



**GOVERNOR'S COUNCIL ON WORKFORCE POLICY
STRATEGIC PLANNING COMMITTEE MEETING**

1700 West Washington, Phoenix, AZ 85007

6th Floor Conference Room

Thursday, January, 14, 2010

Minutes

I. Call to order

Chairman Jennings called the meeting to order at 1:30 p.m.; welcoming members and guests to the Strategic Planning Committee Meeting.

II. Roll Call

Members Present

Mr. Sherman Jennings, Chairman
Dr. Mary Vanis
Mr. Gary Marks
Mr. Tony Sissons
Mr. John Morales
Ms. Rosalyn Boxer, Department of
Commerce Designee
Mr. Mark Darmer, Department of Economic
Security Designee

Board Members Present Via Phone

Mr. Milton Ericksen, Arizona Department of
Education Designee

Members Absent

Ms. Rebekah Friend

Staff Support

Ms. Jennifer Pittman-Leeper, GCWP
Executive Director
Ms. Daniela Teran, Commerce
Ms. Annabelle Molina, Commerce
Ms. Jessica Smothermon, Commerce
Ms. Jennifer Jalowiec, Commerce Intern

Members of the Public Present:

Ms. Debra Pryor, Partners In Brainstorm
Mr. Patrick Burkhart, Maricopa County
Ms. Cynthia Spell, City of Phoenix
Mr. Gabe Loyola, Loyola Associates

III. Discussion & Possible Action Items

A. Approval of minutes of the December 9, 2009 Meeting

Upon a MOTION duly made by Council Member Marks, seconded by Council Member Sissons, the December 9, 2009 minutes were approved. Committee Member Morales abstained due to absence.

B. Strategic Planning Consultant's Report

Ms. Pryor, from Partners in Brainstorm (PIB), gave a brief overview of the process and development of the Final Report on Best Practices. PIB was engaged by the Arizona Department of Commerce and the Governor's Council on Workforce Policy to identify (1) new strategies for the state business focus workforce system and (2) to create new and improve methods of business assistance at a state workforce level by utilizing comprehensive and targeted implementation platforms. They went through extensive literature review, secondary research review, and interviewed key administrative staff of the state workforce boards, as well as those who are familiar with the workforce system. The National Governor's Association was very helpful in identifying key states. The recommended thirteen states are California, Maryland, Michigan, Minnesota, Ohio, Oklahoma, Oregon, Pennsylvania, Texas, Virginia, and Washington. These states were interviewed about their state workforce boards and their local workforce investment boards.

Ms. Pryor clarified that the term "Demand-Driven Workforce Initiative" will be used instead of "Business-Driven Workforce Initiative." The Demand-Driven Workforce Initiative focuses on the employers, job seekers, and workers. The characteristics of demand-driven strategies addresses the needs of employers, addresses the needs of workers, bolsters regional economic competitiveness and engages a broader array of key stakeholders.

Ms. Pryor explained that PIB synthesized all the data found and condensed it into the chart on page 21 of 83 of the meeting packet. The chart includes the impact on job seekers and workers, effectiveness of the partnership, impact on employers and businesses, and systems change. Ms Pryor highlighted that many of executive directors of the state boards said that it was important to have the right partners at the table. They used WIB to spins off committees that were sector driven in which experts were able to participate. This was a way to make committees more functional and more specialized at a given area.

Committee Member Sissons questioned who brings the demand. Committee Member Morales said that the demand is constantly changing, especially with the recession. Their LWIB currently has many highly qualified people coming in their doors looking for job placements.

Ms. Pittman-Leeper continued saying that we need to look at the entire workforce system by researching and analyzing the available data. For example, today the demand focuses around the solar industries, but the demands in the future could be in a different sector. Smart data needs to be available when the demand changes.

Council Member Vanis said that our workforce system needs to look at issues' priorities. As a training provider perspective, the system has been demand-driven depending on what the client wants and it may not necessarily be aligned with the industry's demand.

In the economic development circles, there are a lot of concerns that our workforce systems don't have the talent pool in the areas needed. There is a challenge at an operational level of providing more guided direction with more choices to a client. Council Member Vanis surmised that if clients are given more direction, they will be able to make more intelligent and informed decisions.

Ms. Pryor covered the Top 10 sector strategies that the research had uncovered: engage leadership, co-create core principles, promote regionalism, strategic use of funding, data-driven decision making, alignment of public resources and strategies, capacity building, promotion and positioning both the state and local areas, evaluation of policies and goals, and legislation.

Ms. Pryor explained that once the key states felt comfortable with their approach in terms of sector strategies, they identified these areas: Mapping and understanding existing sector initiatives - virtually every state has sector initiatives underway in its regions. Although the nature and sophistication of these initiatives vary greatly, it is important to identify and understand the existing initiatives; Identifying individuals and/or organizations that would champion the development of a state sector strategy – Any new initiative or strategy can benefit from the support of “champions” – public or private sector leaders that are known and respected by their peers, and are willing to step out front to promote the strategy and bring others into the active partnership; Engaging leaders from successful regional sector initiatives - this will help to achieve the “buy-in” of the regions, and provide a valuable regional perspective from someone who has been doing the work.

Council Member Darmer recommended that the State Board establishes a connection with the new Commerce Advisory Board that the Governor appointed to outline priorities and recommend actionable next steps for raising the bar and creating a leading statewide economic development. The workforce system needs to be a component of that process.

Ms. Pryor indicated that the rest of the report is specific to other state's initiatives and their implementation methods.

Chairman Jennings allowed Mr. Burkhart to comment to the Committee. Mr. Burthart is encouraged by this presentation and acknowledges that it will refocus the mission of the Council. If this happens, he hopes that the changes are implemented by focusing on the outcome and not on process. He also mentioned that from the states listed in this report, all states have been big winners in the ARRA competition, except for Virginia.

C. Economic Presentation

Due to limited time, Ms. Smothermon, Director of Population Statistics, provided a quick summary of the Economic Forecast. Last November, the unemployment rate decreased to 8.1%. There has been an employment increase, but it could be a seasonal increase. The Industry projection for 2010 is not showing a major increase until the end of the year or beginning of the following year. The Arizona's Workforce Updated Forecast was included in the meeting packet.

D. Approval of the Consultant's Recommendations

Upon a MOTION duly made by Committee Member Morales, seconded by Committee Member Marks, the Consultant's Recommendations were approved.

E. Approval of the Next Steps

Ms. Pittman-Leeper presented proposed next steps. Staff recommended the following basic approach outlined in the consultant's report:

1. Acknowledgement of the need for a Strategic Plan.
2. Formation of a Strategic Planning Committee.
3. Adoption of Mission and Vision Statements.
4. Hold state forum for stakeholders – this step was primarily done via consultant's interviews.
5. Hold regional forums for stakeholders – LWIBs, One-Stops, Local Elected Officials, and partners.
6. Synthesize information from consultants and forums into 4 main categories – Board's Mission and Role; Board Administration; Workforce Initiatives – Past, Present, and Future; and Demand-Driven Workforce Initiatives.
7. Affirmation, or revision, of the Vision and Mission statements depending on the direction of the information gathered.
8. Creation of goals and timelines for goals.
9. Define objectives and measures for the State System.
10. Recommendation brought to full Council.

Chairman Jennings interjected a step 2a- the development of a relationship with the Commerce Advisory Council.

Chairman Jennings suggested adopting the mission and vision at a latter time and focus on getting a relationship established with the Governor's Commerce Advisory Council to ensure we are aligned with their goals.

Committee Member Vanis agrees that the Council should get involved with the Commerce Advisory Council and believes that Chairman Jennings is very capable of representing the Council, not only because he is the Chairman, but also because he represents The Boeing Company. Committee Member Vanis also pointed out that the mission and vision should be reviewed, but perhaps in a different order.

Ms. Pittman-Leeper concurred and recommended the adoption of Vision and Mission for the Strategic Planning Committee rather than the State Council.

Committee Member Darmer interjected a step 2b – presentation of each workforce system program to the strategic committee.

Ms. Pittman-Leeper suggested amending the recommendation as follows:

1. Acknowledgement of the need for a Strategic Plan.

2. Formation of a Strategic Planning Committee.
3. Establish a relationship with the Commerce Advisory Council.
4. Hold state forum for Committee – a presentation of each workforce system program to the strategic committee.
5. Hold regional forums for stakeholders – LWIBs, One-Stops, Local Elected Officials, and partners.

Upon a MOTION duly made by Committee Member Boxer, seconded by Committee Member Morales, the recommendation of the Next Steps were approved as amended.

F. Approval of the Mission and Vision Statements

Item was TABLED for next meeting.

G. Approval of the Meeting Schedule

Item was TABLED for next meeting. The next meeting was scheduled for January 28, 2010 following the Council Meeting.

H. Future Agenda

The items TABLED for discussion would be moved to the next meeting.

I. Call to the Public

No public comment was given.

IV. Adjournment

Meeting adjourned at 3:22 p.m.

As submitted by Daniela Teran, January 21, 2010.

A copy of the agenda and background material provided to Committee Members and is available for public inspection at the Governor's Council on Workforce Policy's Office, 1700 West Washington, Suite 600, Phoenix, Arizona 85007.