City of Mesa
Economic Development
and Education Partnership

Workforce
Development
Strategic
Framework

Identifying opportunity

- Facilitate regular, consistent communication among higher ed partners in the City of Mesa, Office of Economic Development
  - Opportunity for collaboration
  - Inform recommendations to Roundtable

Respond.
Support .
Adapt.
Building a Skilled & Talented Workforce

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ECONOMIC DEVELOPMENT

EDUCATION AND WORKFORCE DEVELOPMENT

| A CITY-WIDE EFFORT: BUILDING A THRIVING WORKFORCE	RESPONSIVE	SUPPORTIVE	ADAPTIVE
Services to Business - *Office of Economic Development*	Hiring & Placement	Technical Assistance	Convening Employers & Market Intelligence
Services to Community - *Education & Workforce Office / Workforce Center @ Mesa*	Stabilizing & Upskilling	Mesa K-Ready & College-Ready, Career Navigation	Improving Access to Education and Employment
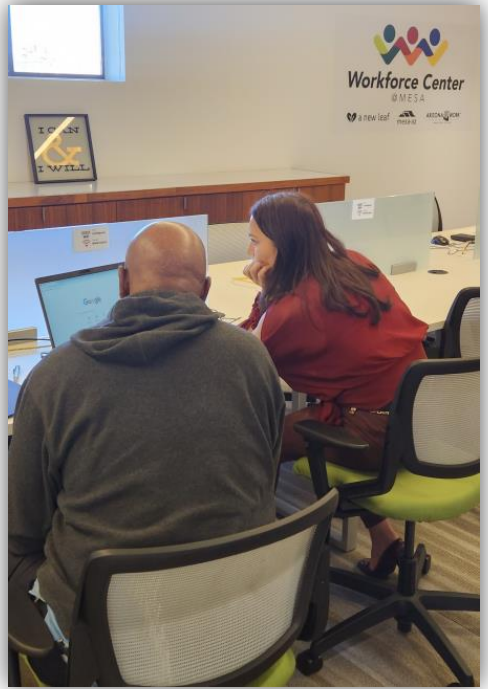
Workforce Center @ Mesa

RESPONSIVE POINTS OF COLLABORATION

REPORT & REFER – Establish seamless communication between OED & Education & Workforce Office

JOB TRAINING - Staff promotes and connects people and companies to outstanding community partners who offer programs to train future workers and upskill incumbent workers.

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SUPPORTIVE

Creating foundations for success (*six months to multiple years*):

SERVICES TO BUSINESSES:

Best Practices to Attract, Develop and Retain Talent

- **Technical Assistance**: OED will continue the Speaker Series to deliver important resources in group settings.

- **Employer Outreach:** OED will convene business leaders to discuss career pathways development in high growth industries.

SERVICES TO COMMUNITY:

Early Learning and Post-Secondary Success

- **Mesa K-Ready** – Partnership with City of Mesa, Mesa Public Schools, and Mesa United Way, this free program helps families and their 3- and 4-year-olds prepare for kindergarten.

- **Mesa College Promise** - Mesa College Promise is a public-private partnership that provides two years of tuition-free education at MCC for qualified Mesa residents who graduate from an accredited high school or GED program.

ADAPTIVE

Adapting to become a resilient community through a strong workforce

SERVICES TO BUSINESSES :

Talent Attraction and Sharing Market Intelligence

- **Talent Attraction** – Explore methods to promote Mesa as a destination for out-of-market talent to relocate to – expanding our labor pool to meet employers' needs.

- **Market Intelligence** – Collecting and providing timely data to improve hiring and decision-making for Mesa businesses and educators.

SERVICES TO COMMUNITY:

Improving Access To Education and Employment

- **Education Opportunities –** Track and monitor goals for enrollment and attainment to provide and expand equitable access to learning, work, learning and job opportunities throughout Mesa's educational spectrum.

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Identified Challenges:
Issues Facing Employers

• **The Office of Economic Development and related departments gathered feedback from stakeholders that the** <u>**primary issues facing employers**</u> **with respect to our community's workforce development ecosystem are:**

- Not knowing contacts at each organization or which organization to reach out to for certain services.

- Not understanding competitive wages for roles, the number of available skilled workers and the number of competitors for this talent pool.

- Inability to share information with students of all academic levels to develop interest in company or industry career paths and long-term sustainability of talent pipelines.

Roundtable Feedback (*Feb. 2022*)

- **Assessment of the [Issues Facing our Community](#)**

No.	Idea	Highest Rank	Lowest Rank	Avg
1.	Aligning workforce and education	10	7	9.00
2.	Creating more equal access to opportunity	10	3	8.75
3.	Increasing pathways out of high school	10	6	8.75

Roundtable Feedback (*Feb. 2022*)

- 2) Assessment of the Goals for Strategic Focus Area:
Early Learning Through High School

No.	Item	Times Selected
1.	Equitable access to early childhood education	10 (77%)
2.	Better retention of teachers in this range	8 (62%)
3.	More information to middle school and high school about post-secondary options	8 (62%)
4.	Increase graduation rates	7 (54%)
5.	Better connect students to an individual passion and career	7 (54%)

- 3) Assessment of the Goals for Strategic Focus Area:
Post-Secondary Education

No.	Item	Times Selected
1.	More partnerships with business and post-secondary institutions	9 (75%)
2.	Better communication of different pathways	8 (67%)
3.	Matching education to industry needs	7 (58%)
4.	More students engaging	6 (50%)
5.	Better connecting purpose and passion	6 (50%)

- 4) Assessment of the Goals for Strategic Focus Area:
Workforce Development

No.	Item	Times Selected
1.	Make Mesa a model of workforce and education partnerships	9 (75%)
2.	A more seamless pipeline between K-12, post-secondary education, and employers	8 (67%)
3.	Better understand the needs of tomorrows employers	7 (58%)
4.	Increased understanding of career pathways	6 (50%)

State-wide **Educator** Feedback: [Workforce Development Issues](#)

Pipeline AZ convened the <u>Education Leadership Group</u>, who identified that an ecosystem lacking the following three qualities are the greatest <u>challenges to effective workforce development</u> in Arizona:

- Equitable Access to Career Exploration
- Singular Technology Infrastructure
- Feedback Loop Between Industry and Education

State-wide **Educator** Feedback: [Achieve60AZ Action Plan](#)

Education Forward Arizona's recently released Achieve60AZ Action Plan highlights the need to expand access to career exploration:

- "Begin career exploration early and ensure all students receive a quality career guidance experience that begins in middle school and offers flexibility for students. Expand equitable access at scale to a development tool for students across the state. Move Education Career Action Plan (ECAP) implementation to the 8th grade. Support educators and counselors with ECAP implementation strategies and training."

Identifying opportunities

To meet all our stakeholders' needs we looked to:

- Improve and centralize connection between workforce partners

- Provide jobseekers and students with local labor market intelligence and supportive services

- Measure and scale the number and impact of referrals between stakeholders

- Market key high growth jobs to support ongoing strategic initiatives
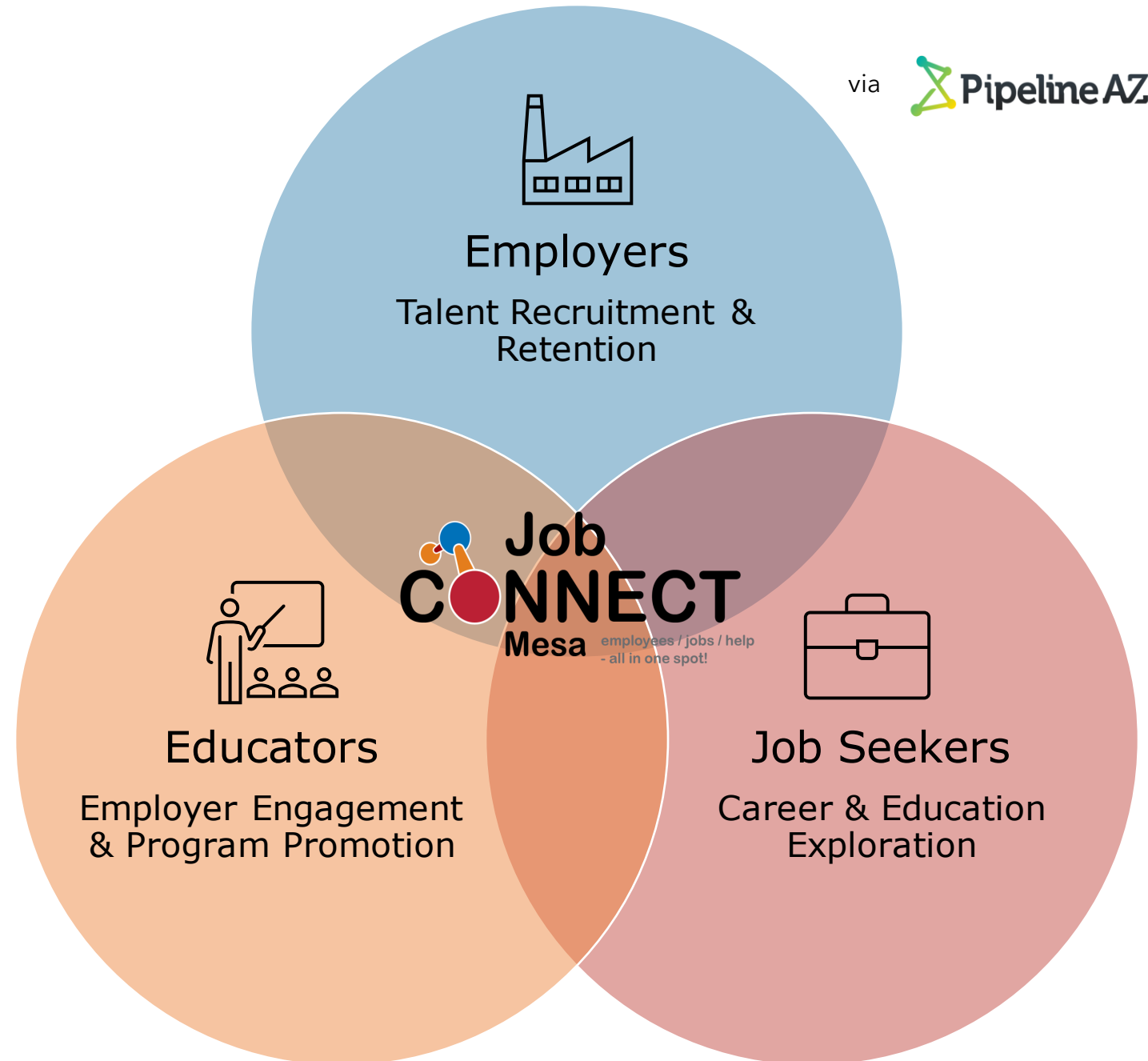
Identifying opportunities

Current tactic:

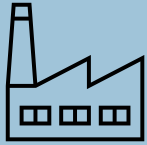Job CONNECT Mesa — employees / jobs / help - all in one spot!

- **Pros**: Streamlined navigation of Mesa workforce service providers, hosted on city website

- **Cons**: No direct connection to appropriate contact(s), connections made are not measurable (clickthrough rate only)

Custom Capabilities:

- Featured Employer Resource Page
- Featured Candidate Resource Page
- Featured education pathways and upskilling
- Mesa Job Feed
- Case Management capability and white glove onboarding of key stakeholders (Educators and NPO Referral Network)
- Direct Connection to talent providers' case management
- Reporting capabilities through user registration and tagging

via **PipelineAZ**

Employers
Talent Recruitment & Retention

Job CONNECT
Mesa
employees / jobs / help
- all in one spot!

Educators
Employer Engagement & Program Promotion

Job Seekers
Career & Education Exploration

Employers
Talent Recruitment & Retention

Pipeline AZ features for Employers

- Opportunity to advertise job opportunities, company culture and work environment to local talent matched based on skills
- Can tag job opportunities to target specific populations (e.g. Opportunity Youth, Job Seekers <18, MCCCD Students, Etc.)
- Single interface for recruiters to interface with talent and career navigators
- Can link to existing recruitment systems
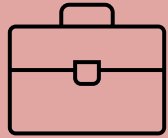
Job Seekers

Career & Education Exploration

Pipeline AZ features for Jobseekers

- Skill-based resume development and job matching
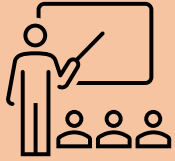- Ability to use single-sign on architecture across all stages of career
- Career exploration based on task, skill and knowledge aptitudes
- Case Management features allows for facilitation of job search via career services and non-profit partners

Unique Audiences
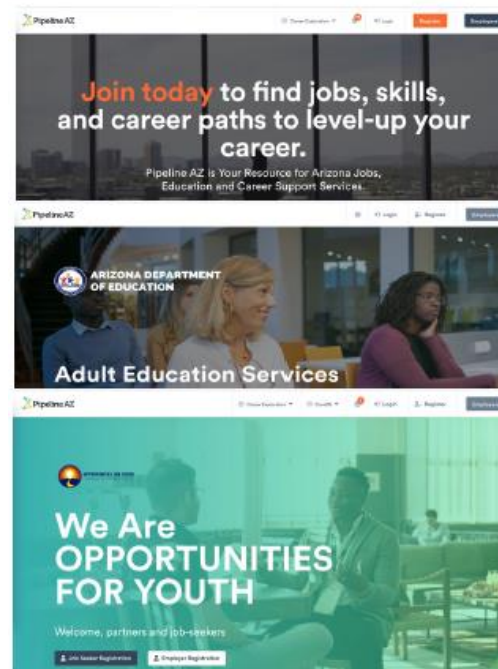
Unique Initiatives

Educators

Employer Engagement & Program Promotion

Pipeline AZ features for Educators

- Department of Education platform, MyFutureAZ, for all K-12 Education and Career Action Plans
- Data on students' career interest and aptitude to inform employer engagement
- Career exploration features promote post-secondary and CTE programs
- Case Management features allows for connection between career services and/or CTE teams and employers

K12 Students

- Graduation & Career Planning Tool.
- JA Inspire Virtual
- SCITECH INSTITUTE — Empowering Students in STEM

Post Secondary Students

- Make your next opportunity happen here!
- Opportunities start here!
- Start Small, Go Big at Coconino Community College
- WE ARE — Your Path to a Great Career

What we need from you

- How can we ensure that marketing of this resource can be most effective for your audience?

- Lessons learned from engagement with past rollouts of technology platforms?

- Are there any features that you feel the platform must have which we did not cover?

- Other questions, comments or concerns?

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