



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

1700 West Washington, Phoenix, AZ 85007

Conference Room 6A

March 15, 2010

Minutes

I. Call to order

Chairman Jennings called the meeting to order welcoming members and guests to the Strategic Planning Committee (SPC) Meeting.

II. Roll Call

Members Present

Sherman Jennings, Chairman
Tony Sissons
John Morales, via phone
Mary Vanis
Rebekah Friend, via phone
Rosalyn Boxer, Commerce Designee
Mark Darmer, DES Designee
Milt Ericksen, ADE Designee

Staff Support

Jennifer Pittman-Leeper, Executive
Director, Governor's Council on Workforce
Policy
Jessica Smothermon, Director, Research and
Population Statistics, Arizona Department of
Commerce
Jennifer Jalowiec, Intern, Arizona
Department of Commerce,

Members Absent

Gary Marks

Members of the Public Present:

Debra Pryor, Partners In Brainstorms
Debbie Meyers, Partners In Brainstorms
Patrick Burkhart, Maricopa Workforce
Connection

III. Discussion & Possible Action Items

A. Approval of minutes of the February 5, 2010 Meeting

There was no discussion.

Upon a MOTION duly made by Committee Member Morales, seconded by Committee Member Darmer, and unanimously carried, the February 5, 2010 Strategic Planning Committee minutes were approved.

B. Sector Identification Report

Ms. Smothermon provided an overview of the economic report contained in the materials packet. She indicated that the Research Administration group would have their updated economic forecast in April, and she would be happy to come back to present it.

It was discussed where information can be obtained, and Committee Member Vanis agreed to secure an estimate from the contractor that provides Maricopa Community College data. Ms. Smothermon agreed to look into the data that the Research Administration group could provide. Committee Member Sissons indicated that he would compile a map of the data in order to present the information visually.

C. Developing Objectives and Strategies

Ms. Pryor reviewed the adopted mission and vision statements. She provided an overview of what objectives and strategies are.

After discussion, the Committee came to consensus regarding the Primary Areas of Focus:

- Current customers are workers & businesses
- Jobs retention, expansion, and attraction would ensure demand for workers

The Committee discussed the possibility Arizona developing a State Sector Strategy. The following issues were identified in Developing and Implementing a Statewide Regional Sector Strategy:

- Which are the key sectors statewide? The Committee agreed that additional data would be required.
- Who should identify the sectors? Regions need to identify their own sectors as some sectors may be economically unimportant or may not exist in some regions. Regions will need to identify local leaders in business / associations / labor, etc., and seek a “champion” from the industry to lead regional sector initiative. Regions will need to identify sector partners, e.g., training sources, and work with them to create soft skills/ job readiness and retention training so candidates meet employer expectations.
- How are sectors determined? Sectors may not be geographic; regions in different areas of state may have key industry sectors in common.
- What data is needed? Preliminary data is needed to establish a baseline in order to track accountability and success. A variety of sources is needed in order to quantify worker supply and verify trends.
- How should a sector be selected? Prioritize sectors, based upon such criteria as:
 - Most critical need
 - Wage
 - Projected growth or shortages
 - Consistency with the Governor’s targeted industries
 - Amount of training required
 - Sector lending itself to enhancing career prospects of entry, skilled, and incumbent workers

- Develop progress indicators to measure performance. The Committee agreed that all partners to be held accountable for improving performance – agencies, business, training providers, local workforce centers, etc.

Objectives and strategies will be developed by the consultants for the committee's review at the next meeting, and they will address these primary areas of focus. The focus of the objectives and strategies will be based on implementing a statewide regional sector strategy, with sectors being identified by regions based on data and analysis.

D. Reading Materials

Ms. Pittman-Leeper indicated that if there were any questions to contact her.

E. Future Agenda

Committee Member Ericksen asked if Education's Core Delivery System information had been provided to the Committee. Ms. Pittman-Leeper indicated that it was in the reading materials section.

F. Call to the Public

There was no comment.

IV. Adjournment

Upon a MOTION duly made by Committee Member Boxer, seconded by Committee Member Friend, and unanimously carried, the March 15, 2010 Strategic Planning Committee adjourned.