsistence and has spending money, and move down the scale to those are just getting by, and to those who are not getting by and taking advantage of resources, to help get them by. Which group of employees is in greater harms way for layoff in the future? Gregg looks at a continuum and looks at a business and asks, who is most susceptible to being in a rapid response situation, who is most susceptible to needing additional help and who is most susceptible to having crisis situations where they may not be able to do their job well so now they are in harms way and not because of their skill, but their capability. There is a variety of levels to look at. How do we work to avoid all circumstances?

Hank Atha said that Chuck Huckelberry would like to see the higher and lower skilled groups. Hank is concerned about the higher skilled groups that make up the economic driver part of the smaller companies. Hank suggested that Charles Casey should speak to the ACA. Gregg Johnson suggested that Charles Casey may want to look at the "Tucson Values Teachers" (TVT) report that was about teaching circumstances. It was a good report and it may be the type of report we want out of this RFP. Charles Casey suggested there may need to be more than one report generated including "Tucson Values Workers" and "Tucson Values Employers." Gregg Johnson said the Community Food Bank Board of Directors is having a survey conducted by a local company and it is costing \$35,000 that included the survey, data collection and analysis. Hank said a data collection element may be needed if existing data is outdated.

VI. Next Meeting: Thursday, November 20, 2014

VII. Adjourned: 9:15 a.m.

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