



**NOTICE OF PUBLIC MEETING OF THE
MARICOPA COUNTY WORKFORCE DEVELOPMENT BOARD EMPLOYER CONNECTION COMMITTEE**

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Maricopa County Workforce Development Board Executive Committee and to the general public that the Maricopa County Workforce Development Board Executive Committee will hold a meeting open to the public on:

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#

The Agenda for the meeting is as follows:

**Indicates materials attached, please review/read prior to meeting.*

1. Call to order.

2. Roll Call.

3. Welcome and Opening Remarks.

4. Consent Agenda.

- a. Meeting Minutes: October 7, 2021*
-

5. Chair Report.

Discussion Only.

6. Employer Services Overview Presentation*

7. Information/Discussion Only.

Committee Members, please come prepared to offer perspective on the following:

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?
 - 2. The Board's / Committee's support of MCWDB staff?
- ii. What priorities do you see?
- iii. What challenges / obstacles do you see?
- iv. How can this Committee best integrate and align with the Youth and the Marketing & Communications Committees?

b. Alignment and Action Plan for Areas of Focus

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

8. Call to Public.

9. Adjourn.

NEXT MEETING: FEBRUARY 3, 2022

PUBLIC PARTICIPATION AND ACCESS: "The public must be allowed to attend and listen to deliberations and proceedings taking place in all public meetings, A.R.S. § 38-431.01(A); however, Open Meeting Law does not establish a right for the public to participate in the discussion or in the ultimate decision of the public body." Note: Agenda items may be taken out of order

"Equal Opportunity Employer/Program." "Auxiliary aids and services are available upon request to individuals with disabilities." A sign language interpreter, alternative format materials, or infrared assistive listening devices will be made available within 72 hours' notice. Additional reasonable accommodations will be made available to the extent possible within the time frame of the request. Arizona@Work: Maricopa County products and services are made available through federal funding provided by the Workforce Innovation and Opportunity Act (WIOA); serving Employers by aiding job seekers, adults, dislocated workers and youth.



Consent Agenda.

Meeting Minutes



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

Thursday, October 7, 2021 – 9:30 a.m.

GoToMeeting: <https://www.gotomeet.me/MaricopaCountyWDB>

Phone: +1 (872) 240-3212; Access Code/Meeting ID: 167-097-701

Members Present: Leah Hill, Christopher Tafoya
(Note: All members present attended via GoTo meeting)

Members Absent: Matt Clark, Subhash Chandra, Collin Stewart

MEETING

Call to Order.

Chair Leah Hill, called the meeting to order at 9:35 a.m., and requested roll call.

Roll Call.

MCWDB Board Management Analyst Nancy Avina took roll. A quorum was not present.

Welcome and Opening Remarks.

Chair Hill welcomed the Employer Connection Committee and guests. Chair Hill introduced herself and shared her professional workforce experience.

Chair Report.

No current report, as this meeting is the initial meeting for the Employer Connection Committee.

Informational/Discussion Only.

2021-2022 Committee Focus.

Chair Hill opened the conversation up to the Committee on the following questions.

- i. “If funding was not an option, what are some ideas for this committee to consider as areas of focus for FY22?”

Committee Member Christopher Tafoya shared the following thoughts on area of focus for the Employer Connection Committee:

- Implementing advanced matching systems that identify skill sets for workers.
 - Connect job seekers to employers.
 - Connect employers with job seekers.
 - Workforce Registration – current system does not provide enough information to identify skill set.
 - Wish list was provided to members prior to pandemic. (Will follow-up on the list.)

MCWDB Board Member Gregg Ghelfi shared some additional thoughts:

- Agreed that there is a need for skills matching.
- Employer Hiring Systems – key word matching system pros and cons.

- ii. “What do you see as some of the most significant gaps between job seekers and employers, and what ideas do you have to bridge these gaps?”

Chair Hill inquired to the committee about cultural barriers.

Member Tafoya shared the following thoughts:

- Cost of living barrier
 - Job seekers reevaluating salary vs. expenses
 - Childcare expenses. (Employers could offer childcare incentives or more competitive wages.)

Chair Hill noted that employers can become competitive when offering resources, such as ride share/transportation. Member Tafoya also noted that informing employees of state resources would also help.

MCWDB Board Member Gregg Ghelfi discussed pay inequity issues that may be preventing job seekers from working for companies with starting salaries less than \$15 per hour. Also keeping in mind, the potential for employee discrepancies with current employees not at the \$15 per hour range but with more experience.

The Committee continued to discuss the following:

- Benefits of employers offering paid apprenticeships or education
- Filling the gaps at the Centers.
 - Making sure trainings are connected to jobs.
 - Improve ability to measure program performance.
 - Regular review of the connections discussed above.

- iii. What are some ideas for bridging the knowledge gap between high school and young adults regarding career pathways? How do we engage young people?

MCWDB Board Member Ghelfi discussed the need to refocus the message to high school students regarding college and trades. Noting that many high schools focus on college, not understanding that college may not be the fit for many students.

MCWDB Member Shawn Hutchinson agreed and expressed the differences in marketing for college vs. trades. Noting that college are equipped with an abundance of resources, as opposed to trades and the need to make sure trades are more visible to students.

Mobile Career Center (MCC).

MCWDB Management Analysts Nancy Avina and Kennedy Riley presented a PowerPoint on the Mobile Career Center project. The presentation focused on the following:

- Maricopa County Stats
- Maricopa County’s Top 10 Employers
- What is a Mobile Career Center?
- Benefits
- Successful Mobile Career Centers in other areas.
- Funding

Ms. Avina and Ms. Riley answered questions the following questions/comments from the Committee, noting that a more in-depth presentation would be provided to the MCWDB Full Board at their October 21st meeting.

- Have you looked at the Dress for Success or St. Joseph the Worker buses currently available?
 - Yes, staff has reached out to St. Joseph the Worker. The bus is currently not in use.
- Great idea, the current centers only reach certain areas of the community. In addition, some do not come into the centers, as they think of the centers as social services.
- Would the MCC be used for high school career fairs?
 - Yes, at the October 21st MCWDB Full Board meeting a mock calendar and schedule will be presented. In addition, staff will be reaching out to various partners including, high schools, probation offices, low-income areas to address the barriers such as transportation. The bus would also include a technology lab and Wi-Fi.
- Great idea. The MCC would make services more visible to the community.
 - At the October 21st MCWDB Full Board meeting included within the presentation will be a map that focuses on the various poverty areas of the community that would benefit from the MCC services.
- The MCC would assist with bridging some of the gaps discussed. Allows for an opportunity to leverage the local employers in the area that are hiring.
- Important to consider middle schools as well. Could help students consider career pathways ahead of high school.
- Great alternative to additional career centers, including cost savings.

Action Plan for Areas of Focus.

- i. Next steps to address issues discussed in section A

Chair Hill tabled the item, due to lack of quorum and requested that the item be moved to the December Committee meeting.

Call to the Public.

Chair Hill made a call for public comment. No one spoke.

Adjourn.

Chair Hill adjourned the meeting at 10:41 a.m.

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



Employer Services Overview Presentation.



Martha M. @WORK

Martha M. @WORK

Business Services Overview

MCWDB Employer Connection Committee
December 2, 2021

ARIZONA @ WORK™
Innovative Workforce Solutions

Hello!

Tina Russo, MPA
Program Manager
Business and Community Services

Tina.Russo@maricopa.gov

602-291-1491

Agenda

Introduction

Business / Employer Services

Recent Examples of Success

Jobseeker Services

Questions

ARIZONA@WORK Maricopa County

- We are part of the statewide workforce development network
- We assist employers to recruit, develop, and retain the best employees for their needs
- We provide services and resources to job seekers as they pursue employment opportunities

Local In-Demand Industries

Construction

Finance and Insurance

Healthcare and Social Assistance

Information

Manufacturing

Transportation and Warehousing



Innovative Workforce Solutions

Business / Employer Services

Job Postings

Promotion

Hiring Events / Job Fairs

Direct Referrals

Labor Market Information

Consultation and Referrals

Locate Information



Innovative Workforce Solutions

Recent Examples of Success



A 2 Z Staffing- 13 hires

Direct Referrals, August – October

Warehouse positions, \$14.50 - \$15.75, full benefits

All hires on probation with backgrounds

Recent Examples of Success



Town of Wickenburg, AZ

Wickenburg Job Fair- 10 hires on the spot

November 17, 9:00 am – 12:00 pm

Businesses- 10

Jobseekers- 36

Government, home care, behavioral health, customer service positions

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Recent Examples of Success



SIMOS- 4 hires, \$15/hour

Light manufacturing, warehouse and logistics

Hiring Events, East Valley Career Center

November 16, 12:00 pm - 3:00 pm

November 17, 10:00 am – 1:00 pm

Jobseeker Services

Virtual Employment Academy
Arizona Career Readiness Credential
1:1 Resume Assistance
Direct Referrals
Labor Market Information
Mock Interviews
Job Blast
LinkedIn and Professional Social Media Photos
Rapid Response / Layoff Assistance

Sign up for our JOB BLAST Newsletter

Sign up for job leads, career
fair info and more

Text

AZATWORK

to **22828** to get started.



Message and data rates may apply.

ARIZONA @ WORK™
Innovative Workforce Solutions

Questions!



Thank You!

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