



QUALITY JOBS. QUALIFIED WORKERS.

Notice of Virtual Meeting of the Pima County Workforce Investment Board (“WIB”) Executive Committee

Pursuant to A.R.S. § 38-431.02(D), notice is hereby given to the members of the Pima County WIB Executive Committee and to the general public that the Executive Committee will hold a virtual meeting open to the public on

Thursday, June 23, 2022 8am

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Or call in (audio only) +1 213-279-1657,,242690733# United States, Los Angeles
Phone Conference ID: 242 690 733#

Minutes

Table with 4 columns: Members Present, Guests Present, and two columns of names (Dr. Mark Vitale, Aric Meares, Rhonda Pina, Dr. Vaughn Croft, Brad McCormick, Dan Sullivan, Michael Guymon, Danielle Duarte, Cassie Lundin).

Agenda

- I. Call to Order and Welcome: Dr. Mark Vitale, MBA, PhD. Chair, 8:01am
II. Call to the Public, No public comment
III. Review, Discussion & Action Item: To approve May 26, 2022 meeting minutes; Motion: Brad; Second: Vaughn; Discussion: None; Vote: 6-0. Passed.
IV. Review, Discussion & Action Item: To review WIOA Title I-B Branding policy for ARIZONA@WORK Pima County for WIB review; Mark discussed that he received notification regarding an event where the One Stop recruitment event for out of state placement.

Mark stated that the question surrounds how we use the ARIZONA@WORK branding. Mark reviewed the current branding policy to determine if there is a need for any updates necessary to go to the WIB in August. Aric asked about the event. Mark stated that it was a recruitment event for an employer to place individual workers in Alaska cannery for the summer. Aric stated that his company was international with local placements in addition to out of state.

Michael asked for clarification as local business are having issues with recruitment and hiring. Michael stated that the question surrounding out of state placements knowing that local business is struggling to fill vacancies. Aric stated that there is a policy for relocation services.

Mark stated that it was for training. Brad stated that this may not be about branding but rather where we are spending WIOA dollars. Brad stated that there is displacement where we are moving workers out of state. Brad stated that the local area workforce services and the dollars should come from their local area and not ours. Brad asked about the state branding and what we need to do locally.

Danielle stated that she is familiar with the recruitment and it is seasonal. Danielle stated that her company does recruitment nationally. Danielle asked about the resources being used in a local area workforce that is going out of

state. Cassie clarified that no WIOA dollars used for the event and that the majority of workers come back and spend their earnings locally.

Aric agreed and stated that if the recruitment strategies change. Mark stated that his understanding of the issue is that whether or not these recruitment events should have the branding of the local area. Mark asked if the current branding policy is sufficient or do we want to modify the policy to go to the WIB. Brad asked about the authority of use.

Michael stated that the policy states that WIOA in the local area align with branding style. Michael stated that 99% of recruitment events are in the local area but it is good to know the policy that is being used. Mark stated that WIOA dollars are used in a local career pathway.

Mark asked if we could review more in depth in August when they return. Cassie agreed to provide the background and specifics for the committee to comment. Aric asked that based on statistics that this may not be an issue. Mark stated that we probably want to get additional information and review when they come back in August.

No action on the item. Mark directed staff to provide an in depth look at the current policy in August. Mark stated that he could state it in the chair message at the WIB meeting in August and review the item in September.

- V. **Discussion:** National Association of Workforce Boards, Registered Apprenticeship Workshop Update; Mark stated that he asked Cassie to attend the NAWB conference and Cassie provided an extremely high-level overview of the workshop.

Aric asked about an apprenticeship program opportunity in the local area. Aric asked about the size the business needs to have. Mark shared that each state has their own guidelines. Mark stated that there is a classroom, and practical on the job training that is structured with assessments.

Mark stated that the employer pays their wages and result in a national certificate. Mark stated that University of Phoenix is doing a lot of this right now. Mark shared that they work with WIOA or other grants to create official registered apprenticeship programs. Mark stated that it would be a better track of local business to align with what is already being done.

Aric stated that specifically on the optics side for optics assembler program and with Edmond Optics has openings and trying to hire optic technicians. Aric asked how a small business could participate in an apprenticeship program. Mark shared the DOL link for a specific toolkit [https://www.doleta.gov/oa/employers/apprenticeship\\_toolkit.pdf](https://www.doleta.gov/oa/employers/apprenticeship_toolkit.pdf)

Mark shared the university perspective that includes the request from a consortium of employers, on the job training and nationally recognized credentials. Like pre-certification programs in postsecondary that also includes externships that are incorporated with the learning component.

Cassie posted the registered apprenticeship link in the chat

[https://www.azjobconnection.gov/search/programs?utf8=%E2%9C%93&search\\_training\\_program\\_search%5Bkeyw%5D=apprenticeship&search\\_training\\_program\\_search%5Blocation%5D=85701&search\\_training\\_program\\_search%5Bradius%5D=25&commit=run\\_search](https://www.azjobconnection.gov/search/programs?utf8=%E2%9C%93&search_training_program_search%5Bkeyw%5D=apprenticeship&search_training_program_search%5Blocation%5D=85701&search_training_program_search%5Bradius%5D=25&commit=run_search)

Brad shared the recent release from Pima Community College's registered apprenticeship program. Brad stated that they come with an industry certificate from PCC and partner with local area employers. Brad stated at Job Corps that they are working on creating a pre-apprenticeship model.

Mark shared that locally there are not many opportunities, but with the national focus on apprenticeships that there is an opportunity to create more opportunities for these registered apprenticeships. Aric asked how they align with the local in demand/targeted sectors and how we can establish more apprenticeship opportunities.

Discussion and action may occur on any agenda item.

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Vaughn stated that for local area employers it is more challenging to develop a tailored curriculum.

Michael stated that we have the target sectors for a reason, and as discussed in the planning committee is working to match supply with demand and do what it takes using WIOA dollars to create, augment training programs to fill those gaps is something that we should be laser focused on.

Mark agreed and when talking about the financial piece WIOA dollars can be used for training and supports. Mark stated that the local trends shared that many of those entering an apprenticeship programs as a means to help those who are not interested in a long-term postsecondary education commitment.

Aric stated that he looked at the link but it would be nice to map out those opportunities specific to the target sectors. Cassie stated that she will put a one pager for committee review in August.

**VI. Discussion:** Review material from Break Out Sessions on [June 10](#)

Mark shared that at the last WIB meeting there was a 15-minute break out session where specific topics were discussed. Minutes from the WIB meeting is the summary that added to the minutes.

Room 1 – reviewed the target sectors list and discussion around what new and emerging technologies are. Looping in more industries in the discussion. Identify more technologies in the industry and what leads to next steps. Water, energy and green jobs. Aric was also in the room and he brought up optics. The sectors remain relevant but an operating tactic may be to track occupations within the sectors to track training and placement. The discussion ended with what type of occupations are available locally that we could support in the sector strategy. Aric shared that on the optics side is in medical devices, automotive, inspection, and more. Aric stated that optics itself isn't an industry sector and intertwines like an accountant to industry and how a computer ship is to logistics. Brad stated that Mark covered it all and now is a good time to focus on strategies and where we are going to support with local dollars.

Room 2 – Mark reviewed the notes from June 10 meeting minutes. Mark also shared that Tennessee developed a medical/healthcare apprenticeship that we could potentially look at.

Room 3 – Vaughn stated that he was in that room. Mark read the meeting minutes. Mark reviewed that there are six sectors. Mark shared that the group consensus was to re-evaluate the targeted and non-targeted sectors. Cassie shared that based on notes it was to look at targeted and non-targeted sectors now that the wages, self-sufficient wages and in demand have shifted due to the recent health pandemic. Mark reviewed the current sectors and brought in that it aligns with the discussion from group one. Mark posed that the career pathways that align with ultimate career goal. (Like Nurse Practitioner, etc.)

Danielle stated that in her group some of the discussion surrounded in the non-targeted occupations that are in demand and higher wages to have that opportunity to add to the career pathways that are not aligned to the targeted sector. Mark stated that all WIOA dollars have to align with the sectors but that if there is a need that it would have to be brought back to the WIB to determine if they are aligned. Mark shared the example of an IT coder for hospitality that would be trained in IT and work in the service industry. Danielle stated that in hospitality that workers are earning \$18-\$22 dollars an hour and asked about soft skills or even higher training opportunities that could benefit the non-targeted sector. Danielle suggested that the entry-level salary considered when looking as a whole what are the specific needs in Pima County.

Mark stated that it was a good point and asked about how an industry fits into a targeted sector. Mark stated that we should look at occupations in demand and does it currently fit into a targeted sector and if not what does that look like moving forward.

Aric asked when someone comes into the one stop and is ready to do something on a career pathway what does that client do? Like IT that goes across every sector or Human Resources. How do we better demonstrate that the dollars going to a student are aligned with what the client wants to do? Cassie spoke to creative case management that really take a creative way of aligning what the client wants to do and how to fit them into a targeted sector or industry.

Room 4 – Mark read the notes from the room. Mark asked the committee about any additional thoughts or discussion from the material gathered in the break out discussions. Mark shared that all of the discussion was in alignment with what the board and stakeholders are doing.

**VII. Discussion:** Committee objectives and goals for 2022;

Mark stated that this isn't a discussion but wanted to give members a heads up that he will do a touch base one on one as schedules allow to get each of the committee chairs thoughts about where they want to go with the specific framework that everyone is doing an amazing job and at the same time understands that each person has taken on additional responsibilities. Thoughts and intention of service and making sure that it is still something's that you are committee to and talk about where you want to go in the next year. Another point to this is the idea of succession planning. Mark stated that he was truly honored to be voted back in as chair and now that he is in the second term that he wants to start talking about succession planning both for the committees. Now that committee members are identified and we will reach out to them to confirm but start to identify who committee chairs may see as their successor.

Michael stated that he feels comfortable remaining on the planning committee especially now they are entering into local planning and is excited about the work that we are doing on the local plan – matching supply with demand, putting together apprenticeship programs and working with the current goals. Now that the voting/quorum list is down to seven and of course with other stakeholders engaging in the discussion and getting the word out of what services the one stop provides. Mark thanked him for his continued service and will connect one on one about goals and how to get there.

Vaughn stated that youth council has been reaching out to youth providers outside of the county services. That is been a great move to bring attention to the community that has established additional partnerships that didn't exist prior to their attendance at the council meetings. Vaughn stated that he will continue that goal heading into next year. Mark agreed that it is a great strategy. Mark shared that when there are short-term projects with tangible outcomes and having those events, plan or resource creation that it is easier for the volunteer team to engage in and continue to participate as a volunteer committee. Mark shared that voting members is what we were whittling down and others are still able to participate. Michael stated that he cannot see a youth council not being chaired by Vaughn. Mark agreed that it would be an end of an era. Vaughn said it is a lot of fun and Brad hasn't pulled him off yet.

**VIII. Discussion & Action Item:** Finalize and approve [local plan modifications](#) for state submission by June 30, 2022; Cassie reviewed the updates to the local plan. Motioned: Michael, Second: Aric, Discussion: None. Vote 4-0. Passed.

**IX. Discussion:** August meeting agenda; No action items other than minutes in August meeting. Mark and Cassie will discuss specifics at a later meeting.

**X. Adjourn | Happy Summer!, Motion:** Vaughn, Second: Aric, meeting adjourned 10:06am

*Next meeting August 25, 2022 8am, virtual*