



**GOVERNOR'S COUNCIL ON WORKFORCE POLICY  
STRATEGIC PLANNING COMMITTEE MEETING  
1700 West Washington, Phoenix, AZ 85007  
B-56 Conference Room  
Call In Number: 877.336.1829 Access Code: 8986583  
Thursday, January, 28, 2010**

Minutes

I. Call to order

Chairman Jennings called the meeting to order at 4:10 p.m. after the Governor's Council on Workforce Policy (GCWP) adjourned; welcoming members and guests to the Strategic Planning Committee (SPC) Meeting.

II. Roll Call

**Members Present**

Sherman Jennings, Chairman  
Tony Sissons  
John Morales  
Roselyn Boxer, Commerce Designee  
Mark Darmer, DES Designee  
Milt Ericksen, ADE Designee

**Members Absent**

Rebekah Friend  
Mary Vanis  
Gary Marks

**Staff Support**

Jennifer Pittman-Leeper-Leeper, GCWP  
Executive Director  
Daniela Teran

**Members of the Public Present:**

Hank Atha, GCWP Member  
Debra Pryor, Partners In Brainstorms  
Debbie Meyers, Partners In Brainstorms  
Patrick Burthart, Maricopa County  
Gabe Loyola, Loyola and Associates

III. Discussion & Possible Action Items

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

Committee Member Morales requested adding his name to the members present.

Committee Member Darmer asked for his title to be changed to "Mr."

Ms. Pittman-Leeper requested that Gabe Loyola's affiliation be changed to Loyola and Associates.

Upon a MOTION duly made by Committee Member Morales, seconded by Committee Member Darmer, and unanimously carried, the January 14, 2010 Strategic Planning Committee minutes were approved as amended.

B. Vision

Chairman Jennings facilitated a committee discussion regarding the GCWP Vision. Chairman Jennings expressed that a vision is needed in order to lead a Council in the correct path, and he said that it drives systematic improvements and produces outcomes. Chairman Jennings expressed that it propels a board toward achieving difficult but attainable goals. He recommended that the vision should be simple, short, and that is easily understood by anyone that hears it. He asked that roles be identified after adopting the statement.

Chairman Jennings gave committee members the opportunity to present their perspectives. The comments made by the committee are as follows:

- The Vision should include education, along with workforce and economic development, creating a three legged stool.
- The board should have a more powerful voice in education, business development and in job growth.
- The board should adapt rapidly to new and emerging industries. The vision needs to be flexible and agile and cannot be conventional in its thinking. It requires a broader view of workforce development and need to be responsive on issues on hand.
- The vision should sustain economic prosperity, by being globally competitive and using resources, such as SCORE. The Vision should identify the existing programs and how the programs help develop a relationship with businesses.
- The board should partner with business and education communities - a training piece should always be included.

A. **Vision and Mission Statements(Agenda Item F)**

Chairman Jennings moved to agenda item F and allowed Partners In Brainstorms (PIB) guide the creation of a vision statement. Ms. Pryor and Ms. Meyers presented the key words that could be incorporated in the vision statement based on the previous item discussion. Ms. Pryor reported that “education,” “workforce,” and “business development” were commonly used throughout the discussion by many individuals. She explained that the statement ought to reflect the ability to adapt quickly and sustain economic prosperity, including words such as future, flexible and agile.

Based on the consultant’s overview, the following vision statement was created: **“Integrate education, business development, and workforce to positively transform the Arizona economic landscape.”**

After reviewing and discussing the Vision Statement provided by the consultants, the Committee made changes. **“Integrate Arizona education, business, and workforce development to positively transform the economic landscape.”**

Upon a MOTION duly made by Committee Member Morales, seconded by Committee Member Darmer, the Vision Statement was unanimously approved as presented by the Committee. .

Staff will communicate the approved vision statement to the absent SPC members to get their input.

**B. Priorities (Agenda Item C)**

The SPC agreed that before they can move forward with “priorities” a mission statement needs to be established. Ms. Pittman-Leeper presented a plan to reach out to the stakeholders in the next month or two to get their input. She would possibly do this by hosting meetings in three regions - northern, central, and southern. Ms. Pittman-Leeper indicated that stakeholders would have the opportunity to share what the Council’s focus should be according to their knowledge.

The Members expressed that even though they want input from stakeholders, they want to remain focused on developing a mission, vision, and plan. Members indicated that in order to remain focused, a mission statement is needed before any outreach should occur.

**C. SPC Next Steps (Agenda Item D)**

The SPC will meet via conference call to continue discussion regarding the Vision & Mission Statement. In preparation for the next meeting, the following steps were outlined:

1. Circulation of Vision Statement
2. Analyze the reference materials pertaining to the vision and mission statements to be emailed by staff on behalf of PIB
3. Build mission statement prior to the next SPC meeting -Identify the strategies and the tactics
4. Anticipate Council member’s questions regarding vision and mission statements

**D. Timeline**

The item was TABLED for discussion would be moved to a future meeting.

**E. Future Agenda**

The item was TABLED for discussion would be moved to a future meeting.

**F. Call to the Public**

No public comment was given.

**I. Adjournment**

Upon a MOTION duly made by Committee Member Darmer, seconded by Committee Member Morales, and unanimously carried, the meeting adjourned at 5:55 p.m.

As submitted by Daniela Teran, February 2, 2010.