



QUALITY JOBS. QUALIFIED WORKERS.

PIMA COUNTY WORKFORCE INVESTMENT BOARD Youth Council

Tuesday, June 10, 2014 – 10 a.m. to 12 p.m.

Fred G. Acosta Job Corps Center, Center Conference Room
901 S. Campbell Avenue, Tucson, Arizona 85719

Meeting Minutes

MEMBERS PRESENT

Vaughn E. Croft Deborah Embry
Deborah Dixon Dana Katbah
Johanna Duffek Amanda Kucich
Edward Dummitt

MEMBERS ABSENT

Daphanie Conner Jack Forrester
Liz Gulick Tim Kennedy
Arnold Palacios Bev Paul
Julia Strange James Zarling

Pima County Staff & Guests Present

Charles Casey, Pima County Community Services
Maiola Coleman, Grace Temple Baptist Church
Anna M. Cunes, Pima County Community Services
Linda Leatherman, Pima County Faith-Based Coordinator
Ed Nossem, Metropolitan Education Commission
MaryAnn Phininzy, Pima Community College, AmeriCorps
Linda Reyes, Tucson Youth Development, Inc.
Carld A. Rosborough, Fred G. Acosta Job Corps Center

- I. Call to Order:** 10:11 a.m., Dr. Vaughn E. Croft, Chair
- II. Pledge of Allegiance:** All
- III. Roll Call and Introductions:** Vaughn E. Croft
- IV. Welcome:** Carld Rosborough, Center Director, Fred G. Acosta Job Corps Center welcomed the Youth Council and expressed her appreciation for the community partners who are very important to the Job Corps Center. The Center provides students with opportunities to individually exceed. The responsibility is the student's so when they leave, they will never be enabled and will stay competitive in the global market. Students

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are trained to learn and absorb, and to choose a Career Path. All staff do what they can to help the students reach their highest potential. The Center will be adding hands-on career technical training for 30 Certified Clinical/Medical Administrative Assistants who will be able to get hired in hospitals and assist LPN's.

V. Action Item: Reviewed 05/13/14 Meeting Summary.

VI. New Workforce Innovation and Opportunity Act (WIOA): Charles Casey explained that about 15 months ago, the House of Representatives had a bill brought forth to their floor to replace the Workforce Investment Act (WIA) and a few months later, the Senate did the same. It went into grid lock until three weeks ago. Now there is a bill where the Senate and House of Representatives met and came up with the WIOA. If it does not happen within the next month or two, it may go away. This is the closest we have been to a change in about eight years. It is important for the Youth Council to remember where these things originated. Some youth programs are in response to baby boomers. The major shift in this legislation is in the youth program. Currently, 30% of funding must be spent on out of school youth; the new WIOA would require that 75% of funding to be spent on out of school youth. And the age group has changed from ages 16 to 21, to 16 to 24. Johanna Duffek asked if "disabled" includes mental health issues and Charles Casey replied "yes." Youth program will be part of the plan along with WIOA Adult and Dislocated Workers, Wagner- Peyser, Adult Education, and Rehabilitation Act. 15% of the Rehabilitation funds will be directed to youth. Youth funds will still have to be subcontracted out. Vaughn Croft asked if subcontractors can be hired from out of state and Charles Casey replied "yes, but we do not want that." Deborah Dixon commented that in regards to the 20% of funds to be used for paid and unpaid work experiences, it may provide the Arizona Department of Juvenile Corrections the opportunity to use that funding to partially subsidize dollars for transitional jobs. Johanna Duffek asked if there is a champion in Congress and Charles Casey replied "yes, there are several on both sides and that it is a bipartisan coalition. Harken was a champion on the Rehabilitation." If they start to make changes to the WIOA, it will not pass. Please comment, good or bad, during the 30 day comment period, if something comes to your attention. Dana Katbah asked if cost-sharing agreements would be implemented with partner agencies and Charles Casey replied "yes and the database could be a shared infrastructure." If it passes, implementation could be as soon as July 2015. The plan would be for five years and we would need to write a four year plan. If it passes, we need to think about how we can figure out how to have a better system for youth.

VII. Recap of Youth Council 2013-2014

- Presented 2 Career Expos – Biotechnology and Logistics.
- Maintained Pima County's approval status for youth workforce development funding.
- Held committee meetings at different service provider and business locations to contribute to reciprocal partnering and sharing information.

VIII. Breakout Groups Feedback

Group A participants included Johanna Duffek, Linda Leatherman, Ed Nossem, Amanda Kucich, Debby Embry, and Edward Dummitt.

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- A. Engaging Employers – recruitment, engagement - based on this phrase from the Youth Council Statement of Purpose “...maintain reciprocal partnerships with employers and youth service organizations...”
1. What strategies work to attract employers that will fund youth training and employment?
 - The Chamber of Commerce suggests that it has to be easy for the employer.
 - We need to get the youth to the employer (i.e., job shadowing, paid or unpaid on the job training).
 - Lower the risk or liability issues faced by the employer.
 - For paid job opportunities, find subsidies for the employer.
 - Leverage community partners to help facilitate this training.
 - Career Development Training should include goal setting, testing for interest/exploration and following their passion (go beyond the paycheck).
 2. During a time when youth service providers are at capacity levels, what strategies can they use to serve more youth and stay within budget?
 - Teach the Teacher seminars where WIB members would educate teachers about what is available in the community.
 - More exposure to the higher education programs including personal visits and site tours and to expose youth to what is going on with the community schools. Work with site coordinators.
 3. What role should the Youth Council play to expose youth to careers and to introduce employers to future youth employees?
 - Employers have to buy into the value.
 - Then we have to provide students who are knowledgeable and/or engaged.
 - Always remember – it is a numbers game and we need to manage our expectations.
 - Shorter time events (i.e., Lunch & Learns at the employer location).
 - Is there a way to quantify/discover if students go into a career they learned of at a Youth Career Expo?
 4. In addition to “soft” skills, what types of skills are most in demand by local employers, particularly for younger workers?
 - Math, reading, writing, handwriting, computer literacy (knowledge and experience to use software applications and keyboard), customer service skills (greeting, answering phones, problem solving).

Group B participants included Dana Katbah, Linda Reyes, Deborah Dixon, Maiola Coleman, and MaryAnn Phininzy.

- B. Business and Industry Sectors – connecting youth – open, explore and expand youths’ understanding of sectors and ways to connect youth and employers. This is also based on the Youth Council Statement of Purpose “...maintain reciprocal partnerships with employers and youth service organizations...”

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1. What are the current practices that address this statement and how effective are they?
 - Continue Youth Career Expos and select the day and time after knowing districts and schools' early release and testing days.
 - Provide Industry Sector information to youth prior to day of Expo.
 - Schedule inspiring speakers from the industry who are aware of common barriers. MaryAnn Phininzy suggested that the Youth Council could ask A Billion + Change (<http://abillionpluschange.org>) for speakers. The vision of A Billion + Change is to transform business culture so that all companies in America will respond to the needs of their community and unleash the talent and expertise of their people in pro bono and skills-based service. In 2008 more than 150 top corporate government and non-profit leaders met at the White House for The Summit on Corporate Volunteerism to identify the benefits to companies of providing pro bono and skills based services.
 - Select a different Industry Sector for each Expo, in addition to six Target Sectors defined by the Workforce Investment Board (WIB): Aerospace and Defense, Emerging Technologies, Logistics, Health and Bioscience, Natural and Renewable Resources, and Infrastructure.
2. Youth preparation is a critical component of the Youth Employment Program. Are there new skills, experience and training required now or are they the same or different from the past?
 - Social media, web and computer skills; and online safety.
 - Traditional "soft" skills are still critical. As youth tend to abbreviate words when using technology to communicate (texting, emailing, Facebook, etc.), they need to be reminded to write and speak properly.
3. New sector employers have great careers available to our youth. Before attempting to connect youth to these opportunities, what are some strategies to prepare these employers?
 - Employers should be provided with an orientation.
 - A team of employers (Sector Partnerships) could help market and educate employers.
4. What role can we play in encouraging youth interest and awareness of emerging/growing sectors?
 - Provide information to junior and senior high school Career Counselors.

IX. Summaries of Shared Discussions

Breakout Group A - Johanna Duffek shared information that comes from the Chamber of Commerce.

- When you talk about engaging employers, it has to be made easy for the employers.
- Take the youth to the employers (i.e., job shadowing, paid or unpaid internships).
- Lower risk or liability issues to employers (i.e., age restrictions).
- Paid for opportunities, find subsidies for employers.
- Leverage community partners to help facilitate training (career development), and find what exists and work with those existing factors.

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Breakout Group B - Dana Katbah shared that the group would like for the Youth Council to continue offering Youth Career Expos and what should be considered/changed.

- Day and time may need to change to accommodate early release, testing, etc., days for districts and schools.
- Provide good industry sector information to youth prior to the Expo.
- Recruit inspiring speakers from the industry and who will share common barriers that youth may face (i.e., Pell Grant candidates with recent convictions for dealing or possessing narcotics are usually ineligible for help).
- Possible resource for speakers at www.abillionpluschange.com.
- Suggested industries for future Expos include education; healthcare; entrepreneurship; infrastructure and construction (Vaughn Croft said he knows a company who might host); information technology, web design and data security (Vaughn Croft suggested Pima County's E. 22nd Street site); and trades and apprenticeships organizations including the Fred G. Acosta Job Corps Center.
- Leveraging our social and political power so SunTran will offer a free or discounted Youth/Student Bus Pass.
- There is a lot more emphasis on social media, web/computer skills and online safety, so that is new. Soft skills (showing up on time, employer expectations) are still critical and should be included as it relates to technology.
- Provide employers with an orientation (how to hire youth, host interns and be a mentor) so they can share with other employers.

X. Program of Work will be presented at next meeting: August 12, 2014

XI. Announcements:

- A. MaryAnn Phininzy announced that on June 5, 2014, 1,300 students received their High School Equivalency (HSE) certificates (GEDs). The May 23 and 24, 2014 HSE Testing Scholarship Fundraiser event raised \$3,000. The funds will be available for students who want to apply for a scholarship that will help them pay for their \$140 GED test fee.
- B. Maiola Coleman announced an "Education and Careers Fair" being offered to 14 to 21 year old youth. It will be held at Cholla High School on June 27, 2014. 7:30 a.m. breakfast and 8:30 a.m. program start. Workshops will be focused around soft skills.
- C. Dana Katbah announced the Train the Trainer session on July 1 at Pima Community College, West Campus. Adult volunteer trainees are still needed to conduct the Employability Skills Workshops to youth who will be starting their 2014 Summer Youth Program jobs.

XII. Adjournment: 12:05 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.

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