

EDUCATION AND WORKFORCE DEVELOPMENT ROUNDTABLE MINUTES

March 1, 2023

The Education and Workforce Development Roundtable of the City of Mesa met in the Mesa Fire and Medical Coyote Conference Room, 708 W. Baseline Rd., Bldg. 1., on March 1, 2023, at 1:33 p.m.

| BOARDMEMBERS PRESENT | BOARDMEMBERS ABSENT | STAFF PRESENT |
|---|-------------------------|------------------------|
| Councilmember Spilsbury, Chair | Rich Nickel | Andrea Alicoate |
| Councilmember Heredia, Vice Chair | | Lisa Anderson |
| Erika Copeland (Designee for Dr. Perry Berry) | | Lisa Cartwright-Harris |
| Candice Copple | | Natalie Lewis |
| Dr. Dawn Foley | | Erin Romaine |
| Kevin Imes (Designee for Chad Wilson) | COUNCIL PRESENT None | Alfred Smith |
| Dr. Shane McCord | | Sarah Tolar |
| Bob Nelson (Designee for Sally Harrison) | | |
| Dr. Joe O'Reilly | | |
| Jenny Jackson Robinson | | |
| Dr. Tammy Robinson | | |
| Holly Williams (Designee for Dr. Andi Furlis) | | |
| David Williams | | |
| Jo Wilson | | |
| Vince Yanez | | |

1. Call meeting to order, welcome announcements and reminders from the Chair.

Chairperson Spilsbury called the meeting to order.

Chairperson Spilsbury excused Vice Chair Heredia, Boardmember Robinson, and Boardmember Designee Nelson from the beginning of the meeting (they arrived at 1:43 p.m.).

Chairperson Spilsbury introduced Boardmember Jo Wilson, representing Benedictine University, and welcomed Kevin Imes (Designee for Chad Wilson), Erika Copeland (Designee for Dr. Perry Berry), and Holly Williams (Designee for Dr. Andi Furlis).

Chairperson Spilsbury noted the schedule of future meetings as follows: **(See Attachment 1)**

June 7, 2023 – Mesa Fire and Medical Coyote Conference Room

September 6, 2023 – The Studios @ Mesa City Center

December 6, 2023 – Mesa Fire and Medical Coyote Conference Room

2. Take action to approve the Roundtable Meeting Minutes from December 7, 2022.

December 6, 2023 – Mesa Fire and Medical Coyote Conference Room

2. Take action to approve the Roundtable Meeting Minutes from December 7, 2022.

It was moved by Boardmember Jackson Robinson, seconded by Boardmember Cople, that the December 7, 2022, Education and Workforce Development Roundtable meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES–Spilsbury–Copeland–Cople–Foley–Imes–McCord–O’Reilly–Jackson–Robinson–
Williams–Williams–Wilson–Yanez

NAYS – None

ABSENT –Nickel

Chairperson Spilsbury declared the motion carried unanimously by those present.

3. Update from City Staff on Community Literacy Initiative and Mesa College Promise progress. Discussion and questions about progress.

Education and Workforce Administrator Sarah Tolar provided an update on the Community Literacy Initiative and the Mesa College Promise.

Ms. Tolar emphasized the excitement surrounding the Community Literacy Initiative. She announced that Read On Mesa is hosting its first Read On Mesa Literacy Summit Saturday, March 4, 2023, at the newly renovated Dobson Library. She explained this initiative aims to ensure residents have access to programs and resources, spread awareness, and maintain momentum. She mentioned the next Read on Mesa Committee meeting would focus on community engagement and resource alignment to outline strategies and outcomes. She noted that today is the first day of National Reading Month followed by Read Across America Week. She added that Chairperson Spilsbury, Vice Chairperson Heredia, and Mayor Giles will be guest readers at the Literacy Summit. (See Page 3 of Attachment 1)

Ms. Tolar announced that Mesa College Promise would officially begin accepting applications on March 1, 2023. She pointed out that First Lady Jill Biden, Governor Katie Hobbs, Congressman Greg Stanton, U.S. Secretary of Education Miguel Cardona, Mesa Mayor John Giles, and Dr. Tammy Robinson attended a recent event at Mesa Community College (MCC) to promote the program. She commented that this event shined a national spotlight on the program. She stated the Mesa Public Schools (MPS) and MCC are working to update a data sharing agreement which would allow for ease of access to the program. She noted the marketing program has expanded to all districts creating awareness for students and residents. She remarked that staff continues to work and compile the Free Application for Federal Student Aid (FAFSA) resources and strategies. (See Page 4 of Attachment 1)

Responding to a question from Boardmember Cople, Ms. Tolar said the Mesa College Promise funding goal is \$100,000 raised privately, with the City matching that amount annually for five years. She noted that the program had reached its goal for this fiscal year.

In response to a question from Chairperson Spilsbury, Boardmember McCord commented that the Gilbert School District is monitoring the outcomes of the Mesa School District to model its own

program.

Responding to comments from Chairperson Spilsbury, Ms. Tolar emphasized that the Roundtable is critical to identifying needs and sharing information across all programs. She added that the committees meet separately to discuss strategies to raise awareness and recruit volunteers. She stated that the group would analyze data points to ensure that programs are effective.

Boardmember David Williams recommended providing a tool kit for businesses to help them elevate messages to customers and employees and identify volunteer opportunities.

Chairperson Spilsbury thanked staff for the presentation.

4. Presentation by Arizona Board of Regents and City Staff about strategies to increase educational attainment. Discussion and questions about the presentation.

Chairperson Spilsbury stated the Arizona Board of Regents' (ABOR) mission is to ensure access for qualified residents of Arizona to undergraduate and graduate institutions. She stated the Board's promise to Arizona is to increase post-secondary access and attainment for Arizona students; to seek solutions to societal challenges; and to do both while increasing quality, affordability, and efficiency.

John Arnold, ABOR Executive Director, displayed a PowerPoint presentation on strategies to increase educational attainment. **(See Attachment 2)**

Mr. Arnold stated the Board of Regents is the governing body for Arizona State University (ASU), Northern Arizona University (NAU) and the University of Arizona (UA). He stated the Board operates as the fiduciary and coordinating body of the three universities. He explained the Board serves as the state level Higher Education Board per the Constitution. He emphasized the importance of post-secondary attainment.

Mr. Arnold discussed the special report in the Spring of 2022 on advancing Arizona's economy. He stated that ABOR hired economist Jim Rounds to identify how Arizona's economy can reach the average national economy. He stated that the economist indicated that Arizona runs at 80% of the average national economy and is at risk of maintaining that number. He identified the changes to Arizona's economic landscape and pointed out the concern about identifiable credentials. He noted there are 600,000 certificates that students can earn. (See Pages 2 and 3 of Attachment 2)

Mr. Arnold noted that the number of Arizona jobs requiring a four-year degree has increased to approximately 30%; to maintain Arizona's current economy, 68,000 new degrees are needed annually. He reported there is an annual shortage of 26,000 degrees. He emphasized the lack of degrees entering the workforce. (See Pages 4 and 5 of Attachment 2)

Responding to a question from Boardmember Yanez, Mr. Arnold stated the data represents graduates from four-year institutions.

Mr. Arnold stated student data is tracked from 9th grade to six years after high school. He explained that out of 100 9th graders tracked, only 19 would complete a bachelor's degree. He

pointed out that more degrees are being earned after that tracking period as students are taking longer to complete high school. (See Page 6 of Attachment 2)

Responding to a question from Boardmember Robinson, Mr. Arnold stated that ABOR has compiled data on students completing two-year institutions. He reported that 46% of those students entered a two-year program and approximately 6% completed a two-year degree.

Boardmember Robinson pointed out that Maricopa County now has seven colleges that provide four-year degrees.

Mr. Arnold outlined the demographics for four-year degree completion within six years of graduation. He pointed out that Arizona is below the national average in every demographic except Asian. He reported that 62% of high school graduates nationally and 47% of Arizona graduates enroll in two- or four-year programs the following fall. He discussed the impact of COVID and the disparity between male and female students. (See Page 7 of Attachment 2)

In response to a request for clarification from Chairperson Spilsbury, Mr. Arnold stated the data represents all Arizona public high school and charter school students regardless of where they attend college.

Boardmember O'Reilly explained that the East Valley must set a higher bar to raise the state average.

Mr. Arnold pointed out the data is published on the ABOR website and can be broken down by city, school district, and school.

Responding to a question from Boardmember Yanez, Mr. Arnold reported that female four-year degree completion is 21.1% and male is 12.9%. He added that the data is based on a graduating class from six years ago. He anticipates the trend will continue to decline for male students.

In response to a question from Boardmember McCord, Mr. Arnold referenced a recent study by the Boston Fed noting the wage disparity between college graduates and high school graduates. He remarked that the Boston Fed found that non-college-educated men are more likely to leave the labor force when the top earners in a state make disproportionately more than other workers. He commented that a small percentage of the male population exited academics due to athletics and young men view educational institutions as a feminine activity.

Responding to a question from Boardmember Designee Nelson, Mr. Arnold pointed out that data from a social scientist indicated there is an outcome of perceived male privilege and parents encourage more females to attend college.

Responding to an inquiry from Boardmember Foley, Mr. Arnold stated that the American Community Survey looks at degree attainment over a longer period of time. He added that females have been outperforming males in degree attainment since the 1980s.

According to Boardmember Robinson, four-year institutions cater to students right out of high

school who can be more selective when it comes to admissions. She added that community college is open entry, and the average age for enrollment is between 26 and 28 years old. She explained that people tend to return to community college after the six-year break mentioned previously, and discussed the importance of developing programs that attract both men and women. She stressed that everyone should be an expert at something and have a skill they will be paid for. She highlighted the importance of the Dual Enrollment program.

Responding to a question from Chairperson Spilsbury, Boardmember Designee Imes stated the East Valley Institute of Technology has traditionally focused on advocating for women to get involved in the skilled labor force. He added that nationally, the value of skilled trade labor has increased which may influence the data.

In response to a question from Boardmember Wilson, Mr. Arnold stated first generation students are factored into the data.

Mr. Arnold discussed the survey results regarding attitudes toward higher education. He noted that there is a desire to attend college, but there is a disconnect between desires and outcomes. He commented that the ABOR would continue to analyze how to bridge those gaps. (See Page 8 of Attachment 2)

Mr. Arnold highlighted ideas to redesign higher education. He pointed out that admission requirements have changed for NAU and there are discussions to lower the GPA to 2.5. He added that students who are not accepted to NAU receive an admission letter from a local community college. He pointed out that some community colleges will now offer four-year degree programs. He explained that students are making decisions about whether to attend college at a young age and expressed concerns about affordability. He discussed the Arizona Promise program, noting that students do not pay tuition in Arizona if their household income is \$70,000 or less.

Mr. Arnold continued by emphasizing the need for more teachers, adding that potential teachers in Arizona do not pay college tuition fees and scholarships are available for spouses of military veterans. He discussed partnering with cities and towns to develop a product for high school counselors to assist with FAFSA completions and stressed the importance of ensuring that teachers are armed with positive information. He discussed Florida's success resulting from improvements to the high school graduation rate and statewide financial aid. (See Page 9 of Attachment 2)

Responding to a question from Boardmember Designee Imes, Mr. Arnold stated the Board of Regents has partnered with community colleges in Yuma, Arizona to offer 45 degrees on campus and hundreds online through ASU, noting they have not seen a great deal of success. He noted the launch of an engineering degree through NAU and the building of a student center.

Responding to comments from Chairperson Spilsbury, Mr. Arnold discussed FAFSA and Pell Grant approval requirements. He noted that students with an A average typically receive merit-based scholarships, whereas B students are encouraged to attend community college.

Boardmember Yanez emphasized the need to have financial aid discussions to be competitive with other states.

Boardmember O'Reilly explained that students that do not complete the FAFSA are not considered for financial aid.

Chairperson Spilsbury thanked Mr. Arnold for the presentation.

5. Presentation by City Staff on Workforce Development Strategic Framework.

Deputy Economic Development Director Lori Collins and Economic Development Project Manager Bryan Smith displayed a PowerPoint presentation on the Workforce Development Strategic Framework. **(See Attachment 3)**

Ms. Collins stated staff met with Council to discuss goals and objectives and identify tools to build a skilled and talented workforce. She spoke about the citywide effort to ensure the needs of residents and businesses are met. She discussed the data collection process for the Respond, Support and Adapt reporting terms of service to businesses and services to the community. (See Pages 2 through 8 of Attachment 3)

Mr. Smith remarked that Economic Development partnered with other City departments to gather feedback on the primary issues facing employers. He discussed the challenges identified and the issues employers face with respect to workforce development. (See Page 9 of Attachment 3)

Ms. Tolar identified three objectives identified by the Education and Workforce Development Roundtable in 2022. She stated that according to feedback, a tool is needed to improve connections and help students and employers find career paths. She highlighted feedback from state-wide educators like Pipeline AZ and the Achieve60AZ Action Plan. (See Pages 10 through 13 of Attachment 3)

Mr. Smith outlined the opportunities identified to meet the stakeholders' needs. He mentioned Job Connect Mesa, an online resource directory providing a geographical location for jobs, educational opportunities, or basic needs assistance for social services. He stated with Pipeline AZ there is no cost to the employer for recruiting or upscaling. He added that due to the inability to get measurements from this site, staff are focusing on opportunities to develop technology. He highlighted Pipeline AZ's custom capabilities and features for employers, job seekers, and educators. (See Pages 14 through 20 of Attachment 3)

Ms. Collins described the potential investment in a technology tool that would bridge all the categories together. She requested that the Roundtable provide feedback on marketing ideas, previous lessons learned, and ideas for features needed. (See Page 21 of Attachment 3)

Responding to a question from Boardmember Robinson, Ms. Tolar commented that Pipeline AZ has a partnership with MCC and its utilization varies. She asked the Roundtable to evaluate the value of the service for students and build upon that as they become job seekers and employers. She noted this program would be unique to the City of Mesa and mutually invested in.

Boardmember Robinson discussed the importance of a program to normalize the workforce, allow students to see the end result, and ensure persistency and retention in the classroom.

Mr. Smith encouraged the Roundtable to take the Pipeline AZ Career Assessment. He indicated the assessment provides career opportunities, potential wages, and an education pathway to achieve that opportunity.

In response to a question from Boardmember Designee Nelson, Mr. Smith stated the Pipeline does not have all the various interfaces aggregating data at a geographical level. He explained the goal is to take all the users and interfaces and have them collaborate to create a job seeker journey from end to end in the city.

Boardmember Robinson explained that at the high school there is a college readiness culture on campus. She noted that some students are not ready for the college pathway and recommended developing a tool for students to discover alternative education paths.

Ms. Collins reported that Pipeline AZ, as it exists today, would lead students through a career assessment and provide a journey to discover additional pathways. She explained that the goal would be to develop tools to get the message out to students.

Ms. Tolar emphasized the importance of developing a tool that is meaningful to students and connects the community end to end from student to job seeker.

Responding to comments from Boardmember Designee Imes, Mr. Smith stated that staff could access the infrastructure at the administrative level and send communications to job seekers from different sources on career outcomes.

Ms. Tolar stated she would reach out to Boardmembers individually and can follow up with the Roundtable at the next meeting.

Responding to a question from Boardmember Robinson, Ms. Tolar advised the goal for rollout would be sometime this year.

Chairperson Spilsbury thanked staff for the presentation.

6. Discuss, provide feedback and take action on recommendations for Workforce Development Project #3 action steps.

Chairperson Spilsbury stated that this agenda item would be continued to the June 6, 2023, meeting.

7. Call to the public.

There were no public comments.

8. Call for future agenda items.

Boardmember Wilson encouraged the Roundtable to find ways to break down the competitiveness in higher education and help elevate all the ideas together.

Responding to a question from Boardmember Wilson, Chairperson Spilsbury reported that the Roundtable has multiple committees that work on projects in between the regular meetings.

Ms. Tolar added that staff is working on convening a Mesa Higher Education Economic Development group.

9. Adjourn.

Without objection, the Education and Workforce Development Roundtable meeting adjourned at 3:07 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Education and Workforce Development Roundtable meeting of the City of Mesa, Arizona, held on March 1, 2023. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

td
(Attachments-3)

Mesa Education and Workforce Development Roundtable

March 1, 2023



2023 Meeting Dates

June 7, 2023

September 6, 2023 (Location: The Studios @ Mesa City Center)

December 6, 2023

Project Summary

| Strategic Focus Area | #1 - Early Learning through High School | #2 - Post-Secondary | #3 - Workforce Development |
|----------------------|---|--|---|
| Project | Mesa K-Ready | Mesa College Promise | Workforce Pathway Access & Alignment |
| Priority Area | <ul style="list-style-type: none"> Provide equitable access to quality early learning for Mesa families. | <ul style="list-style-type: none"> Ensure all graduating seniors have strong, fundamental education and life skills and have a clear post-secondary career path that aligns passion, professional interest and workforce needs. Increase post-secondary enrollment in Mesa by marketing the variety of post-secondary opportunities. Help students/families seek both technical and financial assistance. | <ul style="list-style-type: none"> Provide affordable and equitable access to upskill, train and educate Mesa’s residents (student and adults) to respond to the workforce needs of Mesa’s industry now and in the future. |
| Status | Read On Mesa | Program growth, collaboration, resource sharing | |



- **Read On Mesa launch:** March 4th Literacy Summit
 - Quarterly Read On Mesa in-person committee meetings
 - Established working groups:
 - Community Engagement
 - Resource Alignment

Read On Mesa Update



- Mesa College Promise special visit and national recognition
- MCC - MPS data-sharing IGA in development
- Expanded marketing, program presentation
- FAFSA strategy/resource-sharing and compilation



Mesa College Promise Update

Arizona Board of Regents

Mesa Education and Workforce Development Roundtable

John Arnold

Executive Director

March 1, 2023

Advancing Arizona's Economy



Advancing Arizona's Economy - Investment in Workforce Development

Spring 2022

Special Report Commissioned By:

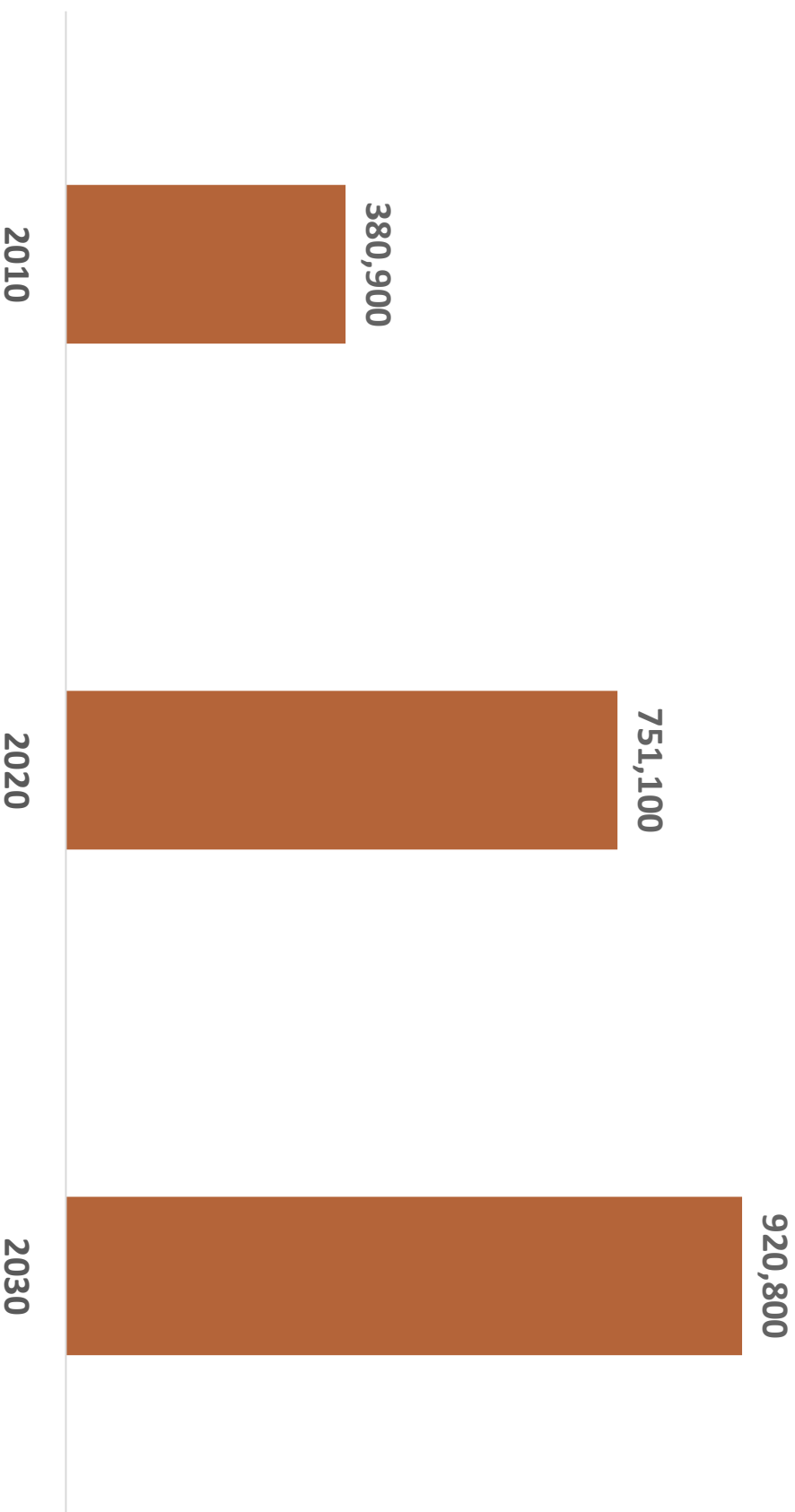


Arizona's Economic Landscape

Arizona economy is changing

- Demographic issues driving worker shortages
- Higher demand for skilled workers
- Identifiable credentials
- Access to the right educational opportunity – including lifelong access

Jobs in AZ That Require Bachelor's Degree



Source: Advancing Arizona's Economy-Investment in Workforce Development, Spring 2022; Rounds Consulting Group, Inc.

Projected Arizona Annual Degree Shortfalls

| | |
|--|---------------|
| Annual Demand for Bachelor Degrees | 68,000 |
| - Bachelor's Degrees from Recent Graduates | 22,500 |
| - Bachelor's Degrees from in-Migration | 19,200 |
| Annual Shortage of Degrees | 26,300 |

Source: Advancing Arizona's Economy-Investment in Workforce Development, Spring 2022; Rounds Consulting Group, Inc.

Arizona Four-Year Degree Attainment

Bachelor's Degree Completion Including High School Graduation Rates

| Attainment Level | Arizona |
|-------------------------------|---------|
| 9 th Graders | 100 |
| High School Graduates | 81 |
| Four-Year College Enrollments | 24 |
| Bachelor's Degree Completions | 19 |

Four Year Degree Completion Within Six-Years Projection Including High School Graduation Rates

| | |
|-----------------------------------|--------------|
| Asian | 46.8% |
| White | 24.8% |
| Black | 11.1% |
| Hispanic | 9.7% |
| Native American | 5.6% |
| Female | 21.1% |
| Male | 12.9% |
| Economically Disadvantaged | 8.1% |

National College Going Rates



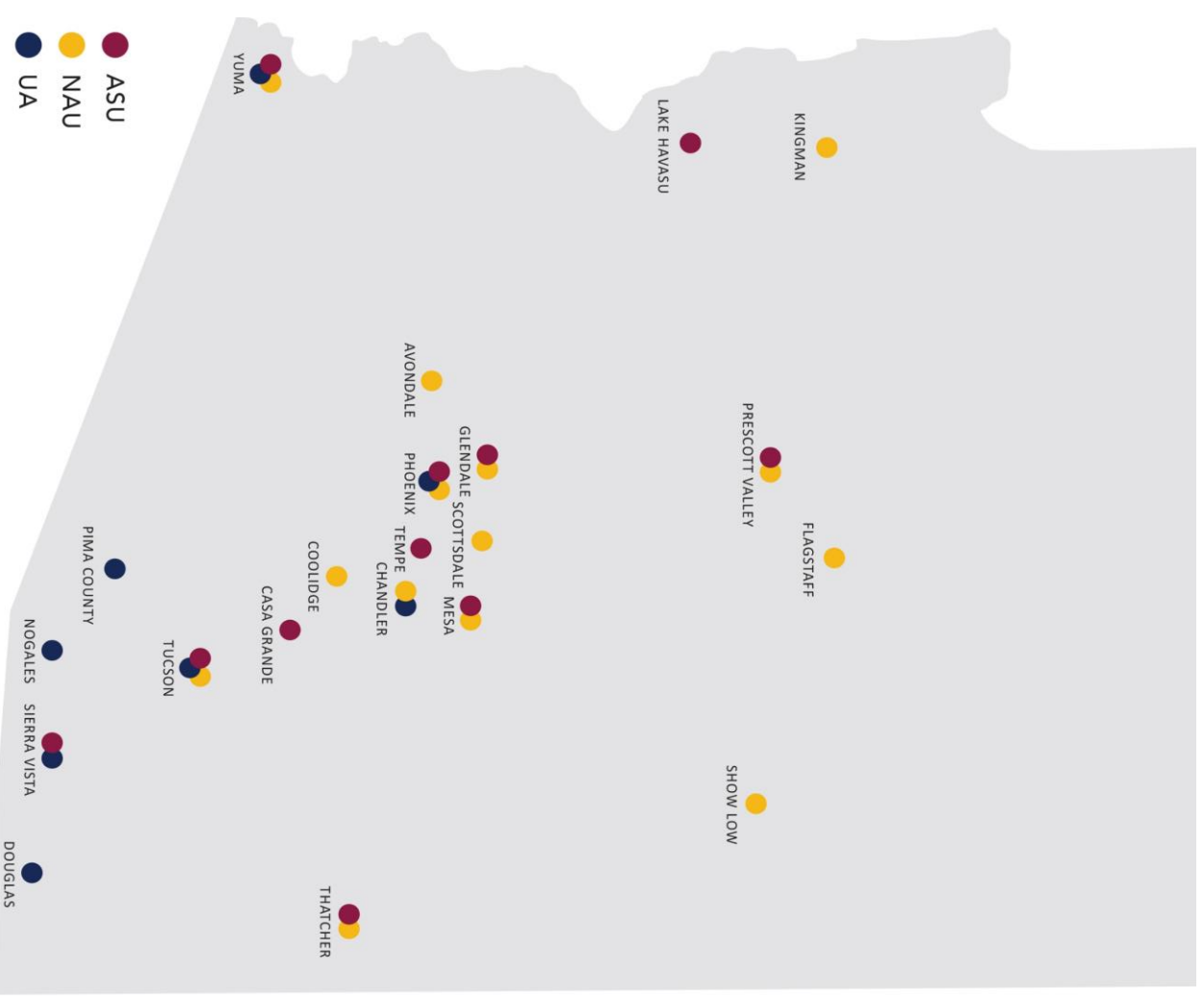
Attitudes toward higher education

- Parents with children in school: 83% important to get a degree
- Current high school students: 92% plan to continue education post high school
- High school graduates 57% want to continue education
not in school: 65% believe a degree is beneficial

Redesign Higher Education

How can we help meet your needs

- Diversify higher education products and locations
- NAU – Changing admission standards
- Partnerships with Community Colleges – A++
- Partnerships with K-12: Data/Early College
- Expanded and Targeted Financial Aid
 - Arizona Promise
 - Teachers Academy
 - Military Spouses
 - Veterinarian Debt Relief
- Partner with cities and towns
- Community grants
- Win the ROI conversation

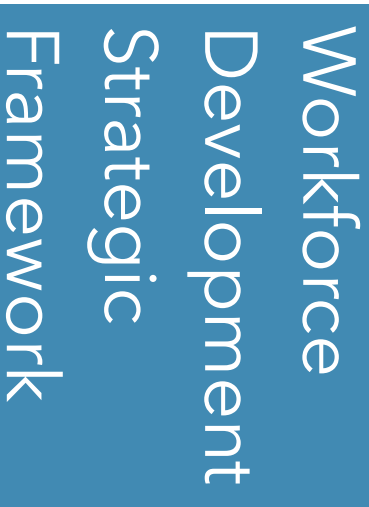


THANK YOU



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

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

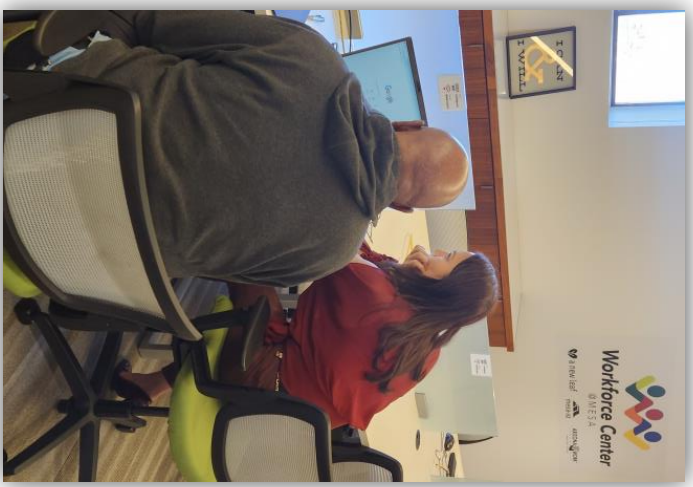
Services to Community -
*Education & Workforce Office /
Workforce Center @ Mesa*

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.

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.

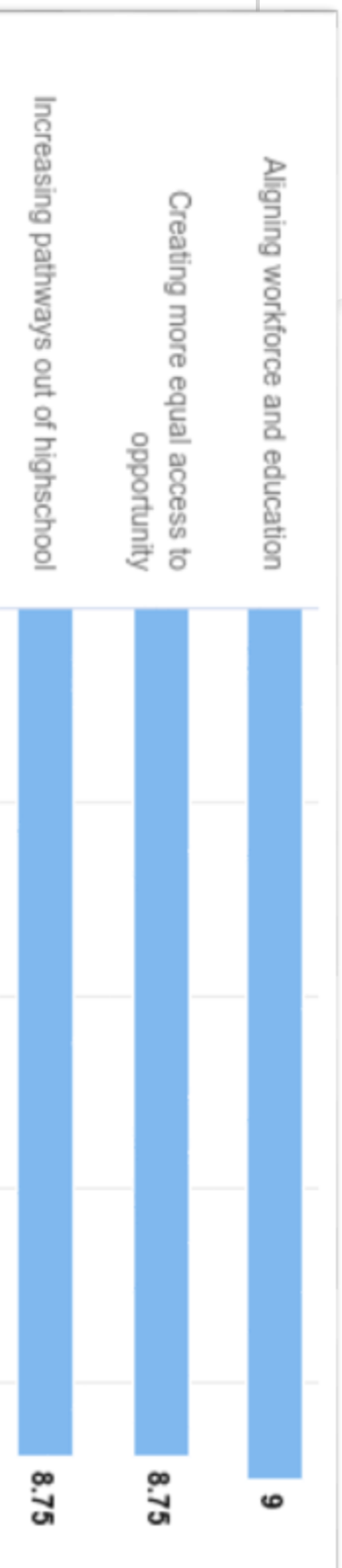
Identified Challenges: Issues Facing Employers

- **The Office of Economic Development and related departments gathered feedback from stakeholders that the primary issues facing employers 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 tomorrow's employers | 7 (58%) |
| 4. | Increased understanding of career pathways | 6 (50%) |

State-wide **Educator** Feedback: Workforce Development Issues

Pipeline AZ convened the Education Leadership Group, who identified that an ecosystem lacking the following three qualities are the **greatest challenges to effective workforce development** 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

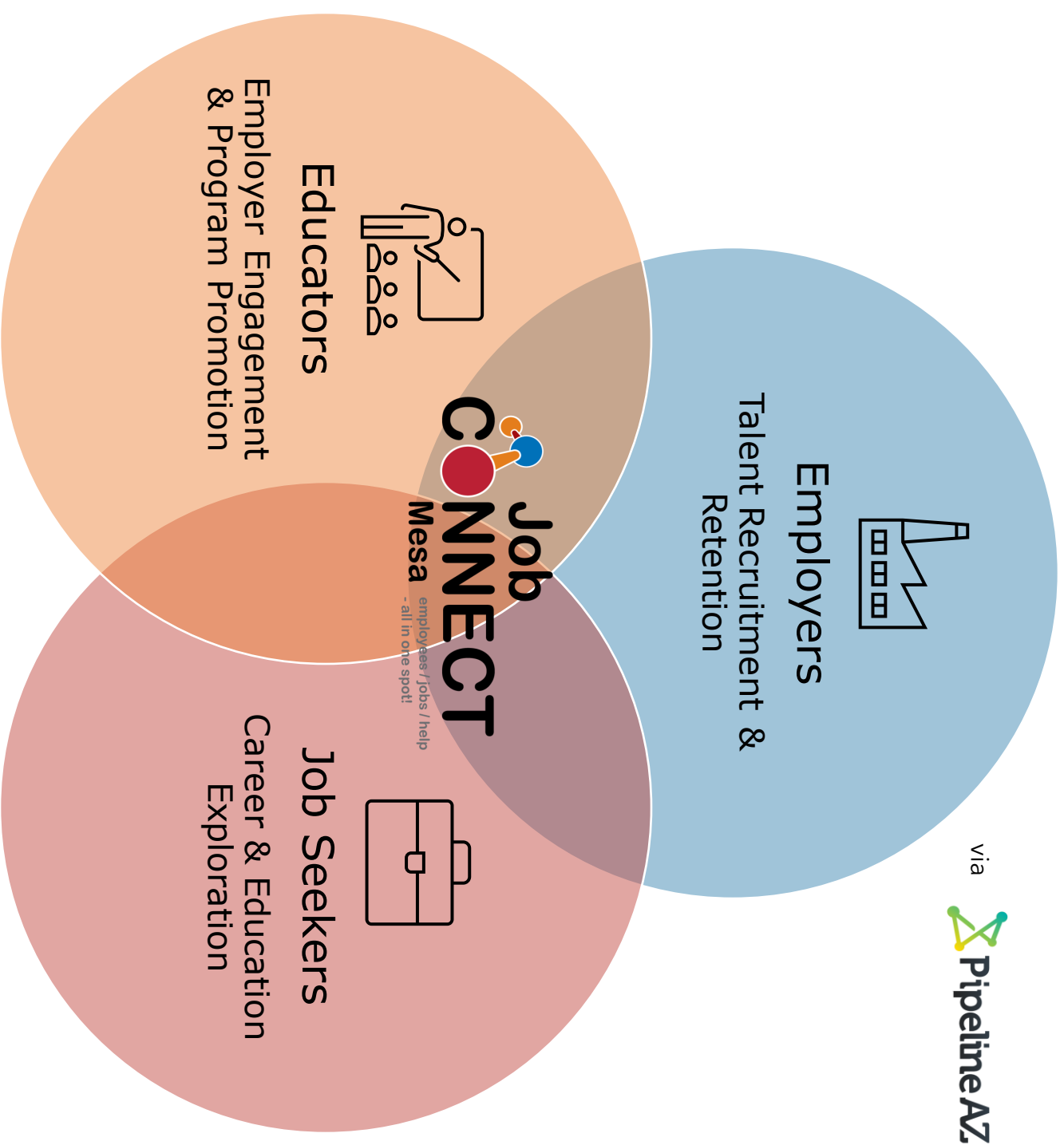
Current tactic:



- **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)

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



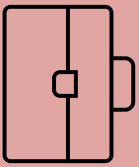


Employers

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, MCCCCD Students, Etc.)
- Single interface for recruiters to interface with talent and career navigators
- Can link to existing recruitment systems



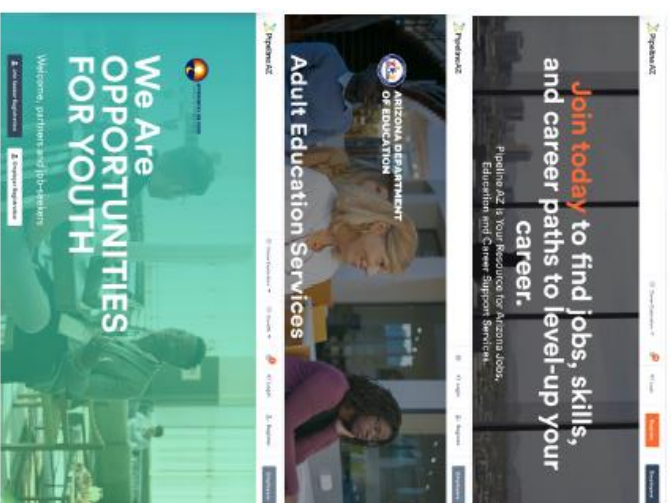
Job Seekers Career & Education Exploration

Pipeline AZ features for Jobseekers

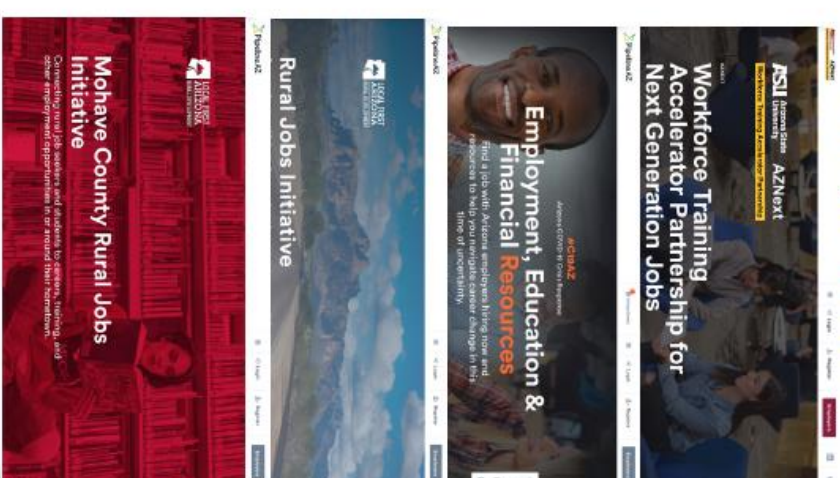
- Skill-based resume development and job matching
- Ability to use single-sign on architecture across all stages of career

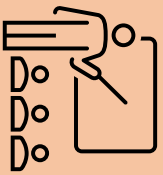
- Career exploration based on task, skill and knowledge aptitudes

Unique Audiences



Unique Initiatives





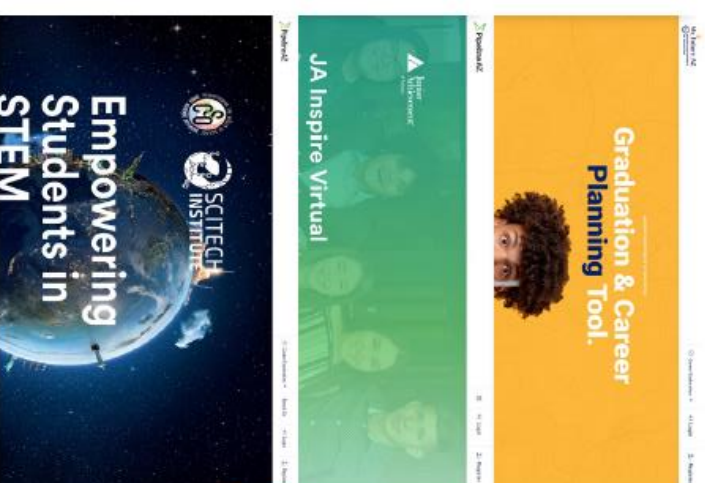
Educators

Employer Engagement & Program Promotion

Pipeline AZ features for Educators

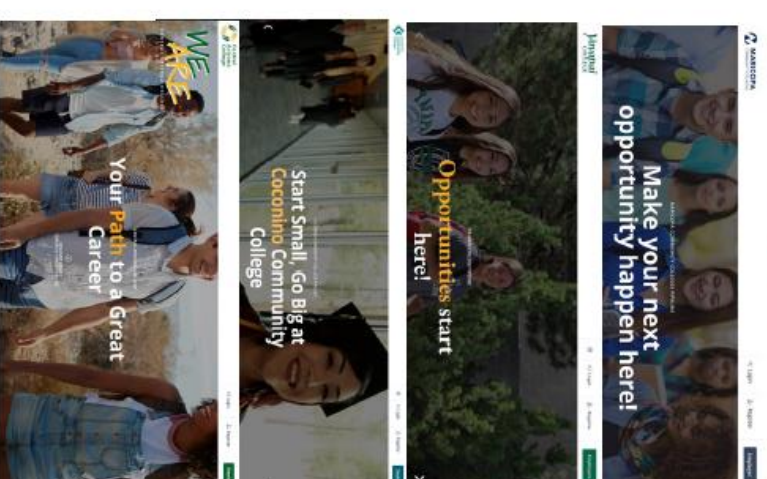
- Department of Education platform, MyFutureAZ, for all K-12 Education and Career Action Plans
- Data on students' career interest and aptitude to inform employer engagement

K12 Students



Post Secondary Students

- Career exploration features promote post-secondary and CTE programs
- Case Management features allows for connection between career services and/or CTE teams and employers



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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