



WORKFORCE ARIZONA COUNCIL BOARD MEETING MINUTES

Thursday, January 28, 2016, 1:00-3:00 p.m.

I. Call to Order

- a) Meeting was called to order by Co-Chair Jeffries at 1:02 p.m.

II. Roll Call

Members Present

Susan Anable, *Cox Communications*
Bill Assenmacher, *CAID*
Dominic Escamilla, *Country Financial*
Todd Graver, *Freeport McMoRan*
Dawn Grove, *Karsten Manufacturing*
Thomas Longstreth, *Ventana Medical Systems*
Lawrence Lucero, *Tucson Electric Power*
Stephen Macias, *Pivot Manufacturing*
Cecilia Mata, *AllSource Global Management*
Edward Oxford, *Banner Health*
Bill Terry, *IBM*
Steven Thompson, *Uber Phoenix*
Robert Trenchel, *Yuma Regional Medical Center*
Doug Yonko, *Hensley Beverage Company*
Glenn Hamer, *Arizona Chamber of Commerce*
David Martin, *Arizona Association of General Contractors*
Farrell Quinlan, *National Federation of Independent Business*
Stephen Gilman, *United Goodyear Firefighters Association*
Thomas Winkel, *Arizona Coalition for Military Families*
Sheryl Hart, *Arizona Department of Education*
Tim Jeffries, *Arizona Department of Economic Security*
Rosalyn Boxer, *Arizona Commerce Authority*

Members Absent

Governor Doug Ducey, *State of Arizona*
Ellen Poole, *USAA*
Steve Chucuri, *Maricopa County Board of Supervisors*
William (Jim) Lane, *City of Scottsdale*

III. Welcome & Introductions

- a) Co-Chair Jeffries provided a welcome to the members and the audience.

IV. Chairman's Report

- a) Co-Chair Jeffries reiterated the purpose of ensuring Arizona citizens have access to the jobs created by Arizona business and discussed Arizona's recovery of jobs since the recession as well as the changing character of those jobs. He highlighted that the Governor is communicating around the world that Arizona is on the rise, and that he fully believes that work is noble, not just pro-growth, it's anti-poverty and pro-family. Stated he knows that this is one of the Governor's Councils that Governor Ducey will be tracking closely.
- b) Chairman Oxford mentioned he became chair of this Council officially on Monday. He discussed the membership of the Council and stated that we have a lot of experienced individuals who have a lot to contribute; however, while we have a lot of experience, he thinks we have more commitment here, and that is what it will take. Recognizing that the time commitment is a stress on everyone, including himself, he feels very committed to what we are trying to do for our workforce and believes this Council will do a lot of good for the State. He discussed his involvement with Goodwill shared a personal perspective the notion of needed a hand up. He stressed that although the Council will focus on the larger system from a statewide and policy perspective, there is a need to keep in mind that this system has real impacts on people at the individual level.

V. Manager's Report, Kelsey Jahntz

- a) Kelsey discussed the W-9 form in members' packets and the requirement to fill them out in order to be reimbursed for travel associated with participation in the Council. She then provided an overview of open meeting laws stating that the state defines a quorum as a majority of councilmembers, and that any public discussions about public business under the jurisdiction of this Council that involves a quorum must take place in a properly posted public meeting.
 - i. She stated this includes: phone calls, emails, group text, in-person meetings
- b) She also asked members to try to speak directly into the microphone during the meeting.

VI. Call to the Public

- a) No requests to speak from the public

VII. Discussion & Possible Action

A. Arizona Association of Workforce Developers Presentation *John Morales, Executive Director, Yuma Private Industry Council*

- a) Mr. Morales provided background information about the Arizona Association of Workforce Developers and described it as an organization that provides an advocacy forum for the local workforce development entities.
- b) He stated this is a locally-driven system and that we must all keep in mind the diversity of the state because what may work in one area won't work in others.
- c) He also mentioned the AAWD would be happy to join the Council in the mission of building capacity of the system.
 - a. Providing some context, Mr. Morales stated that the AAWD meets prior to the Council meetings and will report to the Council as a way to provide updates and feedback. He outlined the discussion that took place at the AAWD meeting the day prior to the Council meeting:
 - i. State Plan Timeline
 - ii. Lean Process Meeting
 - iii. Recommendation to Council on determination of regions. Wish for temporary or interim designation to allow for more time to transition.

- iv. Arizona@Work update
- v. LEAP opportunity from federal government to work with local jails
- d) Mr. Morales then introduced other representatives of local areas in the audience:
 - a. Veda Phelps – Southeastern Arizona Consortium
 - b. Carol Curtiss – Coconino County
 - c. Patricia Wallace – Maricopa County
 - d. Stan Flowers – City of Phoenix
 - e. Bruce Liggett – Director of Human Services, Maricopa County, which includes workforce
 - f. Mary Mendola – Mohave County

B. Arizona Rebranding Effort

Molly Bright, Deputy Assistant Director, Department of Economic Security

Peggy Feenan, Deputy Administrator, Department of Economic Security

- a) Ms. Bright explained that the slides in the members' packets are the supplemental information, not the actual presentation, but it will be sent to everyone after the meeting.
- b) She then explained that the rebranding efforts aims to participate in three key areas involved in the transition to WIOA:
 - a. Engaging employers
 - b. Shifting perception of system
 - c. Coordination of programs
- c) She stated that the goal of the rebranding effort has been to simplify, streamline and articulate the asset that the workforce system can be to employers and individuals.
- d) She also mentioned that the new brand has been embargoed until the launch on February 17.
 - a. Workforce professionals are aware, but it has not been released to the public.
 - b. There will be a state event to launch the new brand, and local areas will each hold a coinciding event at the same time on the same day.
- e) Ms. Feenan highlighted the launch event and discussed the structure being that there will be a state event to launch the new brand, and local areas will each hold a coinciding event at the same time on the same day. She also stated that the system recognizes the importance of living up to the message it is trying to relay to the public.
- f) Councilmember Terry asked for clarification as to the external and internal launch of the new brand.
 - a. Ms. Bright answered that the brand has been released internally, but that the system was holding off on fully launching to the broader public until February 17th, the date of the launch event.
- g) Co-Chair Jeffries reiterated the statewide engagement in the process as unique compared to other states.
- h) There were technical difficulties when trying to show the videos – they will be sent to the Councilmembers following the meeting.

a. Vote on Adoption of Concept

- a) The motion for adoption was provided by Councilmember Assenmacher and seconded by Councilmember Trenchel.
 - a. Councilmember Farrell asked whether this would change the name of the Council to which Chairman Oxford answered no.

- b) Councilmember Martin asked for clarification that there would be a uniform logo across the state, and Ms. Bright responded that it would eliminate the multitude of logos currently being used.
- c) The motion passed unanimously.

c. State Plan Update

Kelsey Jahntz, Workforce Arizona Council Manager, Arizona Commerce Authority

a. Work to date

- a. Kelsey explained that a State Plan Implementation Team started meeting in June in lieu of a state council. This Team included representatives of the core partners and created a draft that will be made available to the Council shortly.
- b. Kelsey stated that the current draft of the state plan is a fairly large document, so there is a lot to get through.

b. Timeline

- a) Kelsey then discussed the looming deadline of April 1 to submit the plan to the federal government and explained the desire to create a small task force of this Council to meet each of the first three weeks of February to look at the first portion of the plan, which includes the vision and goals for the state in order to provide Council input.
 - a. She also explained that the plan will still need to go out for a public comment period and obtain signatures from the Superintendent of Public Instruction and the Governor.
- b) Co-Chair Jeffries explained we are looking for a task force of five members from the Council to tackle the work in the compressed timeline outlined. He stated that Councilmember Grove offered to chair and that Councilmember Yonko volunteered to serve as vice-chair, then he opened it up for volunteers.
 - a. Councilmember Winkel, Councilmember Terry, Councilmember Hamer, and Councilmember-Designee Hart also volunteered to participate.
- c) Co-Chair Jeffries still urged other Councilmembers to invest some time with the plan to provide feedback to the State Plan Task Force prior to their first meeting because the Governor wants the opinions of this business community. He also requested that it be Kelsey's responsibility to gather and disseminate the comments.
- c) Councilmember Farrell asked if the state plan is a public document at this point.
 - a. Kelsey explained it not gone out for public comment, but there is no rule against sharing it prior to the public comment period.
- d) Councilmember Anable stated the importance of marking draft and have a date stamp to cut down on confusion.
- e) Councilmember-Designee Boxer encouraged members to reach out if they are desiring more information or have confusion about anything.

a. Regional Designation Policy (State Plan Requirement)

- a) Kelsey explained that WIOA calls for local areas as well as an additional layer of planning regions. These regions are intended to drive regional economies as previously discussed and are required to create plans in addition to the local area plans due in June.

- b) She then noted that we are still waiting for the final regulations from the federal government which are expected in June and that timeline is leaving a lot of unknowns in this process.
- c) She explained that the policy is written to give everyone – the Council and local areas – a one-year period to get a handle on what will be required and on the direction in which the State should go. She explained the structure of the policy as stating that:
 - a. The first year, each local area would be designated its own region.
 - b. The next year the Council would revisit this policy and determine if there are regions that make sense to create.
- d) Councilmember Terry asked if the chief local elected official for the regions would be the local elected official.
 - a. Kelsey answered that the definition in the policy is taken directly from the law. For our local areas, this would be the chair of the county supervisors, except it would be Mayor Stanton for Phoenix.

1) Vote on Adoption of Regional Policy

- a) The move to adopt the regional designation policy was made by Councilmember Quinlan and seconded by Councilmember Assenmacher.
- b) The policy passed unanimously.

D. Subcommittee Discussion

a. State Plan Task Force

- a) Addressed in previous item

b. Additional subcommittees

- a) Chairman Oxford referenced the three topics identified in the orientation that the Council may use to structure meetings moving forward and asked Kelsey to talk through those one more time.
- b) Kelsey reminded everyone of the topics that could be used to structure meetings or could be the foci used to create subcommittees of the Council:
 - a. Data Linkage
 - b. Career Pathways
 - c. Rebranding
 - d. Kelsey also mentioned other possible topics for subcommittees:
 - i. Quality Assurance
 - ii. Executive Committee
 - iii. State Plan Task Force (would meet for one year)
 - iv. Council Bylaws Task Force (would meet for one quarter)
- c) Councilmember Longstreth stated that the Data Linkage topic would need to include the infrastructure of the systems and the groups and how they come together.
 - a. Councilmember Terry agreed.
- d) Chairman Oxford mentioned that these topics would be presented again.

E. 2016-2017 WAC Meeting Schedule

- b) Chairman Oxford discussed the need to determine when we should meet. Asked Kelsey to, through email, gather the preferences from members as to what day and time work best.

- c) Co-Chair Jeffries recommended starting the conversation with Thursday mornings as an option.
- d) Discussion around the need for a meeting in early March to approve the state plan. There are options of doing the meeting by phone or by video-conference.
 - a. Councilmember-Designee Boxer stated that we have the next year to work through the state plan, so we will be adopting the state plan under the premise that we will have the opportunity to continue to make changes.
 - b. Tom Colombo, Assistant Director from DES, spoke out of the audience to reaffirm the need for any meeting to be held in accordance with public meeting law in order to comply with the law.

F. Council Member Remarks

- a) Co-Chair Jeffries thanked everyone for their time investment on behalf of the Governor.
- b) Chairman Oxford thanked the task force their work and stated that Kelsey and he would be available to the members.

VIII. Adjournment

- a) A movement for adjournment was made by Councilmember Lucero and it was seconded by Councilmember Terry.
- b) Meeting was adjourned at 2:06 p.m.

Dated this 28th day of January, 2016

WORKFORCE ARIZONA COUNCIL
Kelsey Jahntz, Manager

(Note: Bolded items indicate Possible Council action)

A copy of the agenda, background material provided to Council members (with the exception of material relating to possible executive sessions) is available for inspection at the Workforce Arizona Council Office, 333 N. Central Avenue, Suite #1900, Phoenix, AZ 85004.