



MESA EDUCATION AND WORKFORCE DEVELOPMENT ROUNDTABLE

June 18, 2024

2024 Meeting Dates

- **September 4, 2024**
- **December 4, 2024**



Mesa Business Builder

Prepared for:

Mesa Education & Workforce Roundtable

June 18, 2024

Kelley Keffer, Economic Development Project Manager



Mesa BUSINESS BUILDER

INFORMATION &
COMMUNICATIONS



The
Business
Advocate



The Mesa Business Resource Guide



THE PODCAST

EDUCATION
& TRAINING



SPECIALTY
SPACES



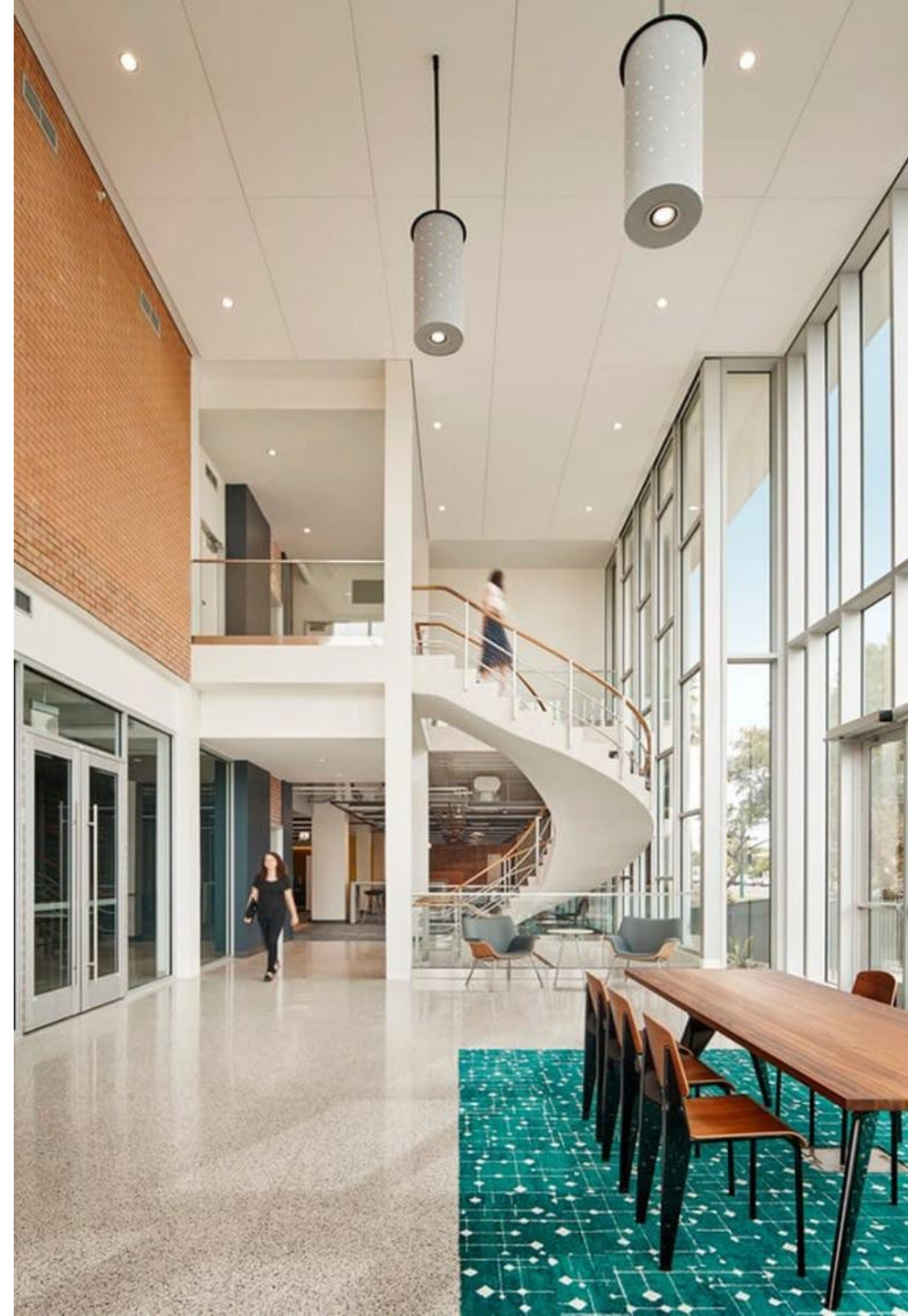
Vision & Mission

VISION

Mesa Business Builder @ The Studios is the heart of Mesa's small business and entrepreneurship community.

MISSION

Mesa Business Builder @ The Studios provides connectivity and access to resources and organizational partners for small businesses and entrepreneurs to improve their core business practices to grow and prosper.



Assets & Amenities

TECHNOLOGY AND BUSINESS RESOURCES

- One-on-one meeting spaces
- Conference rooms & event spaces
- Computer lab & software
- Technology & tech tools
- VR/AR studio/screening room
- Podcast booth & sound equipment
- Business equipment



Photo credit: Podcast Tables Shop

Programming

TYPES OF PROGRAMMING

- Bridging the Digital Divide (Technology)
- Finance & Business Operations Planning
- Marketing
- Restaurant & Retail Specialty Services
- Workforce Development, Training, Skills Development
- Website Consulting & Development
- Computer Literacy Classes





Connect with us!

MBBTheStudios.com

E: MBBTheStudios@mesaaz.gov



[@MesaBusinessBuilder](https://www.facebook.com/MesaBusinessBuilder)



[@ City of Mesa Office of Economic Development](https://www.linkedin.com/company/city-of-mesa-office-of-economic-development)

Kelley Keffer, Project Manager

E: Kelley.Keffer@mesaaz.gov

O: 480.644.6958

Rethinking Education & Workforce: The Power of Partnerships

- Marlo Loria
- Director of CTE & Innovative Partnerships
- Mesa Public Schools

MPS Promise

Every student in Mesa Public Schools is known by name, served by strength and need, and graduates ready for **college, career and community.**



Portrait of a Graduate



ESSENTIAL ATTITUDES

Ethical

- Acts with character
- Is of service to others
- Takes responsibility for one's words and actions

Inclusive

- Finds common ground
- Invites and seeks to understand the ideas of others
- Sees strength in differences

Resilient

- Adaptable
- Learns from mistakes
- Is willing to risk trying again

ESSENTIAL SKILLS

Collaborator

Learns from and contributes to the learning of others while working toward a common goal

Communicator

Listens and shares ideas clearly and effectively, keeping the audience and purpose in mind

Community Contributor

Brings people together and contributes to the community and world

Creative Thinker & Innovator

Uses curiosity and imagination to inspire new ideas or build upon existing ones

Critical Thinker & Problem Solver

Investigates, learns and sees more than one way to solve a problem

Graduation **PLUS**

Robust academic skills +
Technical skills +
Employability skills =
**Competitive advantage in
current and future workforce**



- Industry certifications
- Work-based learning
- +** Earned college credit
- Advanced diploma designations
- College/career action plan

College, Career, & Community Readiness



Academic competency

Work-based learning

Portrait of a Graduate



Preschool —————→ **Graduation Plus**

PreK-Grade 2 - Career Awareness

Goals

- Develop foundational literacy and other academic skills
- Understand - what is a career?
- Describe attributes of a good worker

Experiences

- Learn from guest speakers
- Participate in career day
- Perform classroom jobs
- Learn how to collaborate with others



Grade 12 - Career Preparation & Training

Goals	Experiences
<ul style="list-style-type: none">• Finalized post-secondary plan• Opportunities for passion projects and/or capstone projects• Work-based learning experiences aligned to career goals	<ul style="list-style-type: none">• Complete the FAFSA• Participate in an internship and/or apprenticeship• Take courses at EVIT• Take dual enrollment & other college courses• Complete industry-themed projects (CAPS)



Next: Creating a System of Schools Aligned to Pathways

How do you align 84 schools towards college, career and community readiness?

How do build work based learning opportunities for students to learn and apply Portrait of a Graduate skills?

How do you create the conditions and spaces, in and out of school, for students to learn about careers?



Ensuring College, Career, and Community Readiness

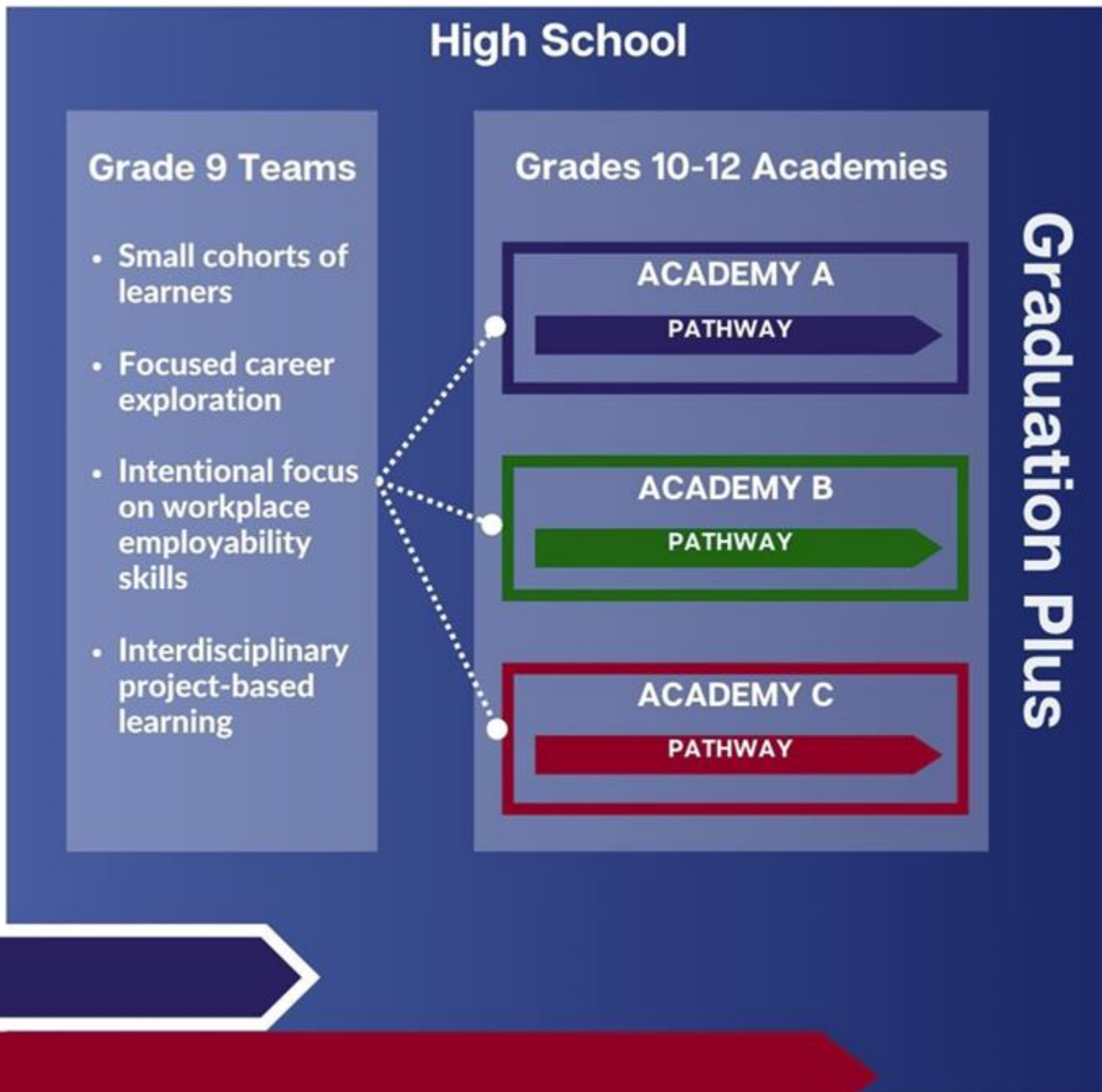
Elementary

- Development of foundational academic skills
- Career awareness



Junior High

- Development of strong academic and social skills
- Identification of aptitudes and interests
- Career exploration



Academic competency

Work-based learning

Portrait of a Graduate

Ensuring College, Career, and Community Readiness

Elementary

- Development of foundational academic skills
- Career awareness



Junior High

- Development of strong academic and social skills
- Identification of aptitudes and interests
- Career exploration



Skyline High School

Grade 9 Teams

- Small cohorts of learners
- Focused career exploration
- Intentional focus on workplace employability skills
- Interdisciplinary project-based learning

Grades 10-12 Academies Academic & Career Cohorts

- Future Leaders & Entrepreneurs**
BUSINESS PATHWAY
- Health & Medical Science**
BIOMEDICAL PATHWAY
- Engineering & Design**
ENGINEERING PATHWAY

Graduation Plus

Academic competency

Work-based learning

Portrait of a Graduate

Employer Engagement Opportunities



All students participate in **awareness activities** that **expose** them to a wide range of **career** options available to them.

Employer Engagement looks like:

- Guest speakers
- Career days/fairs
- Project-based learning
- Interest-connected extracurricular activities

Exploration activities strengthen students understanding of the **connections** between classroom learning and **“real-life”** applications.

Employer Engagement looks like:

- Career exploration fairs
- Project-based learning
- Job shadows
- Teacher externships
- Industry tours

Preparation activities, aligned to a career pathway, give students extended, supervised opportunities to **develop readiness skills**.

Employer Engagement looks like:

- Mock interviews
- Job shadows
- Career-themed projects
- Mentorship

Students will develop and demonstrate **employability** and **technical skills** as defined by their career pathway.

Employer Engagement looks like:

- Internships
- Apprenticeships
- Profession-based projects
- Mentorship

Employer Engagement Opportunities

Focuses on fostering meaningful collaborations between businesses and educational institutions to enhance workforce development. This model involves active participation from employers, educators, and students, creating a dynamic ecosystem where industry needs align with educational outcomes.

Industry Education Council

Executive level representatives from industry and education; meets regularly; creates measurable goals aligned to MPS college, career & community readiness framework; provides support to BCC and pathway advisory



Industry Networking Lunch & Learn

Lunch presentation and networking focused on work based learning topics



Business Community Council (BCC)

Industry partners collaborate directly with schools to provide broader career exploration and work based learning opportunities to students and staff (K-12)



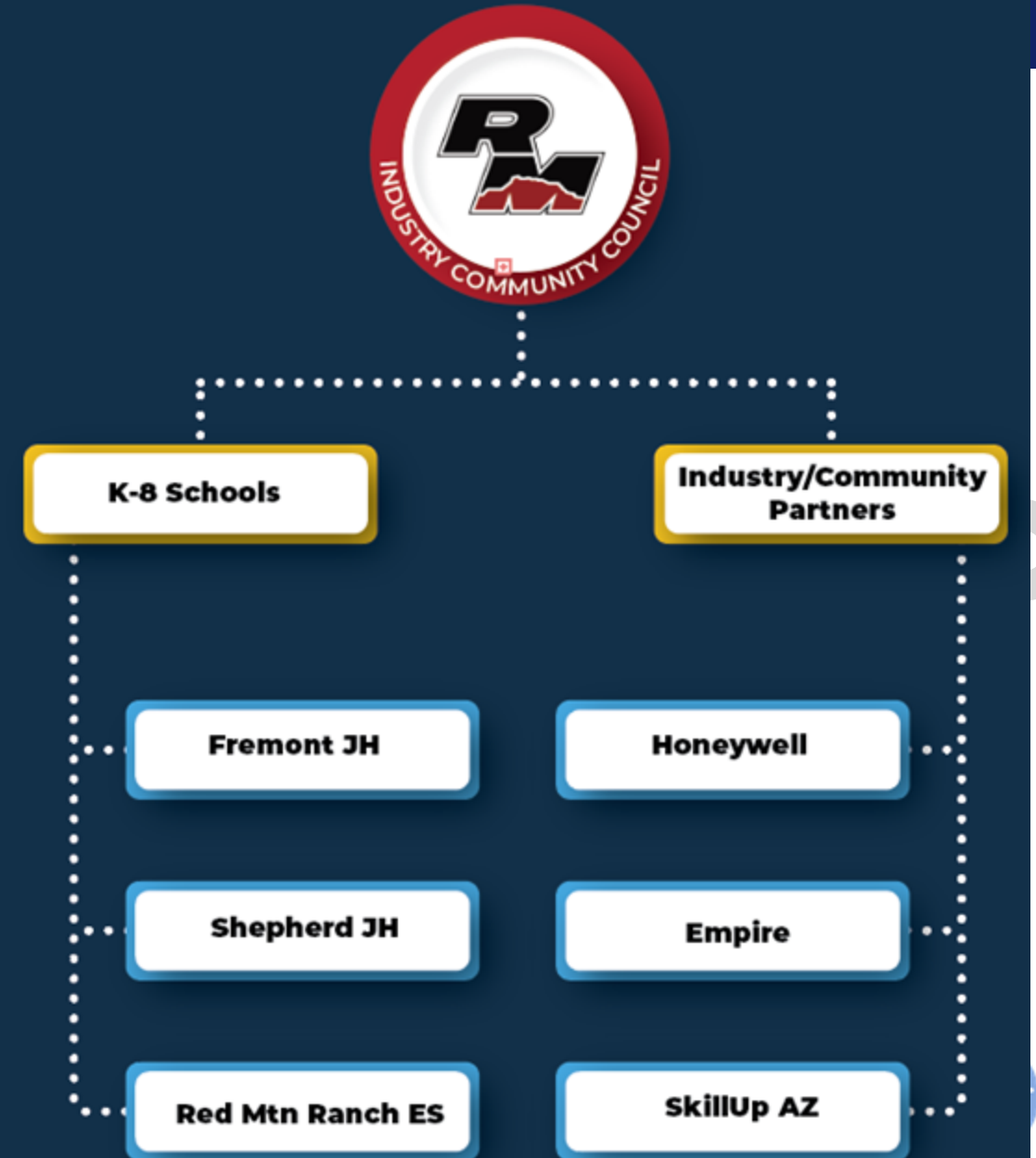
Pathway Advisory Council (PAC)

Industry provides technical feedback to career academies such as healthcare, advanced manufacturing, construction, health science, ect.

Business Community Councils

- Feeder pattern driven
- Provides employers opportunity to support schools
- Exposes students to careers possibilities
- Provides meaningful WBL experiences

Kick off this fall



Building Strong Partnerships for Student Success

Amanda Copetillo
Mesa Community College
Career Services



mesacc.edu/career



career@mesacc.edu



Career Services

MCC Career Services continues to focus on preparing students for both immediate job needs, future careers and/or re-careering aligned to field of interest and/or workforce goals. Career exploration and planning, professional development and job readiness, internships, work-based learning, employment, and creating business and industry partnerships are just a few of the services provided. Career Services is fully integrated into all stages of a student's journey - from early outreach to enrollment to graduation.

**Career Exploration
& Planning**

**Internships, Work-Based
Learning, & Jobs**

**Professional
Development & Job
Readiness**

**Workshops
& Job Fairs**





Current Student Needs



Internships Opportunities

- Paid
- Non-Paid
- Service Learning



Job Fairs & Hiring Events

- Participation in general job fair and industry specific events to secure employment



Guest Speakers

- Industry experts for events and seminars



Job Shadowing Opportunities

- Connections with in demand companies and industries to meet with students

What students are looking for in Industry Partners



Relevant and Practical
Experience



Career Growth and
Development Opportunities



Supportive and Inclusive Work
Environment

Questions?



Job Connect Mesa Education and Workforce Roundtable Update

June 18, 2024

Bryan Smith
Sarah Tolar
City of Mesa

Katherine Adams
Pipeline AZ



Arizona Industry Challenges

Our education, industry and supporting services in career development are desperate to connect our students and community members to clear pathways towards local careers.

1

Arizona Talent Needs are Becoming Increasingly Dire



Worker Shortage

2

Arizona Workforce Development is Disconnected



Changing Skill Needs

3

Arizona Career Choices are Confusing



Arizona is Attracting New Industries

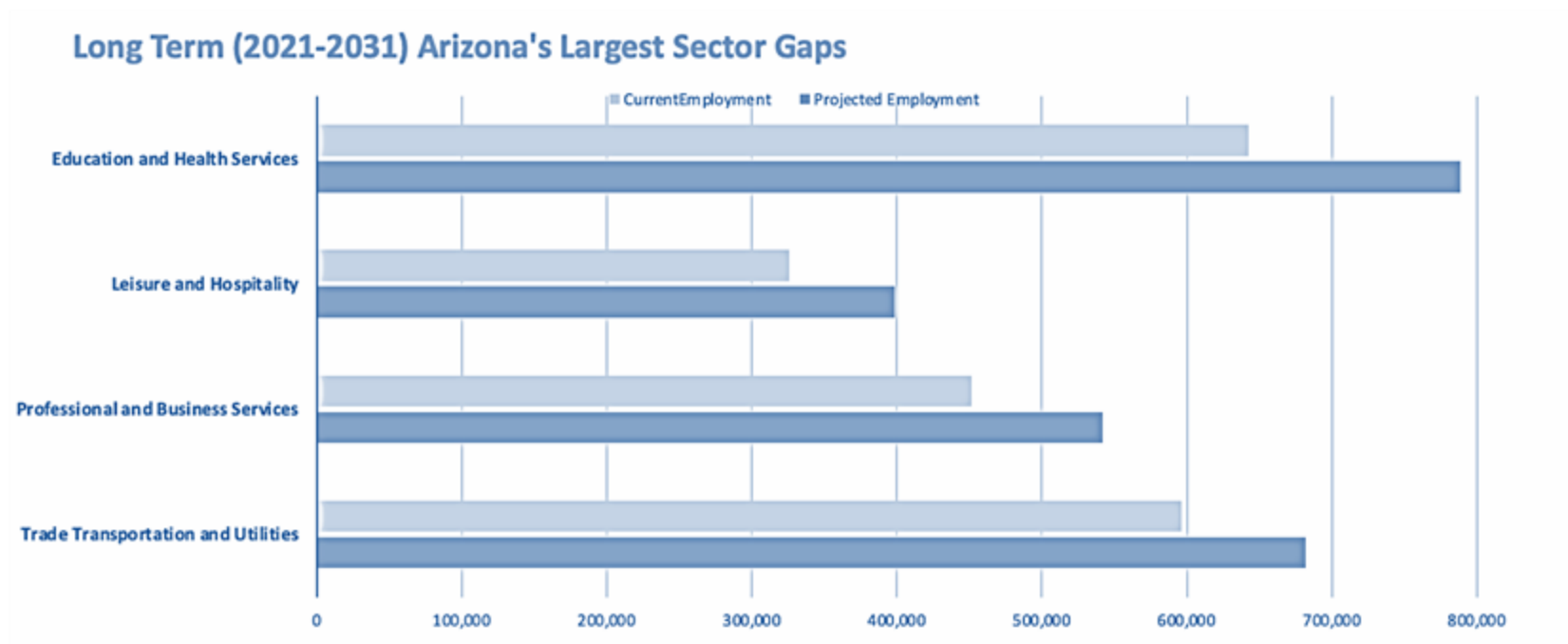


90,000 New Jobs are Posted Daily

Will we have enough skilled talent to meet our current and future demand?

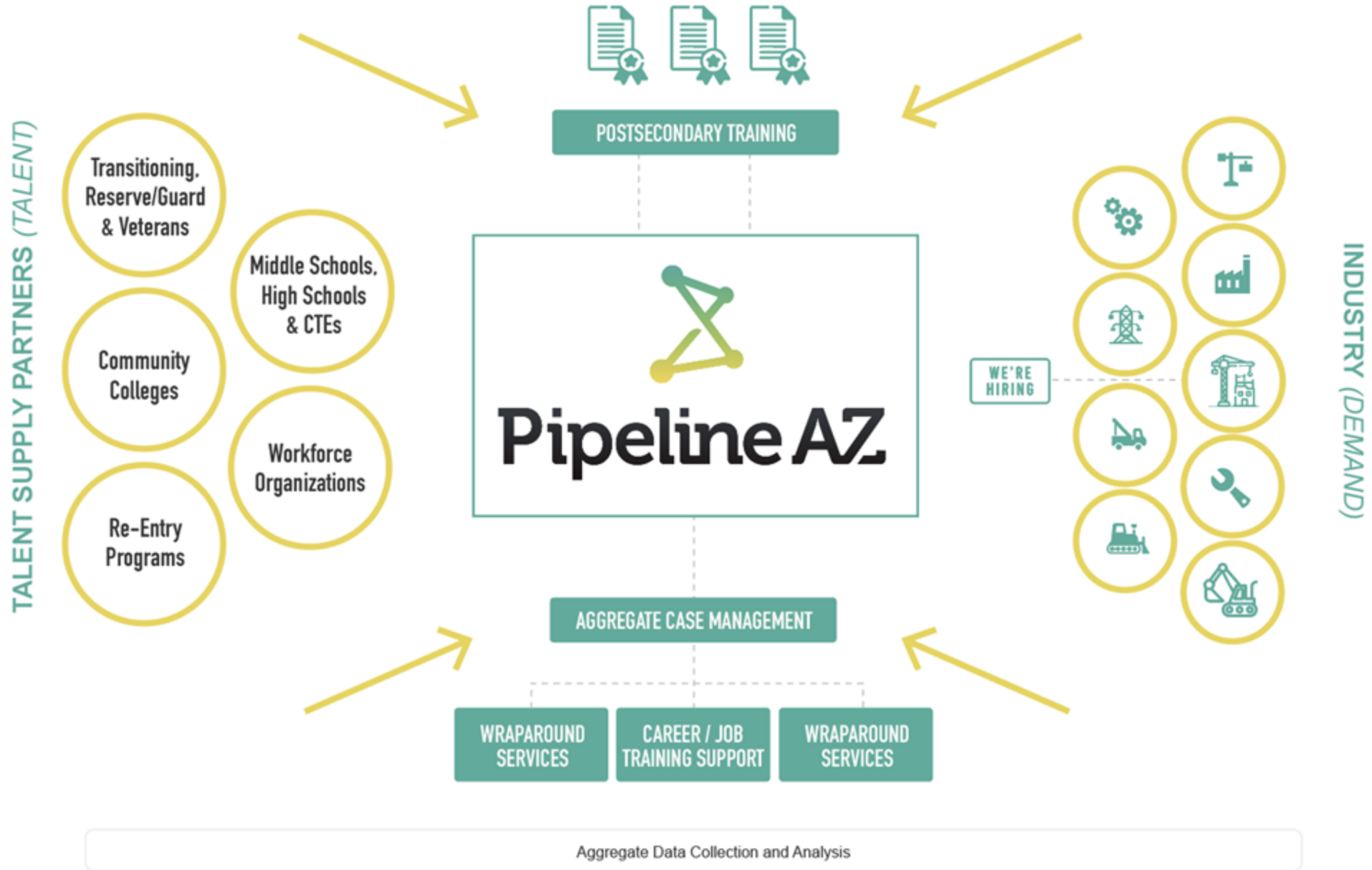
Arizona Talent Needs Becoming Dire

Potential Growth of Over **540,000** Jobs by 2031



State growth is leading to gaps in current vs. future workforce needs.

Pipeline AZ's Connected Community



Pipeline AZ Serves the State's Stakeholders

- We aim to provide economic opportunity for all Arizonans by **powering** a career-ready pipeline for our emerging economy.
- Pipeline is **growing access and awareness** to empower individuals to reach their career goals through harnessing the collective efforts of partners to amplify success!
- Pipeline AZ is an **integrated system** where the community can mentor and inform every unique journey and anticipate next steps through **intentional interventions**.

The infrastructure/platform enables **connection across service areas and stakeholders** to seamlessly support job seekers and students with direct connection to mentors and employers.



Innovative Career Solutions

As a single sign on community tool, we are helping to connect job seekers, students and employers to resources and partnerships. And we are the only solution that covers the entire workforce continuum starting with K12 to the P20 journey, and beyond.

K12 Students



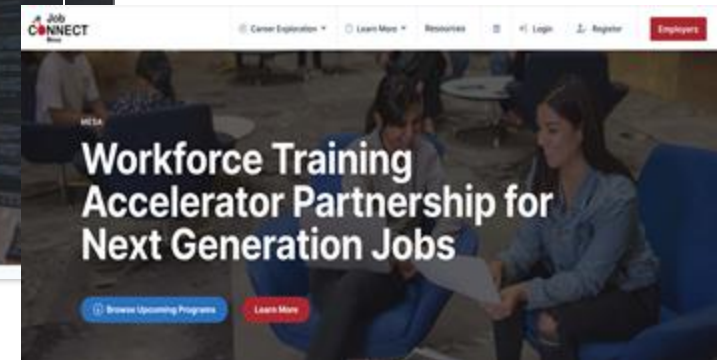
Post Secondary Students



Industry Workforces



Regional City Solution



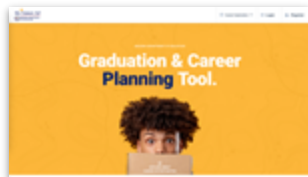
Our Solutions Connect Workforce Supply & Demand

SUPPLY (Students, Workforce)



DEMAND (Employers, Industry)

K12 SOLUTION



My Future AZ

WORKFORCE SOLUTION



Return-to-Work,
Transitioning Workers

POST SECONDARY SOLUTIONS



MCCC



Arizona Western
College



Coconino College



Central Arizona
College



Yavapai College

INDUSTRY WORKFORCE SOLUTIONS



Arizona Technology Council
IT/Cyber



AHCCCS
AZ Healthcare
Careers



AZLTA
AZ Hospitality Careers

NON-PROFIT PARTNER SOLUTIONS



Arouet



Arizona Friends



Ability 360



Fresh Start Women's
Foundation



Save the Family



YMCA
Y-Achievers

CITY HUBS - REGIONAL SOLUTIONS



City of Mesa
Job Connect Mesa



Pima County
Cycle Breaker

About ACCR





“
It’s
everyone’s
job.”

We firmly believe the responsibility to develop and improve the quality of life for all Arizonans through career development opportunities and workforce resources, is a job for all of us.

Who is ACCR?

The Arizona Coalition for Career Readiness brings together Arizona industry leaders in career development, education, and employers to **advance Arizonans' quality of life with career development opportunities to help meet the workforce goals.**

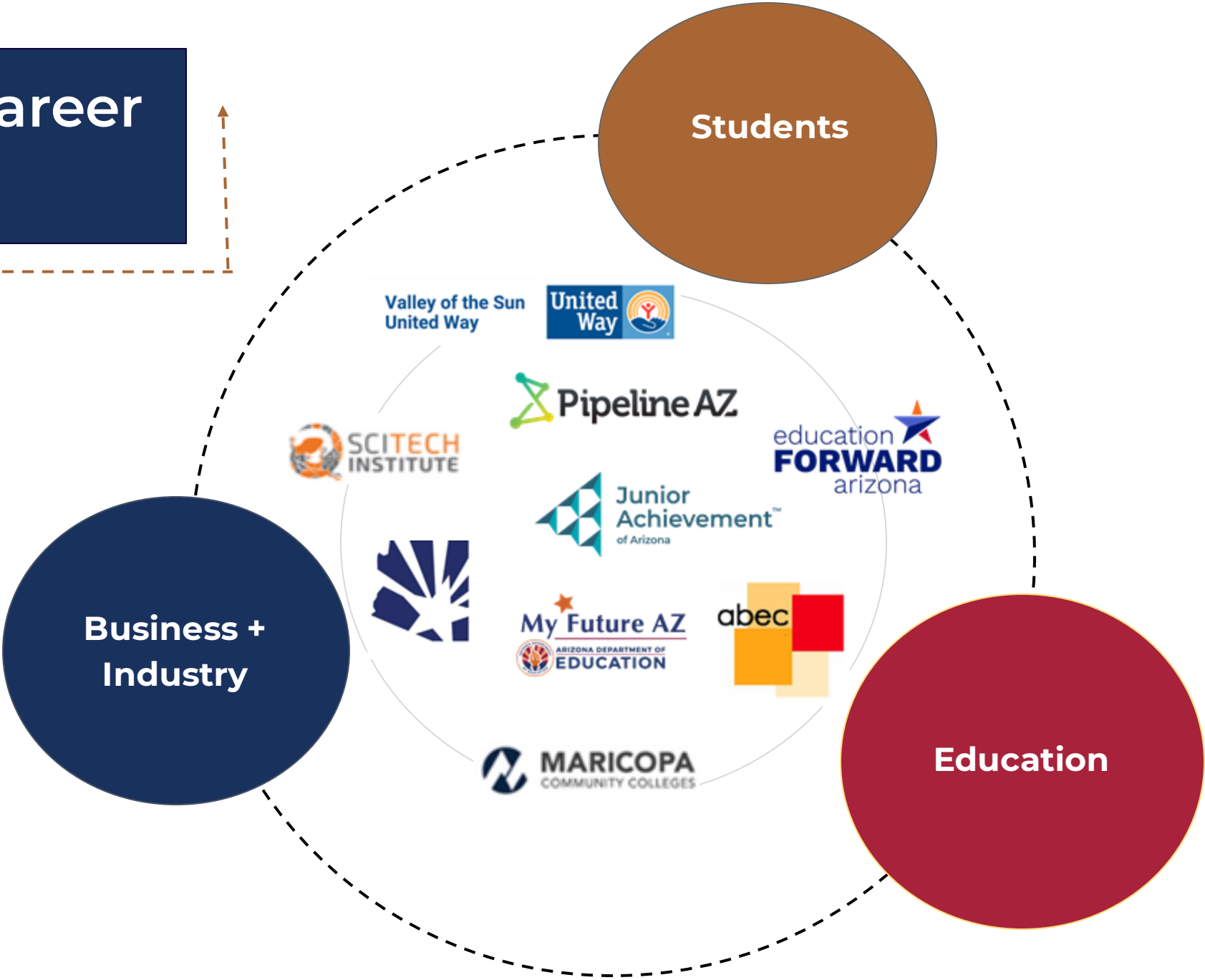
Our Coalition exists to **ensure learners at all levels have the opportunity for career readiness that is meaningful and relevant.**

Together, we are committed to giving everyone:

- ✓ **Equitable access to career exploration across all of Arizona**
- ✓ **One technology solution**
- ✓ **A feedback loop between Industry and Education**



Partners in Career Awareness



Partners in Career Advocacy

ACCR aims to:

- Help students start planning their **careers earlier** and with intention to **reach better outcomes**
- Support learners, connect businesses to educators and connect job seekers to careers by **making career exploration access more equitable through Pipeline AZ**
- Coordinate **career exploration and readiness** and more meaningful impact for all

“

Arizona can be the best place in the country to live, work and raise a family. This starts with making sure our students have access to career awareness and exploration activities to prepare for higher education and career opportunities. Career Awareness Month is an opportunity for Arizona industry, education, and community leaders, along with Arizona families to advance Arizona students' quality of life and help meet the state's workforce needs.

Governor Katie Hobbs
Signed **Career Awareness Month**
Proclamation



Partners in Access

ACCR's goals are guided by **Achieve60AZ**, an initiative that aims to help **60% of Arizona adults attain a degree, license or credential by 2030.**

Recent research from Helios Education Foundation and Education Forward Arizona shows that Arizonans who pursue education after high school, experience higher lifetime earnings, better health, and more economic opportunities.

Increasing higher education enrollment by just 20 percent per cohort could lead to more than \$5 billion in economic gains for Arizona each year.

ACCR recognizes that:

- Most jobs that pay enough to ensure Arizonans can live comfortable lives are in areas students are often unaware of like **manufacturing, heavy machinery, medical/insurance, technology, construction, cybersecurity and others.**
- **Meaningful career exploration and development throughout K-12 education** results in more successful employees, yet not all students have access to those types of learning opportunities.

Partners in Career Development



Our unique value we bring to the community is joining and pairing our services together, mutually promoting **career development** and **work-readiness resources**.

ACCR collectively supports the entire **P20 continuum** with relevant Arizona programmatic solutions delivered through a technology solution that complements every direct student engagement.

Programmatic Services

- Arizona Business and Education Coalition
- Junior Achievement
- Center for the Future of Arizona
- Valley of the Sun United Way
- Education Forward Arizona
- SciTech

Technology Services

- Pipeline AZ
 - My Future AZ (K12)
 - Maricopa Pipeline AZ (12+)

Arizona Coalition for Career Readiness

IN ACTION!



Jane's Career Journey

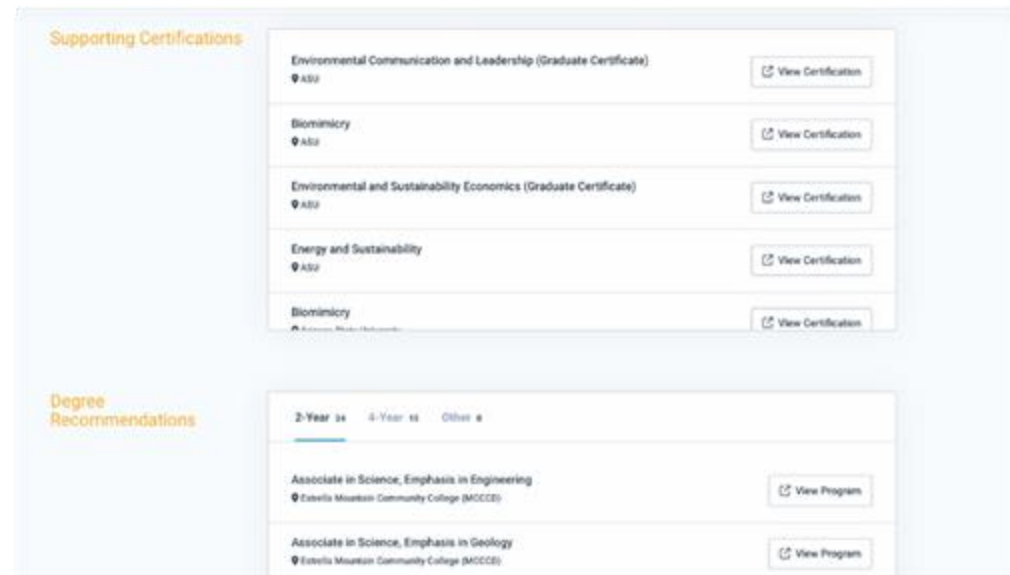
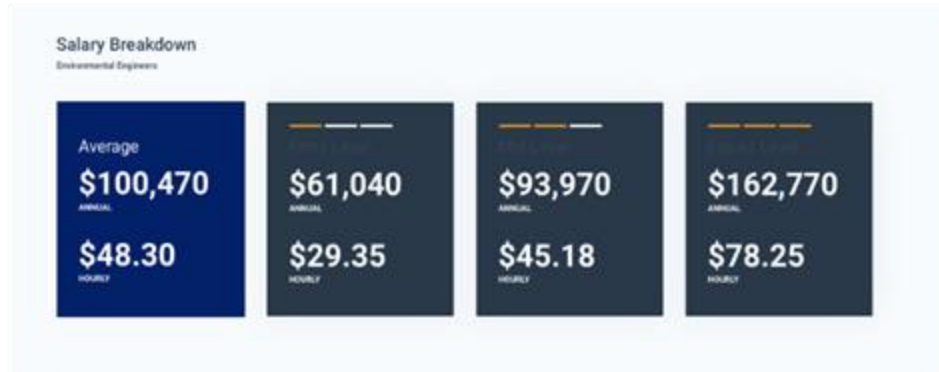
Meet Jane. She has many questions about her future career and she's not sure where to go or how to begin.

Historically, programs, tools, organizations, information is not connected and feels chaotic, this doesn't support student choices and their future plans. These career-related questions and more are on students like Janes' mind and can be mitigated with guidance and support.



Career Pathways

- Day in the Life
- Salary ranges
- Coaching
- Job openings
- AZ post-secondary pathways
- Key knowledge, skills and abilities

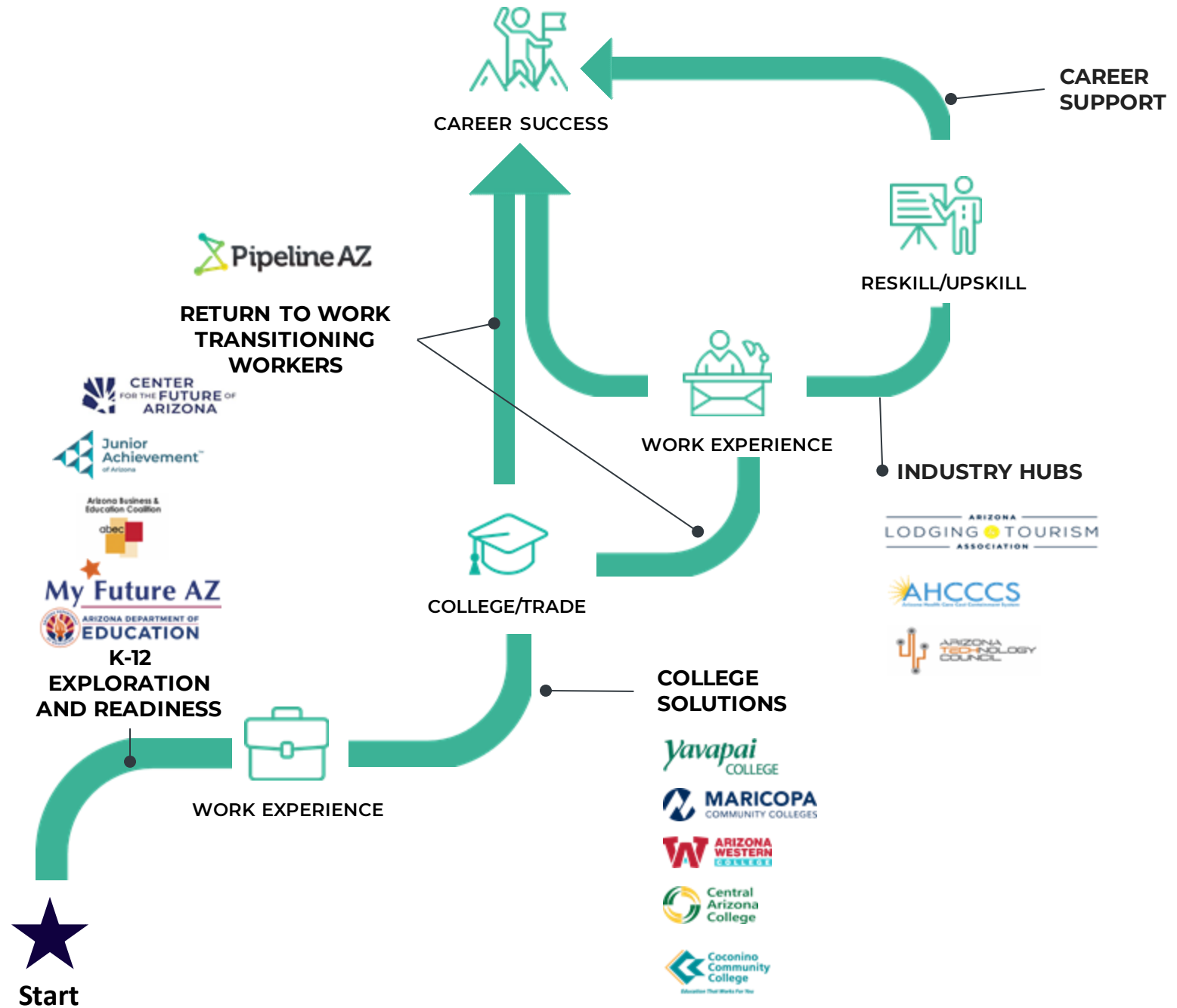


Jane's P20 Career Roadmap

We aim to help solve Jane and others fragmented job marketplace by innovating the way every stakeholder connects, collaboratively.

Our goal is to link education, employment, and career improvement opportunities across Arizona, earlier!

The path from high school, to college, to career in Arizona it is now CONNECTED through aligned programmatic and technology services.

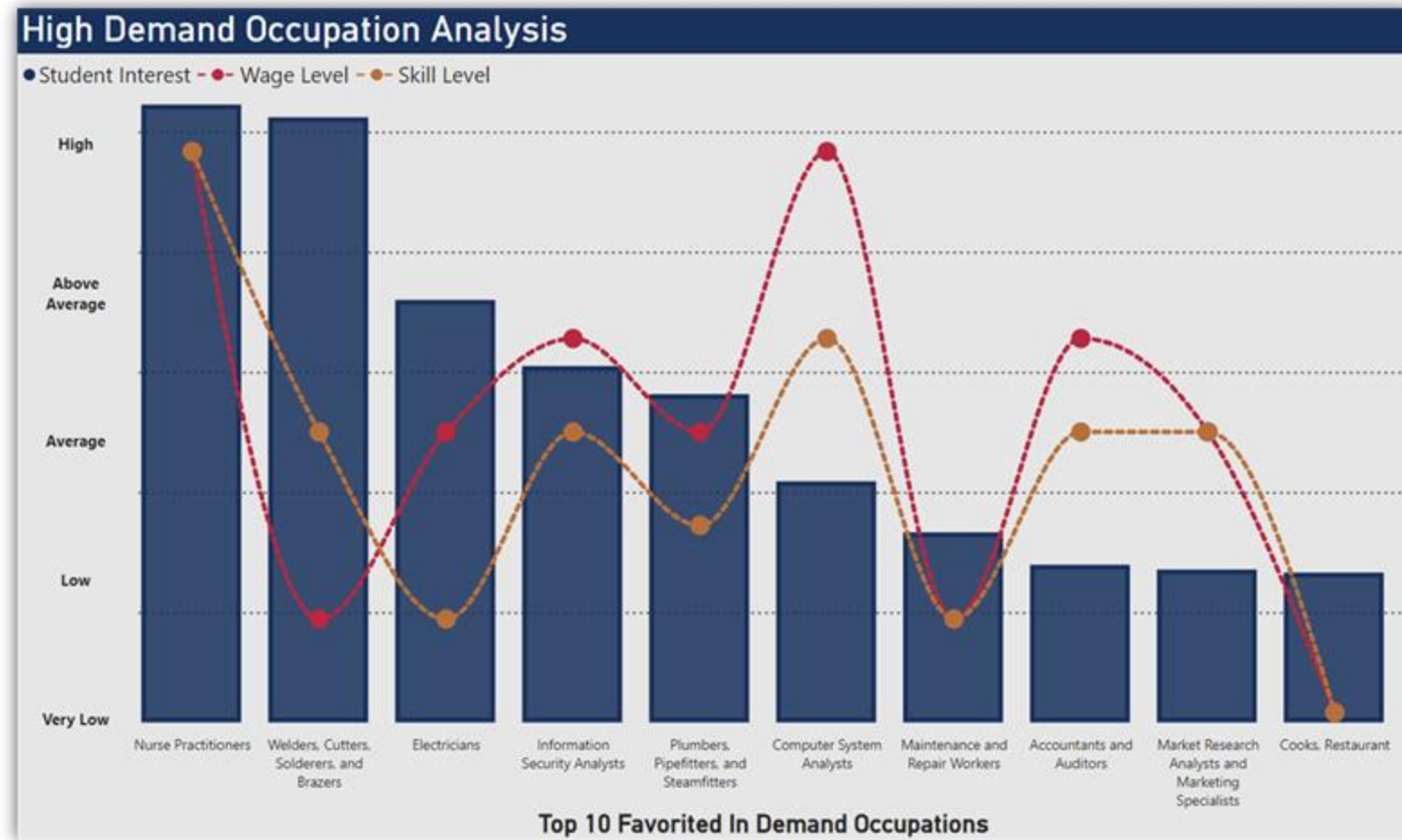


Student Occupation Analysis

Office of Economic Opportunity **projected job and wage growth by occupation**, we are seeing **students interested in Pipeline AZ**. Of these:

- Most top 10 **favorited occupations** require a post secondary degree or credential, Achieve 60 goal
- **40%** of favorited occupations in Pipeline AZ qualify as **'High Demand Jobs'** and are projected to be **'High Growth'** pathways
- **56%** of Pipeline AZ's post secondary students have a major aligning with our states future needs

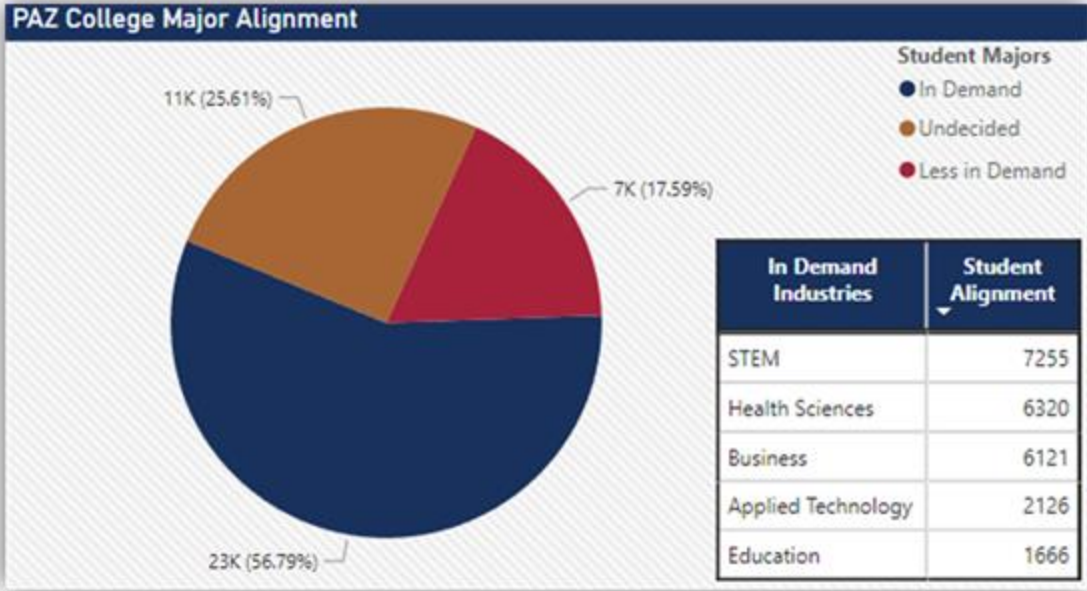
Careers Students Are Looking At in Pipeline AZ



Data cited from Pipeline AZ, April 1, 2024

Post Secondary Analysis

Arizona community college **students struggle to progress past or complete their first class**. Students are interested in career pathways in demand, still, **30%** of students in post secondary are “undecided” displaying uncertainty about future career goals.



Data cited from Pipeline AZ, April 1, 2024

“Missed” Career Choices

Occupation	Industry
Physician Assistant	Healthcare & Social Assistance
Statisticians	Professional & Technical Services
Operations Research Analysts	Information Technology
Logisticians	Mining, Quarrying, & Oil & Gas
Cost Estimators	Manufacturing

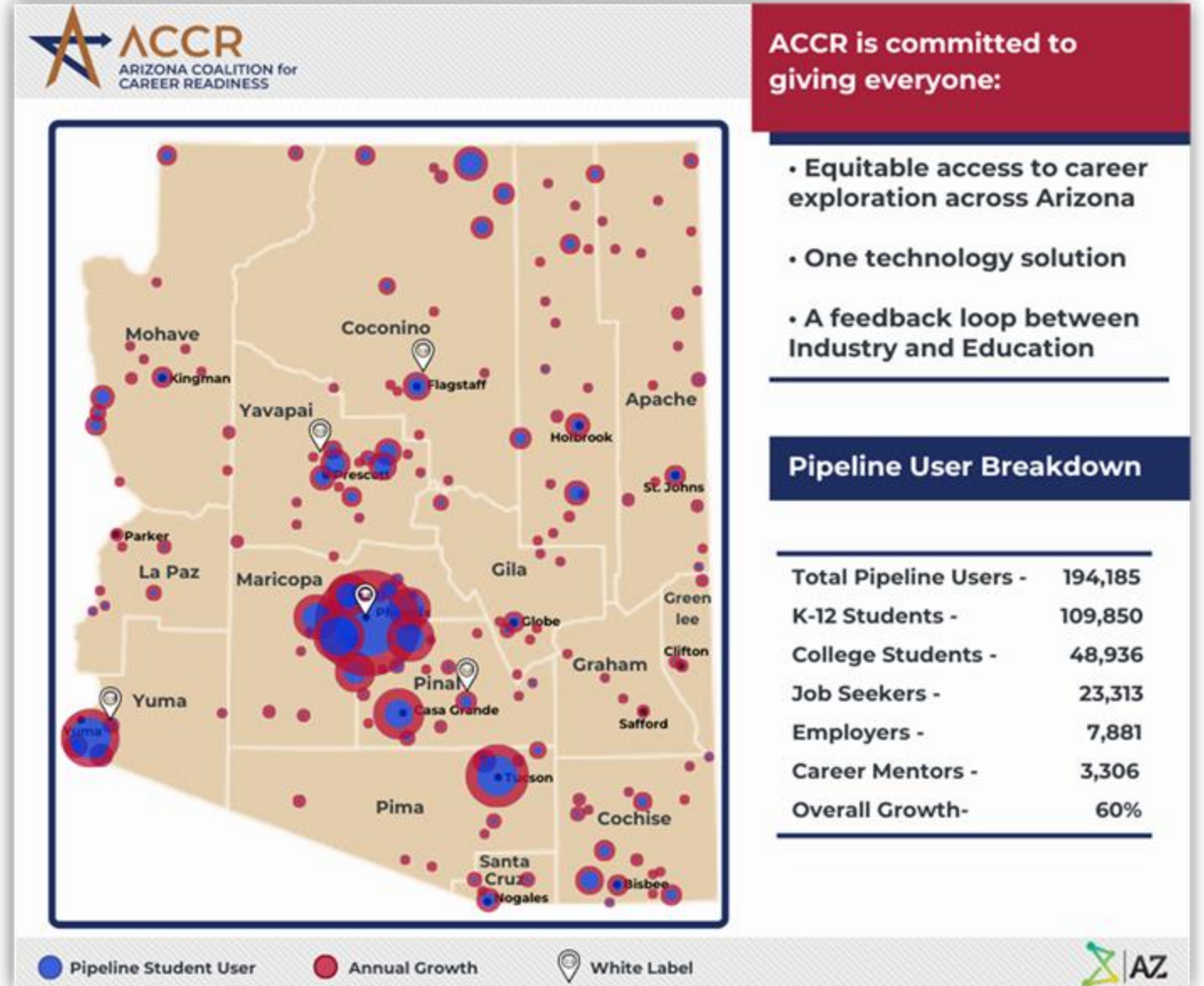
**Our future is at the forefront
of everything that we do.**

Pipeline Statewide Impact

Our college partners statewide make up over **48,936 students** between the 5 White Label partners of Maricopa, Yavapai, Coconino, Central Arizona and Arizona Western Colleges. These are indicated in the visual with the icon shown on the below key.

We serve **15/20CTE providers on our platform, 77K high school students and 22K middle schools students** who use My Future AZ for career exploration and planning. These are students can set goals and seamlessly feed into our community college partners based on their chosen field of study/career.

Overall we have had **72% growth** in students in our platforms since last year and 56 program providers join who are a part of mentoring students.



Job Connect Mesa

A stylized graphic of a mountain range in shades of red and white, positioned in the lower half of the image. The mountains are layered, with some in the foreground and others receding into the background, creating a sense of depth. The peaks are rounded and the slopes are smooth.



The First Holistically Built Regional Solution For Workforce

Job Connect Mesa addresses the existing barriers in the regional ecosystem by:

1

Helping employers attract and retain employees

2

Connecting supply and demand in the labor market

3

Creating earlier career awareness for students

4

Aligning the ecosystem for consistent career information and support



Job Connect Mesa

Our Stakeholders

Fueled by an existing ecosystem and partners, stakeholders will work and share within a regionally specific platform.

This creates more access pathways to in-demand careers. Together, the network gets stronger and better connected.



Job Connect Mesa Stakeholders

Onboarding and Marketing Plans

- Employer Onboarding Sessions dedicated to high demand industries in our region
- Outreach focused on targeting employers that are registered to connect with local talent in Job Connect Mesa
- Marketing direct to audiences through community facing events, department communications, social media, partners and paid media
- Non-profit case management group onboardings to enable job seeker mentorship to be activated



DISCUSSION + QUESTIONS

jobconnectmesa.pipelineaz.com



Roundtable Share-outs

Next Level Workforce Development Forum

Connecting Educators, Employers and Economic Developers



Thursday, June 20, 2024



Mesa Convention Center,
Building B,
263 North Center Street,
Mesa, AZ 85201



3:30 PM - Check-In

4 PM - Welcome Remarks
by special guests followed
by Program

5:30 PM - Networking &
Collaboration

Enjoy complimentary
food & refreshments!

Keynote Speaker: Mark Perna

Author, Speaker, CEO

Join us and discover fresh approaches to education, training, workforce development and their profound impact on our future at the community level. Mark Perna and TFS Results have been at the forefront of a mission to unite educators, employers, economic developers and community leaders to pave the way for passion-driven employment.

**Register
today!**

