



MINUTES OF PUBLIC MEETING OF THE MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD
Employer Connection Committee

Thursday, December 2, 2021 – 9:30 a.m.

Microsoft Teams: [Click here to join the meeting](#)

Phone: +1 (480) 702-3496; Phone Conference ID: 234 080 990#

Members Present: Christopher Tafoya, Matt Clark, Matt McGuire
(Note: All members present attended via GoTo meeting)

Members Absent: Leah Hill, Subhash Chandra, Collin Stewart

MEETING

Call to Order.

MCWDB Chairman Matt McGuire called the meeting to order at 9:32 a.m. and requested a roll call.

Roll Call.

MCWDB Board Liaison Deseret Romero took roll. A quorum was present.

Welcome and Opening Remarks.

Chairman McGuire welcomed those attending and noted the agenda protocols.

Consent Agenda.

Meeting Minutes: October 7, 2021.

Chairman McGuire asked for a motion to approve the MCWDB Employer Connection Committee October 7, 2021, Meeting Minutes. Matt Clark made a motion; Christopher Tafoya seconded the motion.

Chairman McGuire called for an all-in favor vote:

In Favor: Christopher Tafoya, Matt Clark, Matt McGuire

Opposed: None

Abstained: None

Motion passed.

Chair Report.

Chairman McGuire read the MCWDB vision, values, and goals.

Employer Services Overview Presentation.

Workforce Development Division, Program Manager Tina Russo provided a presentation on the Employer Service Overview. The following are highlights of Ms. Russo's presentation.

- Introduction of Arizona@Work Maricopa County Services
- Business/Employer Services provided by the Workforce Development Division

- Recent Examples of Success
- Jobseeker services offered by the Workforce Development Division
- Job Blast News Letter service

Ms. Russo answered the following questions from the Employer Connection Committee members.

- With the Arizona Jobs Connection system, do you see matching successes for job seekers and employers? Finds receiving some of the basic information from the system to be challenging.
 - Yes, the system can provide matches; however, they are working with the state to improve the system. Through additional follow-through, they find the percentage of placement to be higher.
- Recommendation to have Ms. Russo provide the same presentation to the Marketing and Outreach Committee.
- Would like to see the data when focusing on core industries.
- Is there a satisfaction survey data?
 - There is additional follow-up to ensure that the company does not need anything further; however, a survey could be created.

Chairman McGuire thanked Ms. Russo for presenting.

Informational/Discussion Only.

Chairman McGuire led the discussion by reading the selected in-demand industries – (1) Construction, (2) Manufacturing, (3) Information, (4) Healthcare, (5) Transportation & Warehousing, and (6) Finance & Insurance. Chairman then opened the discussion up to the Committee Members.

- a. 2021-2022 Committee Focus
 - i. How can the MCWDB bridge the knowledge gap between employers and the Arizona@WORK workforce system?
 - 1. The Board’s / Committee’s direct role?

Chairman McGuire shared the following thoughts related to the Marketing and Outreach Committee.

- Presentation by Ms. Russo.
- Resources needed
- Would benefit from leveraging social networks.
 - Shared a recent experience with sharing a few MCWDB social media posts. (First post provided 400 views, and the second supplied over 8,000 views.)

Committee Member Christopher Tafoya sees the gaps as a multi “fix.” Mr. Tafoya emphasized the following.

- Importance of strategic development
- Identifying 4-5 specific strategies
- Making the strategies measurable
- Ensuring structure to the development

Mr. Tafoya also recommended possibly tagging Board Members to the LinkedIn social media posts.

- 2. The Board’s / Committee’s support of MCWDB staff?

- ii. What priorities do you see?

Chairman McGuire suggested providing an opportunity for MCWDB board Members to engage with the chambers and workforce groups. In addition to MCWDB Board Members building relationships with companies to assist with resource information.

Mr. Clark provided a summary of the following.

- MCWDB 2021 Restructuring Plan

- MCWDB staff's Chamber engagement
- Social Media Development & Engagement
- Strategic Plan Development
- Mobile Career Center (MCC)

Mr. Tafoya concurred that the 2021 Restructuring Plan was a vital priority for the Board and suggested the following priorities.

- Continuing to keep the MCWDB informed.
- Job Center site visits
- Provide staff updates when possible

- iii. What challenges / obstacles do you see?
- iv. How can this Committee best integrate and align with the Youth and the Marketing & Communications Committees?

Mr. Clark summarized the discussion with the following points.

- Find connections of interest for the Committees
- Organize Job Center site visits (possibly in the spring)
- Encourage staff to attend MCWDB Board and Committee meetings

b. Alignment and Action Plan for Areas of Focus

- i. Alignment on core issues
- ii. Action planning and next steps

Call to the Public.

Chairman McGuire made a call for public comment. No one spoke.

Adjourn.

Chairman McGuire adjourned the meeting at 10:27 a.m.

**For additional information, contact MCWDB staff at: MCWDB@maricopa.gov*