

Yavapai County Workforce Development Board (WDB)

Youth Council

January 14, 2020 Meeting Minutes

Attendees	Present/Absent	Number of Absences in 2020
Mel Ingwaldson, Chairman	Present	0
Corey Marshall, Vice-Chairman	Absent	1
Linda Brannock	Present	0
Sonya Liadis	Absent	1
Rich Ormond	Present	0
Kristy Prather	Present (by phone)	0
Officer Steven Steinke	Present	0

Staff: Leah Cickavage, Operations Manager, NACOG
Loreen Vargo, Administrative Specialist, NACOG

Guest: Janae Heppner, Program Specialist, NACOG

I. Call to Order, Welcome and Introductions

Chairman Ingwaldson called the meeting to order at 10:02 a.m. Chairman Ingwaldson welcomed everyone and self-introductions were made around the table. A quorum was present.

II. Approval of November 6, 2019 Meeting Minutes

Chairman Ingwaldson called for questions or comments on the meeting minutes from the last Youth Council meeting held on November 6, 2019. Hearing none, he called for a **motion and second to approve the minutes as drafted; so moved by Linda Brannock, seconded by Officer Steven Steinke. The motion carried unanimously.**

III. Chairman's Report

Chairman Ingwaldson began his report by noting he had attended the last Workforce Development Board meeting by phone and deferred to Ms. Cickavage to provide updates in her report as she attended the meeting in person. Chairman Ingwaldson then turned the meeting over to Ms. Brannock for her presentation.

IV. Yavapai College Virtual Job Shadowing Presentation

Ms. Brannock began her presentation by explaining one of her responsibilities as a Career Coach at Yavapai College is to help students find jobs they will enjoy doing, pay what they need to earn, and to find a job in the area that they want to live in. She stated their goal is to try to keep individuals in the local area working for local businesses. Ms. Brannock uses Virtual Job Shadow and O*Net as online tools for students. She sets the students up with their own login so they can learn the skills to be able to use the tools themselves. Ms. Brannock said the websites are simple and easy to use. She

displayed the www.virtualjobshadow.com website and demonstrated the features of the website. The website provides job descriptions, assessments, videos, etc. for all types of jobs. Ms. Brannock said she encourages students to narrow their search to three jobs and then she takes them to the job boards like Indeed and Glassdoor to help them make their final decision. Ms. Brannock mentioned that students like to do job shadowing at businesses and she still encourages them to do so near the end of their education plan. Ms. Brannock noted she also uses this as a tool at the high schools and may start using it at the junior high schools. Ms. Brannock concluded her presentation by noting the website is available to individuals and employers with the purchase of a license and shared her business card. Chairman Ingwaldson and members thanked Ms. Brannock for her presentation and Chairman Ingwaldson turned the meeting over to Ms. Cickavage.

V. Operations Manager Report

Ms. Cickavage began her report by referencing the Youth Council Activity Report and Program Update that was emailed to Council members prior to the meeting.

➤ Youth Services Update

Ms. Cickavage reported there are currently 26 In-School Youth (ages 16-24) and 90 Out-of-School Youth (ages 16-24) for a total of 116 enrolled. We are currently at 70.77% Out of School Youth (OSY) and 29.23% In School Youth (ISY). The goal is to be at 75% OSY and 25% ISY.

Chairman Ingwaldson noted we are doing well in our performance standards for youth and thanked everyone for their efforts. Ms. Cickavage echoed the Chairman and shared that our youth performance shared with the WDB was excellent, noting most performance over 100% on standards.

Ms. Cickavage then reported on the current outreach which included the following items:

- **Yavapai County Contractors Association (YCCA) Bootcamp:** Successful boot camp held last year, new boot camp started this month and they just started their second week this week. NACOG is sponsoring and providing workshops which include effective resume writing, interview skills, etc. to get them prepared to go in the workforce. This year the age was extended to 30. During this 3-week bootcamp, trainees gain OSHA 10, Field Measuring & Calculations, Roofing, HVAC, Blueprint reading, landscaping, construction math and plumbing.
- **Coalition for Compassion and Justice (CCJ):** Staff presented to families in need about services available.
- **Nineteen Tribal Nations Conference:** Staff attended this event, gained training on youth best practices.
- **Big Brothers Big Sisters Mentoring Symposium:** This was a first time event for them. It was a great opportunity for NACOG to work with employers that we met to work with foster youth, etc. We provided some presentations about our services, talent pipelines and Arizona Career Readiness Credential (ACRC).
- **Mingus Mountain Academy (MMA):** Staff met with facilitators, received a tour of the Academy, and discussed youth services. They currently have 140 young women there. Ms. Cickavage noted the youth they met had good social skills and it was evident social skills are being taught there. The Academy has a large center with classrooms and teachers to provide high school studies. It also branches out to the community with different group homes and has a lot of youth potential there. Some youth may not stay in this area as they are from other states primarily California, New Mexico and New York. However, a lot of the individuals expressed an

interest in staying in the area. We also discussed having an instructor go to their facility to provide classes and workshops through ACRC and they could earn certificates for job skills. Also, they have a lot of open positions available in behavioral health which can sometimes be difficult to fill. NACOG hosted a job fair for them yesterday, January 13th. Some of the positions available are therapists, nurses, behavioral health technicians, teachers' aides, etc. Ms. Brannock mentioned she referred a couple of individuals with Masters Degrees to apply.

- **Management and Training Corporation (MTC):** Staff met with Management of MTC and they are looking to provide Job Corps services in Yavapai County in coming months and discussed partnership opportunities. NACOG also provided a letter of support for the Department of Labor Grant.

Ms. Cickavage then reported on planned upcoming outreach which included the following items:

- **Stepping Stones Agency:** Staff to present to their shelter recipients regarding NACOG services.
- **YCCA Bootcamp:** Continued outreach to youth enrolled in the bootcamp; once completed will assist with job development/training and continued education.
- **Continued HSE Orientations:** Staff will continue to provide orientations for HSE students at Yavapai College.
- **DCS/ILS:** Schedule a meeting with new members of staff with DCS/ILS to make aware of NACOG services available for referrals.
- **Summer Youth Program (SYP):** Staff will gear up to promote and conduct outreach for the 2020 SYP which will start in June.

➤ **Current Youth Activities**

Ms. Cickavage continued her report by providing an update of what types of employment opportunities and/or education programs our youth are enrolled in which included: Certified Caregivers, Certified Nursing Assistants, Registered Nurses, Dental Assistants, Massage Therapists, Cosmetologists, Administrative Assistants, Library Aides, Maintenance Workers, Carpentry, CDL Drivers, Military, GED activities, Emergency Medical Technicians, Firefighters, IT Technicians, Customer Service Representatives, Production Technicians, Hospitality, and Paralegal.

➤ **Social Media Update**

Ms. Cickavage continued her report with a social media update which included the following items:

- Facebook page: **Yavapaiatwork**. Please visit, like, and share.
- Check out the new Vlog by Supervisor Garrison. A vlog is like a blog with video.
- Since November, our posts have reached 1,595 individuals.
- Since November, we have had 258 post engagements.
- No negative feedback posted.
- Inter-joined with Twitter and LinkedIn.
- Exploring Snap Chat and Instagram with a digital representative as possible avenues to gain youth

➤ **Targeted Outreach Project Proposal**

Ms. Cickavage stated there was a lot of discussion about outreach at the last Workforce Development Board meeting. She noted even though there is a lot of outreach done by staff,

through social media and video that there are still many individuals who have expressed they were not aware of our services which reiterate the need to do continued outreach.

Ms. Cickavage shared advertising examples recently done by YCCA for the Bootcamp and the following suggestions were provided to reach youth (ages 16-24):

- Vinyl signage and/or banners/flyers placed around the community in busy traffic areas to grab people's attention.
- Public service announcements at movie theaters which can be done at no cost as a non-profit/Radio announcements.
- Instagram to advertise job fairs, etc.
- Work Experience Opportunities
- Additional outreach and advertising with high schools (PACE, Northpoint, Basis & others)
- Prescott Police Department Explorers Program (youth until age 21)

Ms. Cickavage concluded her report. She asked if there were any comments or questions regarding her report or if the Council had any other ideas regarding outreach. There were none which led to the next item on the agenda.

VI. Member Comments

Chairman Ingwaldson asked for member comments. Mr. Ormond mentioned Prescott College is having their 2nd Career Fair on March 4 from 12pm to 5pm which is open to the public. Most of the positions do require a Bachelor's degree. He said he will send the information to members when participants have been confirmed.

VII. Public Comments

Chairman Ingwaldson called for public comments and there were none.

VIII. Adjournment

Chairman Ingwaldson called for a motion to adjourn, so moved by Officer Steven Steinke, seconded by Linda Brannock. The motion carried unanimously. Chairman Ingwaldson adjourned the meeting at 11:27 a.m.