



## Planning Committee

Thursday, August 21, 2014 – 8:00 a.m.

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

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### MEETING SUMMARY

#### Members Present

Beverly Price  
Paul Roughton

#### Pima County Staff and Guests Present

Anna M. Cunes  
Diane Luber  
Jim Mize

#### Members Absent

Linda Arzoumanian  
Hank Atha  
Steve Banzhaf  
Duane Bock  
Michael Guymon  
Gregg Johnson  
Suzanne Lawder  
Stan Steinman  
Pamela Sutherland

- I. Call to Order: Beverly Price, Chair, 8:10 a.m.
- II. Action Item: 05/15/14 Meeting Minutes reviewed; no quorum to approve.
- III. WIB Annual Report: The Committee discussed suggestions for the 2013-2014 Annual Report that will be distributed at the 12/12/14 WIB Annual Recognition and Meeting.

Charles Casey suggests that the Annual Report include some performance success stories.

Jim Mize suggests that the Annual Report should maintain consistency in how it looks for marketing and branding purposes.

Diane Luber believes the Report has improved over the years and the format is working well. She suggests including a focus on the Southern Arizona Manufacturing Partners (SAMP) successes and other large undertakings within

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the sectors. Diane Luber mentioned that she prefers less text and believes the map that was in the middle of the 2012-2013 Annual Report, was a nice addition.

Beverly Price asked how the Annual Reports are made available and distributed to the community. Diane Luber said she sends a press release, it is distributed at the annual meeting, and is available at <http://webcms.pima.gov/cms/one.aspx?portalId=169&pageId=22593>. Diane also said she assumes that all WIB members distribute the Annual Reports to their contacts during the year.

Anna M. Cunes also mailed one copy of the Annual Report to the 27 Pima County Public Library branches across Pima County and to the outlying areas of the county including Ajo, Catalina, Sahuarita, Green Valley, and Arivaca.

Jim Mize said the Annual Reports are distributed to employers by his staff. The Business Services Team includes the Annual Reports in packets distributed to the employers and at chamber and other meetings.

Beverly Price believes that there are a lot of people in Tucson who are not aware of the Workforce Investment Board (WIB). She would like the community to know what the One-Stop Career Centers provided to companies in the past year. Businesses should know what the overall value is for them to know what the One-Stop Career Centers have to offer.

Jim Mize said his staff goes out and sells the services that the One-Stop Career Centers have to offer including training dollars.

Paul Roughton believes that employers might hear more about the WIB, the One-Stop and the training dollars that are available, now that Tucson Regional Economic Opportunities (TREO) has included the WIB, the idea of sectors, creating jobs, and training people to fill jobs, in their 2014 Economic Blueprint.

Paul Roughton suggested that the Annual Report might need to be made available for people who want to read it on a smart phone or tablet. Diane Luber confirmed that it is available in a .pdf format and Paul suggested that we may need to consider making it available for an iPad. Example message on Annual Report: **Mobile:** use your QR app to scan the code to download a digital edition to your smart phone or tablet.

- IV. 09/11/14 Sector Partnerships Update: Paul Roughton explained that the plan is to have at least 100 upper management people in attendance and for some or all to create Sector Partnerships among the industry sectors such as manufacturing, healthcare, logistics and infrastructure. Lindsey Woolsey will explain "Sector Partnerships" and then allow time for the Sector groups to answer and discuss "pre-determined" questions. Diane Luber asked if media was wanted at the event and if a press release should be sent after the event or not. Paul Roughton will ask Gregg Johnson.

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- V. Sector Partnerships Reports and Surveys were reviewed by the Committee.
  - A. Wanted Analytics “Talent Sourcing Report – Bio Sciences”
  - B. “Clean Room” Questionnaire Summary
  - C. “Pima County Health Industry Occupational Needs” Survey

Paul Roughton asked Jim Mize what kind of response rate is normally received. Jim Mize said 80% was received from the machinist group because they had a need. If the industry does not have a need, the response rate is about 25%.

Gerri Brunson provided the reports and surveys and was not able to attend today’s meeting. Gerri is available at any time, for questions regarding the reports and surveys. Beverly Price may want Gerri Brunson to explain the information.

Jim Mize explained that the surveys are very focused and used to help identify the employers’ workforce needs, by sectors. For example, if 25 employers respond and all state that they have a need for a certain skill, then the Business Services Team will follow up and confirm the employers’ need(s) and determine how the Team can help the business with their training or other needs.

- VI. 2014 “Planning Committee” Meeting Dates, Time, and Location:

September 18, 8 a.m., University of Phoenix  
October 16, 8 a.m., University of Phoenix  
November 20, 8 a.m., University of Phoenix  
December 18, 8 a.m., University of Phoenix

Anna M. Cunes will send Outlook Meeting Invitations to Committee members.

- VII. Paul Shannon, State of Arizona Labor Market Information Director, Arizona Department of Administration, will present at the November 14, 2014 WIB meeting. The Planning Committee confirmed that they do not need Paul Shannon to present at the October 16, 2014 Planning Committee meeting.

- VIII. Next Meeting: Thursday, September 18, 2014 (**09/25/14** as of 09/16/14)

- IX. Adjourned: 8:58 a.m.

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