



QUALITY JOBS. QUALIFIED WORKERS.

PIMA COUNTY WORKFORCE INVESTMENT BOARD (WIB)

Youth Council

Tuesday, June 9, 2015

3:00 to 5:00 p.m.

Youth Council Planning Retreat for 2015-2016

Pima County Las Artes Arts and Education Center, Classrooms I and II
23 W. 27th Street, Tucson, AZ 85713

Meeting Minutes

Members Present

Vaughn E. Croft, Chair
Julio Peña
Ed Nossem
Liz Gulick

Donna Baker
Julia Strange
Debbi Embry
Arnold Palacios

Members Absent

Deborah Dixon
Johanna Duffek
Edward Dummitt
Paul Lyons

James Zarling - Excused
MaryAnn Phininzy
Eddie Valdez

Guests and Pima County Staff Present

Art Eckstrom
Maiola Coleman
Michael Gates
Gerri Brunson
Kate Harrison

Anna M. Cunes
Dana Katbah
Debra Jackson
Jay Slauter

- I. **Called to Order** – 3:11 p.m., Dr. Vaughn E. Croft, Chair
- II. **Introductions and Announcements** – Arnold Palacios, Executive Director, Tucson Youth Development, Inc. (TYD) announced that he is retiring from TYD as of 08/01/15 and he invited Jay Slauter, Principal, TYD, to attend today's meeting.

Maiola Coleman announced that she is doing outreach for the Pima County Youth Employment One-Stop Center.

Deborah Embry, Chief Executive Officer, Tucson Urban League (TUL), announced that TUL is getting ready to launch a pre-apprenticeship program that will begin during the first week of July 2015. TUL is contracting the program with the Home Builders Institute (HBI).

Julio Peña, Fred G. Acosta Job Corps Center, announced that they are in the process of adding an HVAC training program and getting the program certified.

Donna Bakerx, Workforce Development Specialist, TUL, is working on the summer program.

Ed Nossem, Metropolitan Education Commission (MEC), announced that it is a fairly slow time for MEC right now and they are waiting to hear the outcome for anticipated reduced funding.

Liz Gulick, Co-President and CEO, Goodwill Industries of Southern Arizona, announced that there are 165 Goodwill retail stores in Southern Arizona.

Deborah Jackson, representing TUL's Summer Youth Program through Grace Temple's Green Program, announced their upcoming career event "Presenting Dreams" on 06/26/15, 8 a.m. to noon, at the Pima Community College, Downtown Campus. Please let Deborah Jackson know if your organization will be attending or not. There is limited space for youth ages 14 to 21 years old.

Gerri Brunson, Business Services Employer Outreach Team, Pima County One-Stop. Announced that there are several programs underway and we are working very strongly with TYD, Joint Technical Education District (JTED) and the Youth Career Connect grant that works with the high schools that were written into that grant. This week, we started the bioscience academy for bioscience individuals. At Pima Community College (PCC) we have manufacturing machining students going through their STU career portion one credit course and next week they will start their manufacturing math course. These students will earn 6 credits by the end of this summer. Aviation students, through JTED, are completing several PCC courses. The Health and Information Technology, under JTED, will be coming out with courses along with internships at Tucson Medical Center (TMC).

Gregg Johnson, Past Chair, WIB, and Campus Director, University of Phoenix, said that he has not attended a Youth Council meeting for a long time because of work related conflicts. Gregg Johnson was the Past Chair of the Youth Council and enjoyed it. He is very interested in the work that gets done with the youth. Under the Workforce Innovation and Opportunity Act (WIOA), the WIB is hoping to see much more opportunity for the youth. The WIB will try to get the youth who need a little extra push, back on the right road. Gregg encouraged Youth Council members to get involved as much as possible in some of the WIOA details, besides what you do in your work, that need to be done under WIOA and what it may mean to the Council moving forward. One example is, normally 1,000 to 1,300 youth are employed each year during the Summer Youth Program. This year, the number is lower and 4,500 applications were received. Gregg Johnson She indicated there is a minimum 10,000 youth who need to be served and only 10% are being served. The way for us to serve more is if the WIB and the Youth

Council can get more businesses engaged. As a Council, please focus on ways to help the youth in our area who need help. The youth are our future and we should not deny them an opportunity.

Gregg Johnson thanked the Council members for their service and on behalf of the WIB, told the Council members' that their service is valued and what they do in their every day work. Gregg also announced that he will be retiring as of 10/01/15.

- III. **Welcome and Tour of Las Artes** – Michael Gates, Administration Coordinator, Las Artes Arts and Education Center, welcomed everyone and explained that Las Artes is a GED, Arts and Employment Readiness program within the Pima County Community Services, Employment and Training Department. Las Artes works under the Pima County One-Stop system and serves youth ages 17 to 21. As of 07/01/15, the age will be raised to 22 and not age 24 as recommended under WIOA. Las Artes has a structured classroom study combined with community art projects that allow students to prepare for general education development (GED) testing, and to build employability skills by participating in community art projects. Their next graduation ceremony will be July 10, 2015 at 10 a.m. at Dunbar Neighborhood Association and invitations will be distributed.
- IV. **Self-Career Clusters Interest Survey** – Youth Council members completed the Survey and shared some of their results. Vaughn E. Croft suggested that the Youth Council may want to have this or a similar Survey available for participants at a future Youth Career Expo. The Survey is also available in Spanish.
- V. **Youth Council Highlights in 2014-2015** – Vaughn E. Croft said that meeting at different locations, including at different Council members' locations, has served well and helped everyone learn more about each other and services provided. Promoting and supporting the November 2014 Arizona Transportation Builders Association (ATBA) Construction Career Days was good and fulfilled the Council's intention to organize a Youth Career Expo focused on the Infrastructure Construction Sector Industry. The 05/06/15 Emerging Technologies Youth Career Expo was organized by the Youth Council. Vaughn asked if the Youth Council has had an impact on any organization's youth. Maiola Coleman said that she believes that anytime youth are exposed to anything new, it is a good thing. Maiola also suggested that the youth should be invited to provide their input. Liz Gulick said that at a recent WIB Planning Committee meeting, there was a discussion about Arizona's 20-year projections that show that the largest job growth industries will be in those that will require a high school diploma or less. One idea that was suggested, is for the WIB and/or Youth Council to look at more intensive work that will make an impact on these youth who will fill these positions if we do not do something for them. A career survey was suggested so more intensive strategies can be done. Deborah Embry said the data should drive the strategy and we should look at who is not at the table such as PCC. What outcome are we looking for? If most of the data is for young people or who

do not need a high school diploma, is that our expectation? Dana Katbah said that her first thought is that there has been a mismatch between careers and jobs and what the youth really want to do and what their skill sets will really be. Dana believes that the Youth Council needs economic development organizations at the table. Is there someone from Sun Corridor Inc. (formally TREO) or another organization who can assist? Deborah Embry would like to see three industry sectors identified so strategies can be put together for our young people. For example, Goodwill and TUL have construction programs, and PCC and TUL could come together to put a plan together.

VI. Reports Reviewed From Previous Youth Career Expos – The Youth Council reviewed the Youth Career Expo reports including the 2011 Healthcare, 2012 Aviation, 2013 Biotechnology, 2014 Logistics and 2015 Emerging Technologies. The demographics of where in Tucson the youth come from, is a good diverse list. There has been good representation of public, private, charter, and parochial schools and home-school youth. 50 computers have been raffled off (10 computers x 5 Expos). Gerri Brunson said the employers need to understand the difference between a Job Fair and a Career Expo. The Youth Council needs to be very clear to exhibitors that the Youth Career Expos are an opportunity for youth to learn about the different types of careers that are available in the featured Industry Sector, not necessarily a hiring opportunity. Dana Katbah distributed information about the WIOA Section 129, Use of Funds for Youth, Workforce Investment Activities.

VII. Breakout Session – The Youth Council separated into two groups to discuss Career Expo Goals and Objectives.

1. Engaging Questions for discussion and recommendations (Excerpts below from Michigan State University – 4H Youth Development)
 - Discuss whether or not YC Career Expos have achieved the definition. Definition: Career exploration is the “process in which an individual chooses an educational path or training or a job which fits their interests, skills and abilities.” (www.businessdictionary.com/definition/career-exploration.html, retrieved 07-25-12)
 - *Discuss the whether or not elements of workforce preparation should be included in YC Career Expos.* Workforce preparation: You may have heard this statement: “It’s not always the best person who gets the job, but the person best at getting the job.” Many experts agree, so it’s worth investing time to understand everything you can about: [Identifying Your Skill Set](#); [Networking and the Job Search](#); [Resumes and Portfolios](#); [Interviews](#)

- Discuss the need to continue/to discontinue YC Career Expos following an agenda presenting general information and career exposure.
- Recommendations for 2016, consider the following:
 1. Need to continue to expose youth to career options
 2. Need to consider including elements of career preparation
 3. Need to include workplace experiences

VIII. Breakout Session – Sharing and Feedback

Michael Gates facilitated Group 1 and they suggested recruiting new Youth Council members who represent the following organizations and industries:

Youth

Workforce Investment Board (WIB)

University of Arizona (UA)

Elected Officials (Tucson City Council, Pima County Board of Supervisors)

Healthcare

Hospitality

High Technology (in-demand jobs)

School Districts

Economic Development

Large and Small Employers

Human Resources – Society for Human Resources Management (SHRM)

Boys and Girls Clubs of Tucson

Youth Employment Representative at One-Stop

Representation could include 25% of each of youth organizations, employers, agencies and community organizations.

Group 1: 2014-2015 Goals and Objectives

- Two youth hired at 05/06/15 Youth Career Expo (a sign of many more going the same).
- Long-term tracking mechanism (like WIOA does).
- Process for reaching youth in future.
- Obtain email addresses for long-term follow-up.
- With WIOA, look at moving from Career Expo to Expo/Job Fair for older clients.
- Different recruitment tactics.

- Focus on non-traditional type jobs (i.e., entry level) but matched with job (somehow connected).
- Work/Education Pairing.

Vaughn E. Croft facilitated Group 2 and they suggested recruiting new Youth Council members who represent the following organizations and industries:

PCC
 Faith-Based
 Boys and Girls Clubs of Tucson
 Junior Achievement
 Economic Development
 Youth themselves
 School Districts
 Elected Officials (Mayor's Office, City of Tucson)
 Boy Scouts of America – Catalina Council
 Girl Scouts of Southern Arizona
 Community Partnership of Southern Arizona (CPSA) - Cenpatico as of 10/01/15
 Law Enforcement (Tucson Police Department, Pima County Sheriff's Department)

Pima County Staff reminded Group 2 that under the WIOA, the Youth Council must include a member of the WIB, to be the Chair of the Committee. Vaughn E. Croft will serve as Chair as of 07/01/15. The Youth Council must also include members of community-based organizations with a demonstrated record of success in serving eligible youth and other individuals with appropriate expertise and experience who are not members of the WIB. The committee should reflect the needs of the local area. The committee members appointed for their experience and expertise may bring their expertise to help the committee address the employment, training, education, human and supportive service needs of eligible youth including out-of-school youth. Members may represent agencies such as education, training, health, mental health, housing, public assistance, and justice, or be representatives of philanthropic or economic and community development organizations, and employers. The committee may also include parents, participants, and youth.

Note: Under WIOA, the term “community-based organization” means a private nonprofit organization (which may include a faith-based organization), that is representative of a community or a significant segment of a community and that has demonstrated expertise and effectiveness in the field of workforce development.

Also under the WIOA, the Youth Council is to provide information and to assist with planning, operational, and other issues relating to the provision of services to youth, which shall include community-based organizations with a demonstrated record of success in serving eligible youth.

Group 2: 2014-2015 Goals and Objectives

- Exposed youth and business to opportunities
- Followed WIB's defined sectors

IX. Next Steps - In 2015-2016, we will be focusing on Out-of-School Youth, ages 16 to 24. Dana Katbah said that youth apply for Summer Youth Employment Program jobs from January to March each year. The Council agreed that a Spring Job Fair for youth might help increase employer participation for the following summer. February and October are months to be considered. Arnold Palacios suggested that a newspaper ad could feature an "Honor Roll" list of participating employers for the Summer Youth Employment or other programs. The Employability Skills Workshop should be included at Youth Career Expos along with a Financial Management Workshop. Deborah Embry said that youth employment is an out of poverty strategy and it has to be a priority for the city and the county. Deborah served on the Poverty Commission and said everything should be integrated and we need to be strategic. For example, a Fall or Spring Job Fair should lead to a summer job; Career Expos should lead to education or career choices.

X. Next Meeting: Tuesday, July 14, 2015, 3:30 p.m.

XI. Adjourned: 5:04 p.m.

Statement of Purpose: The Youth Council shall establish and maintain reciprocal partnerships with employers and youth service organizations to transition youth into successful contributing members of the community.