



QUALITY JOBS. QUALIFIED WORKERS.

Public Notice of Meeting of the Pima County Workforce Investment Board

Friday, November 8, 2019, 9 a.m. to 1 p.m.

Pima Community College Downtown Campus, Amethyst Room
1255 N. Stone Avenue, Tucson, Arizona 85709

Meeting Minutes

Members Present

Clarence Boykins	Alex Horvath
Dr. Vaughn E. Croft	Karen King
Mary E. Darling	Aric L. Meares, Chair
Dr. David Doré	Laura Oldaker
Danielle Duarte	Jorge Rivero
Molly Gilbert	Ramon Serrato
Bruce W. Grant	Maria S. Sopher
Frank Grijalva	Paul Stapleton-Smith
Michael Guymon	Regina Suitt
Chris Hazen-Molina	Dr. Mark P. Vitale
Dr. Margaret Higgins	James Zarling
Kari Hogan	

Members Absent

Jacob Bernal
Natalya V. Brown
Barbra Coffee
Susan Hyatt Dumon
Brad McCormick
Marji Morris
Lea Márquez Peterson
Kathy Prather
Fabian Sandez
Carol Stewart
Dustin Williams

(55) Guests Present

- I. **Called to Order and Opening Remarks:** Aric L. Meares, Chair, Pima County WIB, 9:05 a.m.
- II. **The Pledge of Allegiance:** All
- III. **Roll Call:** Anna M. Cunes, Administrative Services Support Specialist – Senior, Pima County Community Services, Employment and Training Department.
- IV. **Welcome Remarks:** Honorable Ramón Valadez, District 2, Pima County Board of Supervisors

Thanked PCC, the WIB, and Ron Painter. He was on an economic development tour with Ian R. Roark to find out which sites are available based on criteria. What is the most important thing that helps an employer to select their new site. The answer was always “workforce”

As the WIB develops policies it will shape Tucson’s economic development going forward.

The people on the ground and who work in the workforce field were thanked and recognized.

In 1977, Art Eckstrom, developed the concept for the One-Stop system after he had been laid off from the mines. Art believed the best way to address and assist the dislocated workers was to assist them and obtain assistance in one location for health services, social services, and unemployment.

6,000 receive One-Stop services each year. SAMP was one of the first WIB sector partnerships and has been recognized nationally. A new model and congratulations to those who have been supporters and participants.

Pima County invests more money than any other county with two charter schools and 7.7 million dollars. 2019-2020 increase for 9.6 million and general funds are 7.9 million. Pima County takes workforce very seriously and it's a key element for the County's economic development strategy as stated on the pima.gov website.

The 2019 Summer Youth Employment Program provided \$1,964,160.00 in Pima County and you have to see the face on the young person who receives their first pay check that was not given to them, but that they earned.

Working with the One-Stop Business Services Team, Supervisor Valadez has visited businesses across aerospace, biohealth, and logistics sectors-each with an integral part of the regional economy.

Pima County beat Maricopa County with the help of County staff and ideas from Ron Painter we can continue to be number 1 in Arizona.

- V. Welcome Remarks:** Honorable Mayor Jonathan Rothschild, City of Tucson, thank you for the work you are doing and keep doing it. He is not retiring and he will still be involved with the community. He thanked PCC, Lee, and Ian because they have really been leaders for the past several years with workforce development such as the model with Caterpillar. PCC approached the employer to ask about their needs and Caterpillar agreed to partner with PCC. In government, we try to be shovel ready and provide land for the employers and Valadez was correct when he said the employers always ask about the workforce first. The Pittsburgh Mayor Tom Murphy was in Tucson recently and Mayor Rothschild he also just found out that Ron Painter is also from Pittsburgh. Sometimes a city's infrastructure can't keep up with the 9:31 a.m.

- VI. The Future of Work Local Workforce Trends:** Lee D. Lambert, Chancellor, Pima Community College and NAWB Member shared the following information: 9:32 a.m.

Today's meeting is taking place on the Tohono O'odam and Pasqua-Yaqui land and Lee thanked Ron and Melanie for visiting and seeing how education, and through the WIB to start the power of the workforce and thanked Arnold and Ramón for elevating the success of Pima County.

65% of current first graders 2018- world economic forum – 2030-ish new jobs that we don't even know about. 1/3 of the American workforce will be displaced through automation. What is the bridge that connects all of this? It's skills as determined by

the McKinsey Global Institute which is a institute for business and economics research. They publish fact-based insights that help inform management and policy decisions. Skills needs are followed by emotional.

What does a vacuum cleaner have in common with a saw mill? Dyson went to a saw mill and witnessed how it separates and asked himself, what if we could do this with...

On ramps to short term training. Lee is proud to say that when Bombardier approached PCC, and thanks to the work with the WIB, they have trained more than 200 individuals. They didn't have FAA certification and now they are mechanics. This is a good example of an on ramp.

Up scaling the workforce. When Caterpillar said it was costing them a lot of money because of the training and PCC created a training for their engineers on mechatronics. Now Raytheon and the University of Arizona would like to partner with PCC.

Reskilling is about training someone in an existing job and when the trucking company approached PCC, they said they knew that their industry was going to grow. PCC created the first autonomous truck driver training in America.

Amazon is a good example of this through their Prime Program. PCC is working with Amazon to train people in logistics.

Education as a benefit. Working with AGM Containers and he has the best approach to education. By investing in their employees, and providing incentives for grades, that is education as a benefit.

When the cyber industry approached PCC after visiting other colleges, several people were worried about cyber attacks. There is a first cyber warfare range and is an example of working together. This range allows real time learning for students and with real hackers.

4 Super Powers include also known as Industry 4.0:

- AI
- Mobile Technology
- Cloud Computing
- Internet

With all our great partnerships including the WIB, we are moving forward.

VII. The Future of Work National Perspective: Ron Painter, President/CEO, National Association of Workforce Boards (NAWB) shared the following information: 9:46 a.m.

His son decided he was in Pennsylvania too long and is going to school in and earned a degree from Udal and has his masters in RN. The future of work and skills at the University of Colorado and the Seattle Community College system and then on to Udal.

Thanked Arnold, PCC, and Honorable Ramón especially for the funding towards the workforce.

Workforce does need to be prepared for economic development. We need to piece together a system that is fragmented.

Helping us learn what we need to be talking about in Washington.

He said that 200 and recognized Anna M. Cunes and Andrew Kachur for keeping Melanie and him informed and feeling welcomed.

What are you worried about? What? What do you want us to share with Washington?

Toured where they build Boeing aircraft and it seemed like they just used duct tape.

Going to Spokane and on to Honolulu. And then Gainesville, Florida. Grants Associates has helped to underwrite their traveling.

Ron asked how many guests had a smart phone 15 years ago and said he uses his for his calendar, checking emails,

32 million people are in the labor force and are not all skilled for the jobs. Is the WIB thinking about skilling and re-skilling these individuals?

What kind of future do you want? What are the values that you want and how do we do this together?

You must co-create and work together for Tucson.

Even policy science majors need to know.

Ron presented a unique and expression of thanks to Aric and Lee on behalf of the 10 million people who visit the One-Stops across America. 10:13 a.m.

VIII. Break

- IX. The Future of Work Local Workforce Challenges Table Discussion:** Arnold Palacios, Director, Pima County Community Services, Employment and Training shared the following information: 10:23 a.m.

Layoff Aversion Study, Career Pathways Guide,

Issues

Paul Stapleton-Smith said “The ability to in a fair way”

Skills to be taught in schools so they don’t have to always be taught on the job

Post-secondary to career

Rural transportation for people to get to work

Arnold also mentioned the State Plan

Youth Expo for in- and out-of-school

Arnold thanked Coconino, Pinal, and Maricopa Counties for attending today’s meeting.

Mark P. Vitale, MBA, Ph.D., Campus & Academic Director, University of Phoenix Southern Arizona Campus explained the process for each table to answer a question that was provided to them. Collaborative system building to see where current needs are and where the WIB should go from here.

Mark asked each table to take two minutes as a table and figure out what their table mascot will be. Mark said to be creative just as Lee said we need to be for the workforce.

Table 1 Warriors
Table 2 Saguaros
Table 3 Mighty Ants
Table 4 Copper Miners
Table 5 Hawks
Table 6 Red Hot Chili Peppers
Table 7 Tamales
Table 8 Coffee Beans
Table 9 Cyclones
Table 10 Las Tortugas

Guests were asked to find a partner and interview their partner with the following three questions:

1. Name
2. 1st Job
3. Challenges in that Job

Then each guest was asked to introduce their partner to everyone at their table.

The guests were then asked to discuss the challenges that each of the WIOA populations face when looking for work.

Table 10 Las Tortugas – Incumbent Workers – lack of knowledge for upskilling our workers face.

Table 9 Cyclones – Homeless Population – before we can talk about opps for work; we need to stabilize the population with 3D home communities with resources within the community.

Table 8 Coffee Beans – Homeless Population – their challenges are associated with obtaining required documents that are needed, resources, and being connected to systems.

Table 7 Tamales – Low-Income Population – challenges are having access and support to services such as the One-Stop

Ron Painter mentioned

Table 6 Red Hot Chili Peppers – to see skills and abilities in individuals

Table 5 Hawks – Returning Citizens – workplace perceptions; helping both sides how to overcome; and provide develop opportunities. Mark mentioned that Pima County is a leader with the Second Chance Initiative

Table 4 Copper Miners – Youth – misalignment of current state of the workforce for the future state and the realities. There are different perceptions and need to benefit all stakeholders.

Table 3 Mighty Ants – Adult Learners – face barriers such as transportation and often lack basic skills such as math and reading; need to engage business; take services to individuals.

Table 2 Saguaros -

Table 1 Warriors –

Melanie said everyone had great ideas and she and Ron can't make a decision and select the best table.

- X. Future of Work Local Workforce Opportunities Table Discussion:** Dr. Ian R. Roark, Vice President of Workforce Development & Strategic Partnerships, Pima Community College

11:20 a.m.

Table Facilitators who are PCC staff and will keep the conversation focused.

He recognized Regina Suitt and announced that this is her last WIB meeting.

Molly Gilbert – upskilling and continuing education in the areas

Dr. Margaret Higgins – reduce the silos and educate for the future not just now. We want to have an education that is learning how to learn, We want businesses to provide upskilling. We want business and education to fund education in one way or another.

Mike Rohrbach – said the existing institutions are doing a good job. For the first time in history, young people know something better than the older people. We keep telling them to put their phones away and we need to take advantage of their skills and ask them to teach older individuals how to use the technology. Youth Empowerment is a suggested change.

Kari Hogan – individuals with disabilities pay it forward, increase staff, and recognize employees. For example, at Raytheon, all male employees have the option to take three weeks off when their spouse has a baby. Incentives and benefits are good for employers to have for employees.

Danielle Duarte – this table talked about reform. How are we attracting and retaining talent for and in Tucson?

Ramon Serrato – this table said education needs to be reformed. The Dept of Education is not here today and they need to be. Industries need a workforce so we believe

integrated and holistic approach. Stackable credentials should begin at the K-12 level. Making the holistic approach and it's the key for the industrial revolution.

Ian said, that Ron Painter suggested the question and scenario. Remember the movie Rocky IV when Rocky was training in the Soviet Union. The Soviet Union had a lot of training equipment and instead of training on a treadmill or other state of the art equipment, Rocky chose to train in a barn.

The guests were asked to think about about and come up with some action steps that Tucson can do now at the local level rather than .

5 minutes to discuss.

Dr. Margaret Higgins – this table suggested that the Library could offer to homeless, a place for mail to be picked up.

Danielle Duarte – need to have more career exploration in middle schools. WIB members need to be good story tellers and communicators.

Jim Mize – engage private sector industry by letting them sit in a room to communicate without others in the room.

Birni – potential focus groups, holistic approach and include administrators and teachers in the conversations

Luire Kierstead-Jospeh - Engage more with industry; more employers on the wIB; share more about what PZartners are doing. Speak to elected officials about issues.

- Creating a culture; having an attitude of what we do here. Involving elected officials to help us work with employers.

Chris Hazen-Molina – Returning Citizens – before we teach work skills, they need to work on life skills. Work with them before they return to the community.

Ramon Serrato – Follow WIOA and the word innovation allows us to do what we want to do now.

Julie Neff-Encinas- how can we use the present day resources and not count on new We need to stop the privatization and education al discussion millions of dollars are going into the hands of corporate entities. They are stealing lands and buildings and not providing education.

XI. Interconnection of the Workforce Innovation and Opportunity Act, Carl D. Perkins Vocational and Technical Education Act, and Higher Education Act Working Lunch Session: Ron Painter, President/CEO, NAWB **12:23 p.m.**

Told guests to think about and Perkins states “area of focus”

The process that guests are involved in today setting a vision. What do we want the system to do here.

People are the best investments for the

We are the last mile in job creations

We need to engage local elected officials

Ron suggested a focus group similar to what Spokane did to improve their One-Stop system. They asked clients what they liked about visiting, or what did they learn from their job.

Danny asked for an example website and Ron suggested San Diego.

\Ask Clients how we are doing in Pima County and how we can offer online services. Gather what we know and digitize the information.

The American labor force is not the problem, they are the resolution.

XII. Stakeholder Goals, Values, and Metrics Closing Remarks: Dr. David Doré, WIB member, and Campus President and Vice-Chancellor of Workforce and Economic Development, Pima Community College 12:47 p.m.

Ron and Melanie will create a report after the Tour is completed and some information will probably be shared at the National Conference

One consistent theme is that Pima County has tremendous assets, We have a good network of communication and how do we better. Build a system weather that programs. How do we overcome the misconceptions about jobs, populations, education. The welder of the past is not the welder of today.

Education needs to be reformed. The future of work impacts the future of learning.

Lee has challenged PCC to be ahead of the curve and be responsive to the workforce needs.

Life long, owned by the individual, moving at a speed and scale that we have never seen before.

PCC needs to work more consistently to transform learning not only in Southern Arizona but in the state of Arizona.

Employability is the new skill need.

XIII. Next Meeting: Friday, December 13, 2019, 7:30 a.m., Hotel Tucson City Center 12:55 p.m.

XIV. Adjourned:

Special thanks to the National Association of Workforce Boards and Pima Community College!

 **National Association
of Workforce Boards**

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the next level.
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NAWB membership today.

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