



Planning Committee

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

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

MEETING MINUTES

Voting Members Present

Steve Banzhaf
Dr. Johnson Bia
Gregg Johnson, Chair
Beverly Price
Pamela K. Sutherland

Members Absent

Elaine Babcock
Duane Bock
Michael Guymon
Clayton Hamilton
Suzanne Lawder
Rita Martinez-Purson
Lorraine Morales

Staff Present

Charles Casey
Anna M. Cunes
Diane Luber

- I. **Call to Order** – *Gregg Johnson, 8:12 a.m.*
- II. **Review Meeting Summary from last meeting** – *Reviewed.*

In regards to guest speakers presenting to the WIB, Pamela Sutherland would like to again suggest Hilda Solis, from L.A., regarding where Workforce Development is going from their area. Casey and Gregg confirmed that Hilda presented at the Kino Service Center in the past with Gabby Giffords.

- III. **Workforce Investment Act (WIA) Update** – no updates, per Casey. Bill on the floor in the House and in the Senate. Low priority at this time. We live on appropriations. Congress appropriated 1.1 trillion dollars for several various programs. We're hoping that WIA is in there. Several Acts in limbo status including trade adjustment assistance that expired along with a Child

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Care Act that expired and an educational program also in limbo area. JTPA ran about 15 years.

We'd like to see changes that will help. Gregg hasn't visited Technology Centers in Utah yet, but will try this spring. Similar to JTED but much more expanded. Gregg would like to see Technology Trade Centers in Tucson where they offer a variety of programs that anyone in the community can take advantage of. Normally located near high schools and students may get certificate in for welding, automotive, carpentry, electrician, etc. Centers are open to the public, more self-paced compared to a community college. At JTED, you don't have to have a high school diploma, a G.E.D. is acceptable. A cost structure needs to be determined for any new Technology Trade Center.

Dr. Johnson Bia said he believes the employers will support Technology Trade Centers. Pamela commented that Alan Storm once mentioned that students were being trained but the money wasn't available. Pam offered to be the liaison for the business community and have WIB and One-Stop to just pay the fees. Unions could get involved EMT Firefighter sponsors a graduate. Funds can only be used for certain qualified individuals. Get employers involved because the graduates need to have jobs following graduation. San Miguel High School has broken the mold and JTED should do the same. Don't just take courses, get involved and make connections. Job Corps is weak because it trains their students but doesn't have a pathway/connection to the employers. Beverly Price said even after the funding and training, for a business owner, the student doesn't always have the experience for the business/employer. Beverly suggests that "On The Job Training" or internships are very important so the student will have the experience (without pay) to move on to a permanent position. Including learning soft skills. When the student begins to show "good" then the employer could start paying the student. "On The Job Training" should be part of the curriculum, per Johnson Bia. It could be a course and part of the student's grade along with an externship.

In regards to the Downtown Holiday Lights, the IBEW has taken over the displaying of lights for their Annual Downtown Holiday Lights. Between private companies and unions, we could create more partnerships, per Pamela K. Sutherland.

Steve Banzhaf commented that just because a student is taught a skill, he/she really does need to know what "value added" skills are and mean. The employer will hire and keep employees, but only if they possess "value added" skills including social skills, dressing properly, arriving on time, and being devoted. Too many people believe that because they've graduated and gained a skill, they deserve a job. It's hard to find people with personal skills and the "value added" mentality.

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Beverly Price, with human resources background, said that what she hears from young people is that they believe they have this entitlement and believe they deserve \$80,000 per year, when hired. They don't seem to understand that more experienced people, who have worked at the employer for many years, may or may not be making \$80,000 per year themselves. These young people have a degree but no experience and still expect to be hired at a high rate.

Gregg Johnson's suggestion is to suggest to students, that they volunteer at an organization to show and prove that they possess their skills and "value added" skills, while gaining their needed experience. Chances are, if the student shows good skills – soft, technical, "value added", etc. - the organization is probably going to seriously consider hiring them.

Casey mentioned that One-Stop offers employability skills workshops that targets homeless, youth, and dislocated workers. In the Homeless Program, if participants don't show up on time for a training class, they are not allowed in class and have to sign up for another two week session. Participants do show up prepared to go to work and they must attend every day, on time, dressed appropriately, for two weeks. This Program has a reasonable success rate. Participants make phone calls to employers in the afternoons and are matched to employers by the end of the two weeks. When participants are successful by the end of two weeks, they almost always get hired to permanent positions.

With the Youth, they have been going to school since Grade K and sometimes they're better trained on importance of good attendance but sometimes not.

- Do we need additional Apprenticeship Programs?
- What are we doing to develop the potential employee so they're good at their skill but also have the soft skills, expectations and "value added" skills?

Casey offered to invite Dana Katbah, Program Manager, Pima County Community Services Employment & Training/One-Stop, to present at a future Planning Committee Meeting. Dana could explain processes and requirements, and then Committee could suggest what could be done better.

- IV. Workforce Investment Board (WIB) One-Stop System Plan Update –** Charles Casey confirmed the 5 year Plan will be on the Board of Supervisors January 21, 2014 "Regular Meeting" Agenda. No need for WIB Members to attend the meeting. Hank Atha will attend the meeting. The new Board of Supervisor Ally Miller, tends to question everything, and

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is the only one who may cause concern for not approving the Plan. We only need three votes for the Plan to be approved. Some Plan changes discussed – Casey and Gregg are suggesting objectives such as space be used for youth programs including technology.

- V. Discuss/determine schedule for Sectors to present at 2014 Planning Meetings** – Do we want to invite presenters to help us move forward, do things better, etc.? Gregg believes the first Sector who should present to the WIB is the BioScience Sector. Logistics already moving forward, so they're a good choice. Same Sector may need to present multiple times.

We'd like to do each Sector – we've done Health and now Machinists. We'll designate funding for graduation seniors so they can work at a Sector in the summer, go to college, and continue to work part time for the sector. LeadLocal working with small businesses to help connect existing agencies. Pima County always looking for ways to help, per Charles Casey.

The demand will be higher than ever before in the Health Care Sector. Hospitals had been struggling but new Act will help them to get increased funding so there's greater demand on services. Beverly Price mentioned that Medical Insurance Companies are at stand still. Provider side is in high demand. We need to hear from the Health providers, as to how this is having an impact on them. What progress has been made as a result of "Medical Billing Coding"? What is impact of ACA/NCA?

Gregg Johnson will present on Sector Strategy and Partnerships at the February 20 "Planning Committee" to help new members be familiar. Sector Strategy tells you up front, what our needs are, before the student starts schooling. Review Sector Partnerships and approach. Let's decide which of the six Sector's that we should start working closer with, first. Gregg will demonstrate which Sector's have been successful because of partnerships. For example, hundreds of job created in one Sector because every company employed 20 new people. New product lines, etc. were created. A Power Point presentation would help compile good information that we can share with the Sector's to help encourage the partnerships. Dr. Johnson Bia mentioned that Pima Community College has students who need guidance to help decide which Sector they want to enter. We need to try to educate and expose them on Sector options. Some don't know what field they want.

March Meeting – invite first Industry Sector to present so we can begin to build synergy to help have our group come together.

- VI. Miscellaneous** – Charles Casey
Information provided to Committee:

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- Demographics & Trends, Education, Top R&D Companies – treoaz.org
- Forecasting Project Update 2012 to 2013 - University of Arizona Eller
- Arizona's Future, Population Growth in the Arizona Sun Corridor
- Arizona: Business First – www.azcommerce.com
- Arizona: Industries – www.azcommerce.com
- Arizona Dept. of Admin., Arizona's Workforce Employment Report, 12/19/13 – az.gov

VII. Next Meeting: February 20, 2014, 8:00 a.m., University of Phoenix, Room 104.

VIII. Adjournment – 9:14 a.m.

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