



QUALITY JOBS. QUALIFIED WORKERS.

**MEETING OF THE
PIMA COUNTY WORKFORCE INVESTMENT BOARD**

Friday, January 11, 2019, 7:30 a.m.

Pima Community College, Community Campus
1st Floor Meeting Rooms A109-112, 401 N. Bonita Avenue, Tucson, AZ 85709

MEETING MINUTES

Members Present

Aric L. Meares, Chair
Bruce W. Grant
Mary K. Boegemann
Jacob Bernal
Dr. Vaughn E. Croft
Mary E. Darling
Dr. David Doré
Susan Hyatt Dumon
Steven C. Freeman
Michael Guymon
Chris Hazen-Molina
Dr. Margaret Higgins
Kari Hogan

Alex Horvath
Deron Johnson
Karen King
Dot Kret
Jorge Rivero
Fabian Sandez
Ramon Serrato
Paul Stapleton-Smith
Regina Suitt
Christopher Tafoya
Dr. Mark P. Vitale
James Zarling

Members Absent

Jacob Bernal
Clarence Boykins
Danielle Duarte
Jan Leshner
Brad McCormick
Marji Morris
Juan F. Padrés
Lea Márquez Peterson
Kathy Prather
Paul Roughton
Frank J. Watts, Jr.
Dustin Williams

(36) Guests Present

- I. **Called to Order:** Aric L. Meares, Chair, Pima County Workforce Investment Board (WIB), 7:41 a.m.
- II. **The Pledge of Allegiance:** All
- III. **Roll Call:** Alex Horvath, Vice President, Chief Human Resources Officer, Tucson Medical Center
- IV. **Welcome and Chair Message:** Aric L. Meares, Chair, Pima County WIB welcomed guests. Aric reminded guests that during the 12/14/18 WIB Annual Meeting, one of the messages that George Hammond delivered included the need for proper training that will be required to help prepare the workforce for some of the occupations in Pima County that will have the highest risk of automation. At the other end of the spectrum, others will have relatively low risks of automation.

Aric asked Paul Stapleton-Smith, Chair, Pima Area Labor Federation, AFL-CIO, to provide an update on the federal workers who are being impacted by the recent government shutdown and any assistance that is being provided.

Paul Stapleton-Smith announced that there are more than 9,000 furloughed federal workers being affected in Arizona and they are not legally allowed to apply for another job. Donations are being accepted such as gas cards and food. Food boxes and other donations will be distributed at a labor resource fair on 01/11/19. Resources will be available at 750 S. Tucson Blvd., 11 a.m. to 1 p.m. and 5 to 7 p.m. Six agencies and counseling services will also be available. Information and updates may be found on the following Facebook page: <https://www.facebook.com/PALFAZ>.

Christopher Tafoya, Deputy Administrator, Field Operations, Division of Employment and Rehabilitation Services (DERS), Reemployment Assistance Administration (RAA), Arizona Department of Economic Security (D.E.S.), mentioned that workers who are impacted by the federal government shutdown may file an Unemployment Insurance claim. Visit des.az.gov and under the Online Services menu, click on "Apply for UI Benefits."

- V. Action Item:** To Approve the 12/14/18 Meeting Minutes. Dr. Vaughn E. Croft motioned to approve; Chris Hazen Molina seconded the motion; and all were in favor.
- VI. Social Intelligence Panel:** Mark P. Vitale, MBA, Ph.D., Campus & Academic Director, University of Phoenix Southern Arizona Campus, facilitated the Panel and said that social intelligence is the capacity to know oneself and to know others. It is the psychological and biochemical science behind how we interact with one another.

Social scientist Ross Honeywill believes that social intelligence is an aggregated measure of self- and social-awareness, evolved social social beliefs and attitudes, and a capacity and appetite to manage complex social change.

Psychologist Nicholas Humphrey believes that it is social intelligence, rather than quantitative intelligence, that defines who we are as humans.

Dr. Daniel Goleman, author of "emotional intelligence and social intelligence," states that social intelligence is the interpersonal part of emotional intelligence. He also tells us that our brains are mainly designed to connect to other people and skills make us effective with other people.

The Panel guests included:

1. Michael Deehan, SPHR/SCP, Human Resources Director, JW Marriott Tucson Starr Pass Resort & Spa;
2. Andrew Dobbins, Owner, Intelligent Design Plumbing; and
3. Brent Schlosser, Store Director, Safeway Store 1988.

Mark mentioned that humans are not robots and showed a Typical Customer Experience video to help demonstrate how neglecting human emotions happens all too often.

- 1) Can you give us a brief overview of your organization's vision and values as they relate to customer service and social intelligence of employees or potential employees?

Brent Schlosser, Store Director, Safeway Store 1988 replied that his first real job was with McDonald's and before he graduated from high school he worked at a small grocery store.

Andrew Dobbins, Owner, Intelligent Design Plumbing replied that his first job was not in customer service and he packed boxes in a warehouse at age 14.

Michael Deehan, Human Resources Director, JW Marriott Tucson Starr Pass Resort & Spa replied that his first job was in customer service and during high school at age 16. He would run one mile to track practice and then run to Chucky Cheese to put on the mascot costume.

- 2) Mark mentioned that each business represented on the Panel is well known for their stellar customer service and asked each Panel guest how they go about establishing a culture of service in their business among their direct or indirect reports?

Michael replied that when people think of Marriott International, they usually think of hotels and what people don't always know is that they started out as a food and beverage vendor. One of their larger customers was/is the airlines and after 30 years, they opened the hotels. They have always been a part of customer service and have always offered customer service training to their employees.

Andrew replied that they have 40 employees and when a business takes care of the employees, they will serve the community well. If you express appreciation for the staff, they will take care of the tasks.

Brent replied that Safeway's philosophy is that all the stores, including competitors, may sell the same items so it takes more than a smiling face. They must keep a clean store and handle returns and quickly as possible. They teach the employees to try and say yes to the customer.

- 3) How does your businesses take care of employees?

Andrew said that his wife takes care of the staff by celebrating birthdays, and for Christmas they invite the employees and their families. Each group meets with the direct reports each week and they discuss personal and business time.

Brent said that Safeway recognizes and works with the employees. Supervisors must be flexible with schedules. They have employee recognition and celebrate years of service to help employees feel appreciated. Understanding personal lives is important.

Michael said that the Marriott does similar activities and have been among the top 100 companies and historically for decades. Their challenge is that their employees range in age from 17 to 77 and some are refugees. Some have high and low skills and they need to try and maintain skills. A lot of responsibility is put on the supervisors and they are responsible to put the love into the employees to help them with benefits, training, and other needs. Allowing each department supervisor to manage and support their staff has been beneficial.

- 4) What sort of training or investment in employee development does your organization provide as it relates to customer service?

Andrew replied that Intelligent Design Plumbing provides regular training for plumbers and on Wednesdays and Fridays, they provide ongoing customer service/people skills. What people are saying online can make or break a company these days. Three to four times per year, they will bring in a trainer. Some employees have rougher backgrounds than others so extensive training on substance abuse is provided. They also offer training to help with those who may have relationship and financial issues.

Brent replied that Safeway dedicates time for employees to take training on a computer and offers on-the-job training such as matching a new hire with an experienced cashier. They have continuous observations and will celebrate the positives and work to correct any negatives.

Michael replied that the Marriott has a dedicated full time, training specialist so if an employee will be interacting directly with customers, they are provided with the appropriate training course. The Marriott offers tuition reimbursement for language learning.

- 5) Maintain profit and take care of employees What are the most critical changes that a company needs to make in order to invest in effective customer service efforts?

Andrew replied that if you train the people right, the customer will be happy to pay for the service. The average age of a technician is 58 because the millennials did not choose this trade for an occupation. Treat employees right and pay them well.

Michael replied that profit margins became razor thin. Hotels have flexibility to close floors if they lack customers. If they close restaurants, they can offer employees a position in another department.

Brent – they have a labor budget that he must stick to. If they don't have happy employees, they will have employees calling in sick. When an employee calls in sick, they may need to pay another employee overtime to cover the sick employee.

- 6) What do you feel is the biggest frustration surrounding employees' social intelligence and what would be the ideal solution to resolve it?

Brent replied that some current millennials don't believe that a smiling face is important. They seem to be more about working for a means and believe that they are offering good customer service by not having a negative issue with the customer. Brent often has to convince millennial employees that a smiling face is important.

Michael replied that have hotels where the customer doesn't want to deal with any employees and others do expect for all employee to be able to assist them. The Marriott tries to teach their employees that each customer has different expectations and that they must be prepared. People who are life long learners are good to employ.

Andrew replied that they do have a lot of challenges and one day decided to adjusted their pay structure which has helped. The slowest technicians have a different pay structure than another trade that may paid by the job or hour. Some get paid a flat fee for installations. Intelligent Design has a bonus program for customer satisfaction.

Chris Hazen Molina, WIB member, said that she owns the Heartfelt Workforce business that offers corporate training. She wanted to recognize Brent who manages the Safeway that she visits frequently along with an employee Carla. Brent and Carla both helped Chris to locate an item. Chris expressed her appreciation for Safeway investing time in to their employees.

Dr. Vaughn E. Croft, WIB member, said that Fred G. Acosta Job Corps youth helped to greet people during a recent Linkages event that was held at the J.W. Marriott. He was very impressed by the friendly and courteous employees that he came in contact with throughout the resort. The parking garage employees were very helpful and all the staff in all the departments were very open, pleasant, and helpful.

Steve Freeman, WIB member, said he conducts site visits when seeking employers for the Linkages program. In October 2018, he visited Brent's Safeway and spoke to several Safeway employees. They all had very positive comments about Brent.

7) Aric L. Meares said the WIB tries to prioritize and determine what the One-Stop system can do to help with training and preparing the workforce at the elementary, junior high, and high school levels?

Michael replied that passion and perseverance is needed. The schools need to help students to find out if they have passion that might relate to a certain occupation. Narrowing down the passion for what that the person may want to do will help a person to have fewer false starts and jump from job to job.

Andrew replied that unfortunately the trades were removed from the high schools so many people now need to be made aware of the trades in addition to being taught about the trades. Students need to be encouraged to go to college. The pay is high in his industry and he has employees who can earn \$80,000 to \$120,000 per year without a formal education.

Brent replied that customer service skills need to be taught because a lot of students don't realize there is so much more related to the skills than what they know. People must know how to read people especially when a customer is frustrated. Reading emotions is very important so the employee knows how to respond.

Dot Kret, WIB member said that she used to have a program for social interaction at her DKA, Inc. business and they recently brought it back. The single number one thing that

is a current challenge is trying to get her employees to make eye contact during a conversation.

VII. ARIZONA@WORK Pima County One-Stop Report: Arnold Palacios, Director, Pima County Community Services, Employment and Training (CSET) Department reported on the following:

- A. Welcome Marcelino Flores, Special Staff Assistant Senior, Pima County CSET, who has joined the CSET Department. He will be generating reports among other CSET and WIB-related duties.
- B. Employment and Unemployment – Arizona
- C. Employment and Unemployment – U.S.
- D. Final Farm Bill includes Workforce Partnerships
- E. New Program aims to train growing freelance workforce
- F. Monthly Partner Report: Required other program authorized under Title I – Native American Programs presented by Rose Grijalva, Social Services Director, Tucson Indian Center. Rose presented information about the Tucson Indian Center’s Wellness Department and a Social Services Department.
- G. WIB Duties required under WIOA

VIII. ARIZONA@WORK Pima County One-Stop Operator Report: Jim Mize, One-Stop Operator, SER-Jobs for Progress, Inc. reported the following:

- A. The Partners last met on 11/28/18 and the next meeting will be on 01/23/19 at the Pima County Sullivan Jackson Center (SJEC).

During the 01/23/19 Partners’ meeting, Dan Sullivan, Program Manager, SJEC, will be presenting the Homeless Management Information System (HMIS) that is utilized by SJEC staff and other Pima County organizations. The HMIS is a local information technology system used to collect client-level data and data on the provision of housing and services to homeless individuals and families and persons at risk of homelessness.

- B. There has been some low attendance due to holidays and traveling.
- C. Goals for 2019 will include:
 - 1. Cross-training for services offered by One-Stop Partners and service providers.
 - 2. Still waiting for the client referral system RFP to be released
- D. The WIB “Performance and Accountability Committee” will be offering an Innovation Conference/Retreat on 02/27/19 at the University of Phoenix. 8 a.m. to 12 p.m. All WIB members, Partners, and service providers are invited and all levels of staff.

IX. Call to the Public: The following announcements were made:

- A. Uwe Hilgert, Bio5, The University of Arizona, announced a last call for employers who would like to sign up and be a part of the 02/12/19 11th Annual Student Industry Networking event scheduled from 4 to 6 p.m. at the Bio5. Anna M. Cunes will email the flyer to the WIB again.
- B. Christopher Tafoya, Deputy Administrator, Field Operations, Division of Employment and Rehabilitation Services (DERS), Reemployment Assistance Administration (RAA), Arizona Department of Economic Security (D.E.S.), announced that Maria S. Sopher has replaced him as the new Regional Program Manager, DERS, RAA, Arizona D.E.S.
- C. Chris Hazen Molina, Owner and Executive Life Coach, Heartfelt Workforce, announced an Emotional Intelligence Workshop event that she is providing for the Youth Development Coalition of Southern Arizona. The Workshop is a two-part training for leaders who work with youth scheduled on 01/26/19 and 02/16/19 at City High School Collaborative Learning Center. The flyer will be emailed to WIB members and guests.
- D. Regina Suitt, Vice President, Pima Community College (PCC) Adult Basic Education for College and Career, announced the annual PCC Graduation Ceremony that is scheduled for 05/23/19 at the Tucson Convention Center. Anyone who has obtained their GED® is welcome to participate in the Ceremony and WIB members and guests are invited to join the celebration of the accomplishments of Pima's graduates at this special event. The flyer will be emailed to WIB members and guests.
- E. Regina Suitt also announced the new PCC GED® Promise Scholarship that is available for Pima County residents who have recently completed their GED® between 07/01/16 and 06/30/19. Eligible applicants must have completed their GED® with an average test score of 145 or higher. Applicants do not need to be a resident of Pima County, however Pima County residents are given preference. Applicants must not have already received another tuition waiver or similar form of aid. Students must be enrolled at PCC for the Spring 2019 semester and the Promise Scholarship is good for one year of free education at PCC.

X. Next Meeting: February 8, 2019, University of Phoenix, 300 S. Craycroft Road, 85711

XI. Adjourned: 9:01 a.m.