



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

Thursday, February 3, 2022 – 9:30 a.m.

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

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

Members Present: Leah Hill, Matt Clark, Subhash Chandra
(Note: All members present attended via GoTo meeting)

Members Absent: Collin Stewart

MEETING

Call to Order.

Chair Hill 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.

Chair Hill welcomed everyone to the meeting.

Consent Agenda.

Meeting Minutes: December 2, 2021.

Chair Hill asked for a motion to approve the MCWDB Employer Connection Committee December 2, 2021, Meeting Minutes. Matt Clark made a motion; Subhash Chandra seconded the motion.

Chair Hill called for roll call vote:

In Favor: Leah Hill, Matt Clark, Subhash Chandra

Opposed: None

Abstained: None

Motion passed.

Chair Report.

Chair Hill commented on the current workforce progress at the local and national levels.

Information/Discussion Only.

MCWDB Board Functions

Chair Hill shared with the Committee the WIOA 13 Functions of the Board.

- Local Plan Development
- Workforce Research, Regional Labor Market Analysis

- Convening, Brokering, Leveraging
- Employer Engagement
- Career Pathways Development
- Proven and Promising Practices
- Technology
- Program Oversight
- Negotiation of Local Performance
- Selection of Operator & Service
- Coordination with Education Providers
- Budget & Administration
- Accessibility for Individuals with Disabilities

Chair Hill and the Committee discussed the following agenda item questions.

i. What programs or initiative would you like to see our Title 1B provider engage in?

Chair Hill introduced Title 1B Service Provider representatives, Workforce Development Division (WDD) Assistant Director CJ Williams and WDD Project Manager Tina Russo inquired their thoughts on how the Committee could assist them. Mr. Williams suggested providing the Service Provider Update to assist with engaging the conversation.

Ms. Russo provided an overview of Employer Services and their recent activities.

Employer Services:

- 4 Workforce Development Coordinators (Cost Shared with: Tempe, Wickenburg, Surprise & Scottsdale)
January new hires: 15
Events:
 - February 2nd Wickenburg Job Fair (19 businesses/40 job seekers)
 - February 11th Scottsdale Job Fair & Professional Clothing Event
 - February 16th Surprise Job Fair (Healthcare Providers)
 - February 24th Library Job Fair
- 2 New Workforce Development Coordinators (Cost-share: Mesa and Glendale)

Business Services:

- 7 Workforce Development Coordinators (Cost-share: (3) Gilbert and (4) Glendale)
January new hires: 8
Events:
 - Queen Creek Job Fair
 - Mathew House Job Fair
 Weekly Jobs Blast
 Employment Huddle (staff discuss and share opportunities)
 Actively visiting employers to identify their needs and share services

Ms. Russo and Mr. Williams answered the following questions.

- Do you work with non-profits? Yes, the Matthew House is a non-profit. WDD actively works with community-based organizations and non-profits, as it directly connects WDD to the community.
- How do you choose the cities you partner with? WDD continues to explore partnerships with other communities throughout Maricopa County where there is a demand.

Chair Hill noted the City of Phoenix's recent \$1 million award by the Mayor's Challenge for a mobile unit and what a great idea it is to reach job seekers.

Chair Hill also shared her thoughts on how to possibly assist the Title 1B Service Provider.

- Collaboration with vocational rehabs & their participants
- Community Organizations
- Connecting high school students to employers
- Connecting college students to employers

MCWDB Executive Director Steve Clark emphasized the importance of engaging with youth the following.

- Provide education on the available opportunities.
- College and Trade opportunities
- Targeting middle schools

Committee Member Matt Clark shared the Governor's recent State of the State, which discussed partnership with colleges.

Mr. Steve Clark concurred with the need to partner with the colleges, in addition to taking a long-term approach to reach the younger population.

Chair Hill agreed that promoting at a young age would assist with providing opportunities outside of the traditional college.

ii. What impact has the pandemic played in your organization from the beginning to present day?

Committee Member Matt Clark shared Verizon's reevaluation of their employee work plan.

Chair Hill noted the rotation of the workforce, where workers initially resigned and are now coming back with more opportunities and incentives.

iii. What have your own organizations done to mitigate the effect of resignations, new hires, remote working, other incentives, etc.?

Chair Hill gave a few examples.

- Healthcare hiring more professionals (direct patient care and non-direct)
- Financial companies who purchased new buildings that no longer need the capacity.

Committee Member Clark shared his experience with transitioning in-person training programs to virtual training programs.

iv. How can we utilize those measures within our own workforce system (i.e. new ideas for service provider and businesses to work together)?

Chair Hill noted the importance of continuing to look for innovative ways to improve.

v. Does your organization work with AZ@WORK currently? If yes, in what capacity? If no, how can they help?

Chair Hill shared the Mayo Clinic's continued collaboration with AZ@WORK.

Chair Hill noted that now is the time for an action plan, and the following was discussed as possible priorities.

- Engagement with Small Businesses
- Seek possible additional assistance from large businesses
- Marketing
 - Sharing the services available
 - Connecting with individual clients
 - Identifying platform for connecting with clients
 - Mobile Billboard
 - Partner Collaboration/Co-Branding
 - Social Media (LinkedIn – tagging Board Members)
 - TV/Radio
 - Virtual Job Fairs

Chair Hill requested that the Committee solidify its priorities at the next Committee meeting in April.

New Strategist Employer Outreach Priorities

MCWDB Executive Director Steve Clark provided a brief review of the Healthcare and In-Demand Strategists job descriptions and asked the Committee to consider their input on the focus they would like to see from these new positions at the next meeting.

Service Provider Update

This item was discussed in conjunction with the MCWDB Board Functions Discussion agenda item above.

Call to the Public.

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

Adjourn.

Chair Hill adjourned the meeting at 11:01 a.m.

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