



QUALITY JOBS. QUALIFIED WORKERS.

Meeting of the Pima County Workforce Investment Board

Friday, March 8, 2019, 7:30 a.m.

University of Phoenix, Southern Arizona Campus
1st Floor Meeting Rooms 116-120, 300 S. Craycroft Road, Tucson, AZ 85711

Meeting Minutes

Members Present

Aric L. Meares, Chair	Clarence Boykin
Bruce W. Grant	Paul Stapleton-Smith
Dr. Vaughn E. Croft	Mary K. Boegemann
Dr. Mark P. Vitale	Chris Hazen-Molina
Michael Guymon	Gina Pleas
Steve Freeman	Karen King
Dot Kret	Alex Horvath
Dr. Margaret Higgins	Laura Oldaker
Fabian Sandez	Lea Márquez Peterson
Jorge Rivero	Kathy Prather
Danielle Duarte	Maria S. Sopher
Cristina Harrington Castro	

Members Absent

Susan Hyatt Dumon	Juan Padrés
Regina Suitt	Kari Hogan
Jan Leshar	Jacob Bernal
Molly Gilbert	Brad McCormick
Mary Darling	
Ramon Serrato	
Frank Watts, Jr.	
Dustin Williams	
James Zarling	
Marji Morris	
Dr. David Doré	
Deron Johnson	

(31) Guests Present

- I. **Call to Order:** Aric L. Meares, Chair, Pima County WIB, 7:41 a.m.
- II. **The Pledge of Allegiance:** All
- III. **Roll Call:** Michael Guymon, Tucson Metro Chamber
- IV. **Welcome and Chair Message:** Aric L. Meares, Chair, Pima County WIB
 - A. **Welcome New WIB Members:**
 1. **Gina Pleas**, M. Ed., Correctional Education Program Supervisor and Principal, Tucson Success Academy, Arizona Department of Corrections
 2. **Laura Oldaker**, Owner and Founder, The Oldaker Group and The Gift of Caring and Academy of Caregiving Excellence

3. **Carol Stewart** (*not present*), Associate Vice President, Tech Parks Arizona, The University of Arizona

4. **Maria S. Sopher**, Regional Program Manager, Arizona Department of Economic Security, Reemployment Assistance Administration - *replacing Christopher Tafoya*

B. Welcome BACK Members with new employers:

1. **Molly Gilbert**, Commercial Properties, Cushman & Wakefield PICOR

2. **Lea Márquez Peterson**, Owner and President, Márquez Peterson Group, LLC

C. Welcome “first time” Guests: Aric invited guests to stand and introduce themselves.

1. Joseph M. Kobel, Treasurer, Tucson Area Apprenticeship Subcommittee and Carpenter’s Local 1912, said the he works for a Contractor.

2. Anthony “Tony” Grega, Anthony Grega Operations and Financial Management Outsourcing here today to participate on the Panel.

3. Kassy Rodeheaver, Business Librarian II, Joel D. Valdez Main Library, also here to participate on the Panel.

V. Action Item: To approve the 02/08/19 WIB Monthly Meeting Minutes – Dr. Vaughn E. Croft motioned to approve; Dot Kret seconded the motion; and all were in favor.

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

Happy International Women Leaders Day.

PayChex-Small Business Employment Watch

WIB Duties required under WIOA.

The Career Pathways Analysis and Resource Guide will be reviewed at the April 2019 WIB Planning and Executive Committee meetings. The Guide is tentatively scheduled to be presented to the WIB at 05/10/19 monthly meeting.

The U.S. Department of Labor (DOL) will be conducting an Arizona State Review monitoring and they have selected Pima County as one of the ARIZONA@WORK local areas to be visited. The monitors are scheduled

to visit the Comprehensive One-Stop Kino Service Center, Affiliate One-Stop Arizona D.E.S. Reemployment Assistance Administration, and the Specialized One-Stop Youth Employment Center. The monitors are also going to interview clients, staff, and WIB members and review client files.

Dr. Mark P. Vitale reported that the WIB "Performance and Accountability Committee" hosted the 02/27/19 Innovation + Opportunity Conference at the University of Phoenix. It was a good learning experience and training session for the attendees who represented several of the One-Stop Partners and service providers.

Program Oversight includes helping the One-Stop Partners and service providers to provide the best services for clients. And providing the best services should result in good performance results. The Committee organized the Conference to express their interest and support to the Partners and service providers.

The Committee oversees performance and they don't need to nor want to only read and criticize reported data, they want to collaborate and support the Partners and service providers.

Chuck Huckelberry, Pima County Administrator delivered a key note message for the good mix of all levels of staff. In addition to the Pima County One-Stop Partners and service providers, there were a few WIB members and community guests present. Thank you all for attending.

Professional Development Certificates are available for attendees who request one and an online survey will be emailed to the attendees.

Pima County staff will consolidate and review with the WIB "Performance and Accountability Committee," the comments/suggestions received on the pre- and post-online survey and those received during the Conference.

Updates will be provided to the WIB as action items are determined and/or addressed.

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

The 02/27/19 Conference was nice and he thanked Mark and the "Performance Committee."

The Client Referral Information Management System is still in progress.

A Front Desk Staff Training is scheduled for 04/17/19. Jim and Arnold Palacios have been planning the Training with Gabe Loyola, Pima County CSET Contractor, who will be the facilitator. There may be

approximately 60 attendees representing the One-Stop Partners and service providers. It will be a good cross-training. A list of the One-Stop Partners' programs and services is being developed and will be introduced at the Training. Once the list is complete, it will serve as a great tool for the Front Desk Staff and other One-Stop staff when the need arises to refer a client to another Partner or community resource. For example, if a client walks in or calls and asks about what to do with their dog while they look for work, attend a training, or if they need temporary shelter - are there any temporary pet shelters or pet day cares? Or if the person is homeless – are there any shelters that allow pets?

Lea Márquez Peterson said there seems to be a gap with Executive level staffing. The One-Stop system is great for the populations that they serve but where are the Executive level workers and job seekers referred to?

Jim Mize replied that at Raytheon, they provided referrals to upper management level employees and Michael Guymon said there are resources.

Alex Horvath said PDS used to be a good resource in Tucson.

Danielle Duarte agreed that there are resources.

Amber Smith, CEO, Tucson Metro Chamber, announced that the Chamber has a four step plan to centralize all workforce efforts with Skills-Based Matching that is catered to Veterans and up to C-level executives. The Chamber tested the technology in October 2018. There were 12 different job fairs in October 2018 and the Chamber hosted a hiring event that had a 68% hiring rate.

If all the job seekers and employers will utilize this technology it will greatly benefit the community. It has a feature that will connect people to training.

On April 23, 2019 the Chamber has a hiring event scheduled and the focus will be on the Aerospace and Defense Industry that currently is the largest industry in southern Arizona with jobs to fill. The event is open to graduating students, Veterans, and transitioning service members and their family members.

This is not a job fair. All candidates are pre-matched for interviews that will be conducted the day of the event that will be at the Pima Community College (PCC) Downtown Campus.

This event will be catering to job seekers from the University of Arizona (UA), PCC, the One-Stop, and Veterans and their spouses.

The employers will include Military, Raytheon, UA, and PCC among other employers.

Michael Guymon will provide the two event flyers, “Get Hired” for the job seekers and “Find Talent” for the employers, to Anna M. Cunes and she will email to the WIB members and guests.

The Chamber is working to make this an Arizona Skills-Based Matching project and Michael Guymon is the project lead.

VIII. Impacts of Automation on Pima County Employment - Skills Likely to be More In Demand: Entrepreneurship and Initiative Taking Panel

Aric L. Meares facilitated the Panel and introduced the participants that included:

1. Justin Williams, Founder and CEO, Next Tucson
2. Anthony “Tony” Grega, Anthony Grega Operations and Financial Management Outsourcing
3. Kassy Rodeheaver, Business Librarian II, Joel D. Valdez Main Pima County Library

Tony Grega said he currently has his ninth start up. Entrepreneurship is taking an idea and making it a business. You won’t get your idea funded but you can get your business funded.

Justin Williams said he founded or co-founded many high impact programs and organizations including Arizona Technology Council, TEDxTucson, Startup Tucson, and the TENWEST Festival. In response to the “Age of Accelerations” triggered by rapid technology innovations, Justin founded Next Tucson in 2018. He has been working in innovation for a long time. He would rather define the word start up and he does not believe it is the same as entrepreneurship. He believes that a start up is temporary.

Kassy Rodeheaver said she has been working at the Joel D. Valdez Main Pima County Library for 4 plus years. She believes that entrepreneurship means that you are inspired to take a product or service and you are trying to find the right market in your community. You will need to try to innovate and learn to serve existing customers in a better and faster way.

Aric L. Meares said he has several family members who own their own businesses and he believes that Tucson under reports the number of people who do own their business and/or are self-employed.

Aric asked each Panel guest to share some of the common experiences and those who may be chasing a dream.

Tony Grega replied that you must have the passion and be able to handle the failure after failure. The passion is what will help a person get funded and to survive the failure(s).

Justin Williams replied that he has distributed to today's attendees, a draft *Building the Next Tucson In the Age of Accelerations* that includes what he believes for both companies and society, what people need to have. The strong foundation of the principals that define the entrepreneurial spirit include:

- ✓ A social awareness that enables you to identify problems needing solutions;
- ✓ The vision to see unsolved problems as a valuable opportunity for innovation; and
- ✓ A personal empowerment that grants you permission to work on the problem.

There are five additional principals listed in the document.

Kassy Rodeheaver replied that the people who they speak to at the Public Library are not always prepared due to family issues. She believes passion and the perseverance is what is required. Sometimes it will take a person to have a third business before being successful so having perseverance is definitely helpful. Entrepreneurship provides opportunities for those who may have child care issues.

Aric asked each Panel guest to share where an entrepreneur should be referred to for assistance.

Kassy Rodeheaver replied that SCORE is a nonprofit organization partially funded by the Small Business Administration. The representatives are retired executives who want to assist entrepreneurs. SCORE will refer the entrepreneurs to the Main Public Library where they may attend weekly classes and obtain necessary information. The City of Tucson created a 40+ page document that contains all of the entrepreneur-related resources that are available. The Library also has several tools that are available for free.

Justin Williams replied that the 40+ page resource would be the fast answer. Where a person is referred to should depend on what the person is asking and they often ask for too much. A mentor can be expensive but Justin recommends UTube because there are hi caliber resources on UTube that provide great resources.

Startup Tucson offers networking events that include Startup Drinks; Startup Coffee; and Startup Labs to help prepare entrepreneurs for success. They have the programs, people, and resources to help a new product launch or an existing business grow. The events are good resources and are good for self-reinforcing and learning from each other.

There is an online IQ test that is no measure of your future success, but it may show you where you excel and where you need to improve to help make your business soar. Visit <https://www.entrepreneur.com/article/247560>.

Justin said that entrepreneurship, job placement, and career pathways are not the same thing. To think of yourself as starting a company is the worst idea for a person to have. The WIB should know that the spirit and mind set must be developed and that it is a survival mechanism.

Tony replied that the Public Library is a great place to go. Reference USA is a brilliant tool to find out information about a company. The Startup Coffee events are great for the person who needs to retain a lawyer who they will need along with a good accountant.

Aric asked if we be teaching entrepreneurship?

Tony replied that some people are naturally fit to be an entrepreneur and others are not. The entrepreneurship spirit can be in someone whether they work at and own their own business or they work for a company.

Aric L. Meares mentioned that the WIB recently invited Panel guests to participate on a Soft Intelligence Panel and a Creative Intelligence Panel.

Clarence Boykin, WIB member and Black Chamber of Commerce, asked if someone were to say that they are an entrepreneur, how would you respond?

Justin and Tony both said the reply should be "Where are you at?"

Clarence also asked, what if someone says "I have an idea."

Kassy replied that she believes that if you have an idea, that is awesome, but you must test the market and find out if your product or service is or will be needed or wanted. SCORE offers a "Do you have an idea?" free class.

Justin said there is a single piece of paper with nine boxes and each concept is what goes into a business plan and Lean Startup is all about learning and there are steps to test a hypothesis.

Dr. Mary Higgins asked if anyone should be concerned with the Public Library's information being up to date and Kassy confirmed that it is updated daily.

Tucson Unified School District does offer an entrepreneur class and they work with Junior Achievement and the Tucson Hispanic Chamber Jr. Entrepreneurship Academy.

IX. Call to the Public: Joseph M. Kobel, Local 1912, announced that this is a statewide local and named 1912 in honor of Arizona's existence. They have been in existence since 1901. He serves on the Arizona Apprenticeship Subcommittee. There are 60 apprentices in Tucson and their training center is near I-10 and Prince Road. Joseph reminded everyone to encourage youth and educate them about the Journeyman upgrades and highly skilled professional workforce that is needed in the Construction Industry. They often work under a contract and members are paid equally whether they are men or women. The Local has a volunteer action committee who volunteers regularly with Habitat for Humanity. They are the best in the nation and have a 1-million square foot facility in Nevada. The political atmosphere is not great. The Southwest Regional Council of Carpenters represents over 50,000 union carpenters in six states. They are dedicated to raising area standards for all carpenters in Southern California, Nevada, Arizona, Utah, New Mexico and Colorado. Being a carpenter means being part of a proud tradition. Carpenters are vital to the success of every construction project. They build the roads, schools, power plants, hospitals, office buildings, stores, and homes that make up our communities. Without us, civilization ceases to be. Earning a living as a carpenter is a noble profession, but it is not an easy one. If you earn a living with your hands and your back you deserve a good wage, with decent benefits, fair working conditions and a pension that will allow you to retire with dignity.

Pima County Joint Technical Education District (JTED) offers premier, tuition-free CTE programs to sophomores, juniors and seniors. JTED serves students from public, private, and charter schools; and students who are home-schooled. JTED also serves students who have not earned a diploma or GED if under age of 22. Students may attend JTED classes at one of their Central Campuses, located throughout Pima County, or at one of their satellite locations which are located at all public high schools in Pima County, Santa Cruz Valley, Nogales, and in Mammoth San Manuel.

JTED instructor, Jim Luckow, has been working in the JTED program for years and he says at the completion of their program, students will get a good base of skills under their belt.

Mr. Luckow says a new study from the University of Arizona, showing construction job growth has been on the rise for the last decade, is for a few reasons. "We have growing communities, we have an aging workforce and then lastly in the last 30 to 40 years that I've taught we have not had very many students enter the workforce in those careers."

Before students graduate, their foundation of skills will then allow them to specialize in a certain trait during their first job. "And we have a lot of industry individuals who are coming to us asking for skilled labor so it's a great opportunity for everyone, it's a win, win, win if we can make it all work."
Source: Arizona Daily Star, March 2019

X. Next Meeting: Friday, April 12, 2019, 7:30 a.m.

XI. Adjourned: 9:07 a.m.