



EDUCATION AND WORKFORCE DEVELOPMENT ROUNDTABLE MINUTES

June 18, 2024

The Education and Workforce Development Roundtable of the City of Mesa met in The Studios at Mesa City Center, 59 E. 1st St., on June 18, 2024, at 1:32 p.m.

BOARDMEMBERS PRESENT

Councilmember Spilsbury, Chair
Councilmember Heredia, Vice Chair
Dr. Perry Berry
Dr. Joseph Foy*
Dr. Shane McCord
Dr. Dennis Mitchell (Designee for Tammy Robinson)
Bob Nelson (Designee for Sally Harrison)
Rich Nickel
Sherry Richards
Jenny Jackson Robinson
Kristin Sorensen*
David Williams
Holly Williams (Designee for Dr. Andi Fourlis)

BOARDMEMBERS ABSENT

Candice Copple
Jessica Jelinek
Dr. Joe O'Reilly
Kelsey Rowe
Vince Yanez

COUNCIL PRESENT

None

STAFF PRESENT

Jarrad Bittner
Holly Moseley
Lisa Cartwright-Harris
Melissa Hollenbeck
Lucy Hambright
Aurelia Montero
Bryan Smith
Sarah Tolar
Catherine White

ALSO PRESENT:

Katherine Adams
Amanda Copetillo
Dawn Giles
Marlo Loria

(*Boardmembers participated in the meeting through the use of telephonic conference equipment.)

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

Chairperson Spilsbury called the meeting to order and excused Boardmembers Copple, Jelinek, O'Reilly, Rowe, and Yanez from the entire meeting.

Chairperson Spilsbury displayed a PowerPoint presentation. **(See Attachment 1)**

Chairperson Spilsbury announced that the schedule of future meetings would be September 4, and December 4, 2024. She mentioned that all meetings will be held at The Studios @ Mesa City Center. (See Page 2 of Attachment 1)

2. Take action to approve the Roundtable Meeting Minutes from March 6, 2024.

It was moved by Boardmember David Williams, seconded by Boardmember Robinson, that the March 6, 2024, Education and Workforce Development Roundtable meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES – Spilsbury–Heredia–Berry–Foy–McCord–Mitchell–Nelson–Nickel–Richards–Robinson–Sorensen–D. Williams–H. Williams

NAYS – None

ABSENT– Copple–Jelinek–O’Reilly–Rowe–Yanez

Chairperson Spilsbury declared the motion carried unanimously by those present.

3. Update from City Staff on Mesa Business Builder grand opening and tour.

Economic Development Project Manager Kelly Keffer provided an overview of the Mesa Business Builder (MBB) Small Business programs and services. She stated The Business Advocate is a monthly newsletter that is distributed to 8,000 small businesses and entrepreneurs in Mesa. She described the Mesa HUUB online digital platform that is available 24/7 and contains a learning library with over 150 recorded trainings. She mentioned the MBB Small Business Assistance program began during COVID, served 250 businesses and produced over \$1 million in technical assistance in six months. She emphasized that due to the support of Council and City leadership, last year MBB served 165 businesses and provided 293,000 in direct one-on-one services to personal businesses and entrepreneurs. She discussed the partnerships with Mesa Community College (MCC) and MBB, noting the tuition and course fees are covered in 14 certificate programs at MCC, as well as foreign fluency for non-native English speakers and Spanish language and culture due to high demand. She shared that Launch Point is about to sign on its 20th business, has hosted over 60 companies in the last few years, has raised over \$300 million in capital, and created more than 350 jobs. (See Page 4 of Attachment 1)

Ms. Keffer described the MBB @ The Studios location, which consists of 17,000 square feet with two levels built with the intention of servicing small businesses and entrepreneurship communities. She mentioned the MBB @ The Studios provides partners, resources, and services to Mesa’s business community for use with training, workforce development, and education. She reviewed the assets and amenities of the space that will assist in bringing small businesses forward. She stated that during COVID many businesses did not have websites and the City was able to build 63 websites to enable companies to operate online. She discussed the variety of programming offered. (See Pages 5 through 7 of Attachment 1)

Ms. Keffer provided a tour of the MBB @ The Studios facility.

Chairperson Spilsbury thanked staff for the presentation.

4. Presentation from Mesa Public Schools/Mesa Community College on workforce development needs, work-based learning needs and business engagement model.

Marlo Loria, Director of CTE & Innovative Partnerships at Mesa Public Schools (MPS), stated the MPS Promise sets a strategic stage for every student to graduate ready for college, career, and

community. She outlined the portrait of a graduate, which are the essential attitudes and skills necessary to provide a solid foundation for a successful educational environment and future employment. (See Pages 10 and 11 of Attachment 1)

Ms. Loria explained that Graduation PLUS is a promise for every student to graduate high school with a plan. She noted the intention is to provide students with academic skills, technical skills, and employability skills to gain a competitive advantage in the workforce. She highlighted the preschool to 12th grade college, career, and community readiness approach and outlined the work involved to engage employers and partners for Pre-K to Grade 2 career awareness. She indicated the importance of developing foundational, academic and literacy skills, as well as nurturing an exploration of a variety of future careers. She discussed the framework for Grade 12, which focuses on goals and opportunities to engage in more intentional work-based learning experiences, such as internships, apprenticeships, or continued training at the East Valley Institute of Technology (EVIT), while making connections along the way. (See Pages 12 through 15 of Attachment 1)

Ms. Loria explained to create a system for 84 schools that align with pathways, some redesigning of the MPS system was needed to operationalize the opportunity to have employers and partners who can provide students with work-based learning and career experiences. (See Page 16 of Attachment 1)

Ms. Loria described the redesign of a high school Graduation Plus experience, moving towards an academy model. She provided an example of an academy model at Skyline High School for the next school year, with three academies and pathways. She indicated all their pathways will be aligned with Graduation Plus and students will have an opportunity to earn certifications, intentional work-based experiences, and to explore other careers. (See Pages 17 and 18 of Attachment 1)

In response to a question from Boardmember Nickel, Ms. Loria replied that students may participate in multiple academies, as well as select elective options. She explained there are a variety of career pathways in all three of the academies, including education on operating a small business or advanced manufacturing, and work-based learning where employers or partners mentor students along their journey from elementary to high school.

Ms. Loria discussed the opportunities for employer engagement, noting that MPS works with over 200 employers. She reported the number of employers needed to hire students who signed up for internships has risen from 180 to 500 over the past year. (See Page 19 of Attachment 1)

Ms. Loria reviewed the opportunities for employer engagement and stated that an Industry Education Council was launched in collaboration with the Mesa Chamber of Commerce. She described the services provided by the Industry Education Council. (See Page 20 of Attachment 1)

In response to a question from Chairperson Spilsbury, Ms. Loria explained that MPS works with employers beyond the city limits of Mesa for internships and provides support services for students to participate.

Ms. Loria provided an overview of the structure of a Business Community Council to operationalize and build a community of business partnerships for school resources. She discussed an outline for K-8 schools and industry partners. (See Page 21 of Attachment 1)

Chairperson Spilsbury thanked Ms. Loria for the presentation.

Amanda Copetillo, Director of Career Services at MCC discussed some of the needs requested by students at the community college level. She advised that after COVID internships and service-based learning at the community college level declined due to students becoming comfortable at home and pursuing remote-based work, adding that MCC has been working hard to build relationships with the community. (See Page 22 of Attachment 1)

Ms. Copetillo indicated that the Career Services Department was redesigned based on the needs of students through data collected from appointments, workshops, and meetings over the past three years. She discussed the results of the information collected, which identified the four top categories that were most popular among students. She highlighted that MCC has over 15,000 students, and 24% desire to gain a skill for the workforce or earn a certificate for workforce promotions. (See Page 23 of Attachment 1)

Ms. Copetillo outlined what students are requesting and how MCC is working to accommodate their needs. She described what students expect from industry partners and that MCC is preparing their students for the workforce. She noted that students are seeking jobs where they feel comfortable and have growth opportunities, and money is not a major factor. (See Pages 24 and 25 of Attachment 1)

In response to a question from Boardmember Nickel, Ms. Loria stated that different programs are offered at various campuses, and that there are open enrollment models in which students have access to programs that are not available at their home school. She added an essential part of the process is that every school adopts some type of academy model and building it from the community of what each academy will offer is an essential part of the process.

Boardmember Nelson commented that many of the students he speaks with are interested in professional jobs or high-level positions. He emphasized he is working on galvanizing business support for student events to make connections, and students are interested and willing to work. He wants to support MPS and MCC by ensuring that a wide range of businesses are engaged to provide students with a variety of local options to remain in Arizona.

Ms. Copetillo advised that MCC's average age student is 26 years or older; adult learners who have been laid off and are seeking a career.

In response to a question from Boardmember David Williams, Ms. Copetillo advised that grant opportunities are available at MCC for small businesses who may not have funds to support paid internships.

Ms. Loria stated that MPS works with ElevateEdAZ for grant funding if a small business cannot afford a needed intern. She explained although there is not a lot of money, offering tax incentives for companies is critical to help compensate employers for hiring interns.

Ms. Copetillo pointed out that the district colleges require employers to show proof of insurance and the liability insurance is \$1 million, which some start-up companies and small businesses do not have.

Boardmember Robinson commented that Mesa High School and the community of teachers are excited to begin developing their pathway program.

Chairperson Spilsbury thanked Ms. Copetillo for the presentation.

5. Presentation by Pipeline AZ on Job Connect Mesa platform solution, stakeholder engagement and launch.

Economic Development Project Manager Bryan Smith announced that JobConnectMesa.com officially launched Pipeline AZ, a system that centralizes communication between employers, job seekers, case managers, and other stakeholders to address a critical need. (See Page 27 of Attachment 1)

Mr. Smith stated that Job Connect Mesa connects a platform to solve the main issues facing workforce development, primarily providing access to local talent and Mesa businesses to Mesa residents. He discussed the role Job Connect Mesa will conduct, such as integrating the education career action plans needed by high school students into the job search process. (See Page 28 of Attachment 1)

Mr. Smith explained that the potential job growth of over 540,000 by 2031 across the state is expected to barely be covered by the national population growth over the same period. He added that talent needs to identify opportunities for critical and strategic education. (See Page 29 of Attachment 1)

Mr. Smith commented that Mesa is ahead of its peer cities in addressing the issues in providing a stable talent pipeline for years to come. (See Page 30 of Attachment 1)

Katherine Adams, Senior Vice President at Pipeline AZ, shared that the volatile job growth statistics indicated that Pipeline AZ will outpace the United States by three times over the next few years. She advised that Pipeline AZ is attempting to solve some of the chaos in the marketplace, and explained the work is fragmented and confusing and difficult to find. (See Page 31 of Attachment 1)

Ms. Adams provided an overview of how Pipeline AZ will connect Arizona and has streamlined technology to communicate the way activities are performed. She explained the eight-year journey of building out Pipeline AZ. She reviewed the statewide services that Pipeline AZ provides specifically for Arizona. (See Pages 32 and 33 of Attachment 1)

Ms. Adams presented an image illustrating the P20 journey with all the interconnected networks. She described the different paths that are based on an audience. She indicated Pipeline AZ is partnered with all of the districts and colleges within Maricopa who utilize Pipeline AZ as their enterprise tool. She mentioned several hubs have been built out with industry specific content. She advised many different solutions have been built across the community to help stakeholders connect. She shared the different supply and demand audiences that are served. (See Pages 34 and 35 of Attachment 1)

Ms. Adams emphasized two important aspects of Pipeline AZ are technology and partnerships, and a tremendous amount of progress has been seen. She noted the Arizona Coalition for Career Readiness (ACCR) and Pipeline AZ are part of the founding members of the Coalition, and Education Forward Arizona is also a part of the initiative and a founding member. She remarked

that not one organization or entity can do this alone; everyone needs to be involved to ensure everyone can find a job and career in Arizona. She summarized ACCR's commitment to promoting the ability to ensure that every learner has access to information when needed. She noted all the stakeholders working with the partners for success in career awareness. (See Pages 36 through 39 of Attachment 1)

Ms. Adams announced that last year Governor Hobbs signed a proclamation declaring September as Career Awareness Month, and ACCR was the group that enabled that to happen. She mentioned that this year a year-long campaign will be coordinated around career readiness for everyone. She highlighted Pipeline AZ and ACCR are committed to helping all individuals find careers that enable them to have financial security throughout their life. She stressed that Pipeline AZ is the technology component and partner to all of their partners in the overall business. (See Pages 40 through 42 of Attachment 1)

Ms. Adams shared an example of a student's career journey who is unsure of where to begin. She provided some information and data that is available to students within My Future AZ or within any of Pipeline AZ's solutions to help students understand what a certain career is like or the salary across Arizona, as well as different certificates and training options available. (See Pages 43 through 45 of Attachment 1)

In response to a question from Boardmember Berry, Ms. Adams stated that the Coalition reaches across P20 and is inclusive of all individuals.

Ms. Adams shared an illustration of a P20 career roadmap and how complicated career paths have become. She mentioned Pipeline AZ wants to ensure that the fragmented journey continues to connect with the various tools and different partners that exist. (See Page 46 of Attachment 1)

Ms. Adams reported that based on data analyzed inside the Pipeline AZ platform, students are selecting careers that require a post-secondary degree, with the exception of electricians and cooks that only require a certificate. She mentioned the results also demonstrate that students are choosing high-demand and high-growth careers that align with the state's future needs. (See Page 47 of Attachment 1)

Ms. Adams reviewed the post-secondary analysis and stated that Pipeline AZ is working closely with five community colleges across the state to provide guided pathways and ensure students have their career goals at the beginning of their journey, since 30% of students remain undecided about their career path. She emphasized that different interconnecting aspects are important to ensure that the future is at the forefront of everything Pipeline does. (See Pages 48 and 49 of Attachment 1)

Ms. Adams highlighted the impact Pipeline AZ has had statewide with a 72% growth rate in students using their platform, as well as a growth in program providers. She pointed out that students are exploring the platform for potential future careers, and companies are encouraged to complete a company page as students are seeking work options. (See Page 50 of Attachment 1)

Education and Workforce Administrator Sarah Tolar indicated that the goal from the City's perspective is to collaborate within the workforce development ecosystem from a regional perspective since Job Connect's partners and schools have the same call to action. She stressed the need for businesses to engage and provide experiences for students to help prepare them to

join the workforce. She discussed the marketing plan and strategies to collaborate with employers, communities, and other groups. (See Pages 51 through 54 of Attachment 1)

Chairperson Spilsbury excused Boardmember David Willams at 2:52 p.m. from the remainder of the meeting.

Chairperson Spilsbury thanked staff and Ms. Adams for the presentation.

6. Discussion around city-wide business engagement strategies and collaboration.

In response to a question from Boardmember Berry, Ms. Adams explained that Pipeline AZ's tools are interconnected and enable students the ease and transfer of planning to post-secondary schools. She described the process for using the tool and transferring the information.

In response to a question from Chairperson Spilsbury, Ms. Tolar clarified that once a student creates an account, the account will transfer to any Maricopa Community College; or if they become a job seeker, then all of their information will remain in their profile.

7. Take action on selecting Education and Workforce Development Roundtable Chair and Vice Chair for the new term.

Chairperson Spilsbury stated that her term as Chairperson is expiring; however, she will continue to be a part of the Education and Workforce Development Roundtable (EDW). She announced that a new Chairperson and Vice Chairperson will be selected and explained that any member of the Roundtable is eligible to be nominated, and that each position serves a one-year term.

It was moved by Chairperson Spilsbury, seconded by Boardmember Berry, that Vice Chairperson Heredia be appointed as Chairperson of the Education and Workforce Development Roundtable for term ending June 30, 2025.

Upon tabulation of votes, it showed:

AYES – Spilsbury–Heredia–Berry–Foy–McCord–Mitchell–Nelson–Nickel–Richards–Robinson–Sorensen–H. Williams

NAYS – None

ABSENT– Cople–Jelinek–O'Reilly–Rowe–D. Williams–Yanez

Chairperson Spilsbury declared the motion carried unanimously by those present.

It was moved by Vice Chairperson Heredia, seconded by Boardmember Nickel, that Chairperson Spilsbury be appointed as Vice Chairperson of the Education and Workforce Development Roundtable for term ending June 30, 2025.

Upon tabulation of votes, it showed:

AYES – Spilsbury–Heredia–Berry–Foy–McCord–Mitchell–Nelson–Nickel–Richards–Robinson–Sorensen–H. Williams

NAYS – None

ABSENT– Cople–Jelinek–O'Reilly–Rowe–D. Williams–Yanez

Chairperson Spilsbury declared the motion carried unanimously by those present.

8. Roundtable members share out information regarding their involvement in recent upcoming education or workforce-related events or programs.

Boardmember Nickel encouraged individuals to complete their Free Application for Federal Student Aid (FAFSA) application and reported that Pell Grant money is available. He shared that there are many community activities happening, and Education Forward Arizona is offering help on Saturdays across the state. He mentioned the Ask Benji chatbot remains available over the summer to help with FAFSA.

Boardmember Berry stated his school is encouraging students to complete their FAFSA application.

Boardmember McCord shared that Gilbert schools are also reminding students to complete their FAFSA and that each of the schools focus on a different approach, depending on what is needed in each of their communities.

Ms. Tolar reminded the Boardmembers that an invitation was sent to them for the Workforce Development Forum on Thursday, June 20, 2024, with Keynote Speaker Mark Perna at the Mesa Convention Center, connecting education in industry and business. She asked Boardmembers to share the invitation with their networks. (See Page 57 of Attachment 1)

9. Call to the public.

There were no public comments.

10. Call for future agenda items.

There were no future agenda items discussed.

11. Adjourn.

Without objection, the Education and Workforce Development Roundtable meeting adjourned at 3:01 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 the 18th day of June 2024. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

lr
(Attachments – 1)

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



INFORMATION & COMMUNICATIONS



EDUCATION & TRAINING



SPECIALTY SPACES



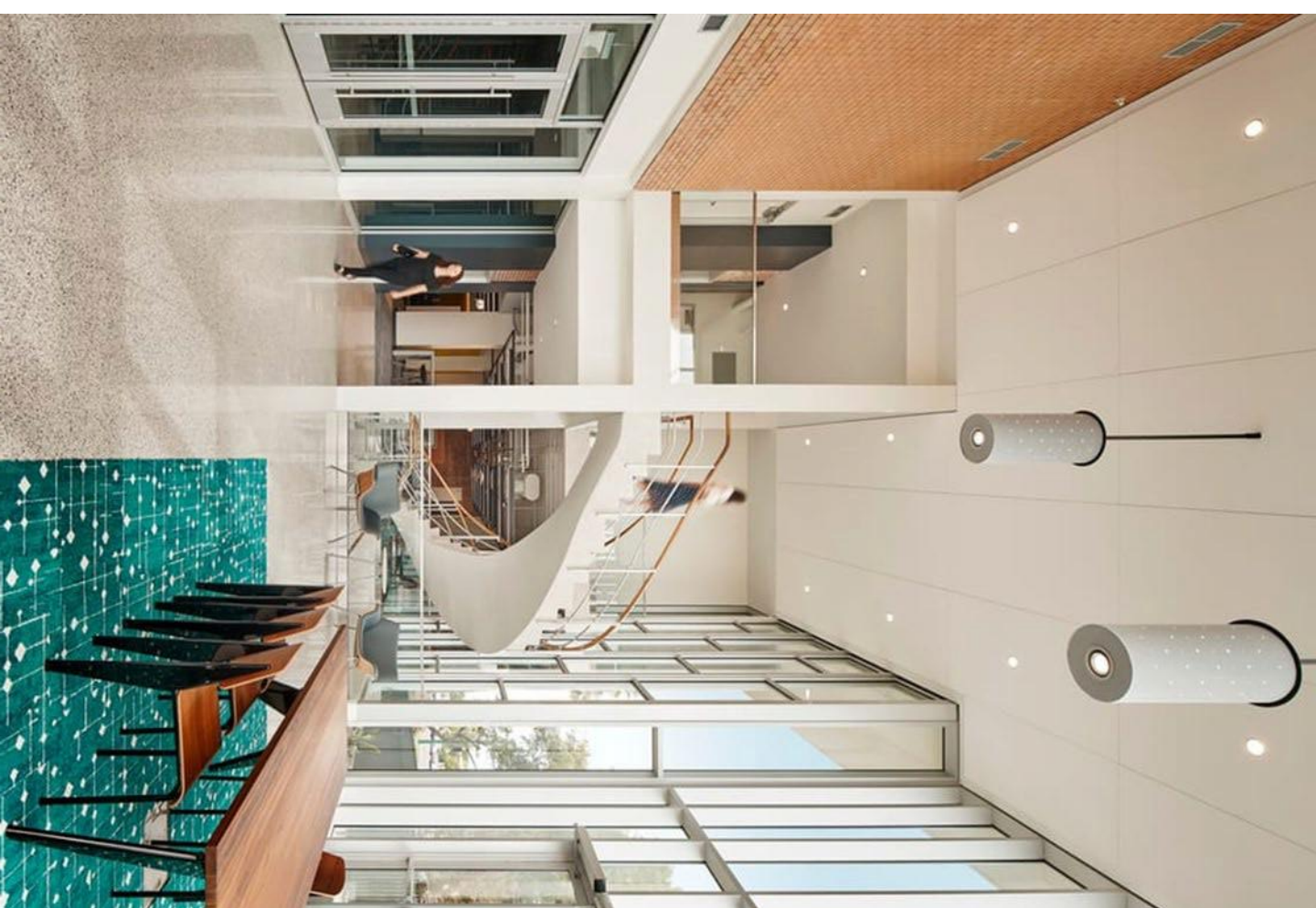
ision & Mission

MISSION

Mesa Business Builder @ The Studios is the part 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

TOPICS 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**

S 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

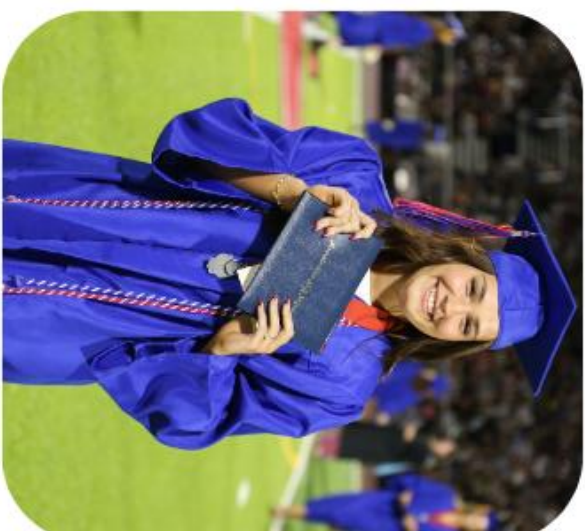
Uses curiosity and imagination to inspire new ideas or build upon existing ones

Critical Thinker & Problem Solver

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

Education 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

Age, Career, & Community Readiness



Academic competency

Work-based learning

Portrait of a Graduate



Preschool → Graduation Plus

K-Grade 2 - Career Awareness



Experiences

- Develop foundational literacy and other academic skills
- Understand - what is a career?
- Describe attributes of a good worker
- Learn from guest speakers
- Participate in career day
- Perform classroom jobs
- Learn how to collaborate with others



Grade 12 - Career Preparation & Training

Experiences

- Utilized post-secondary plan
- Opportunities for passion projects and/or capstone projects
- Work-based learning experiences aligned to career goals

- 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)



Topic: Creating a System of Schools Aligned to Career Pathways

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

How do you 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?

Align



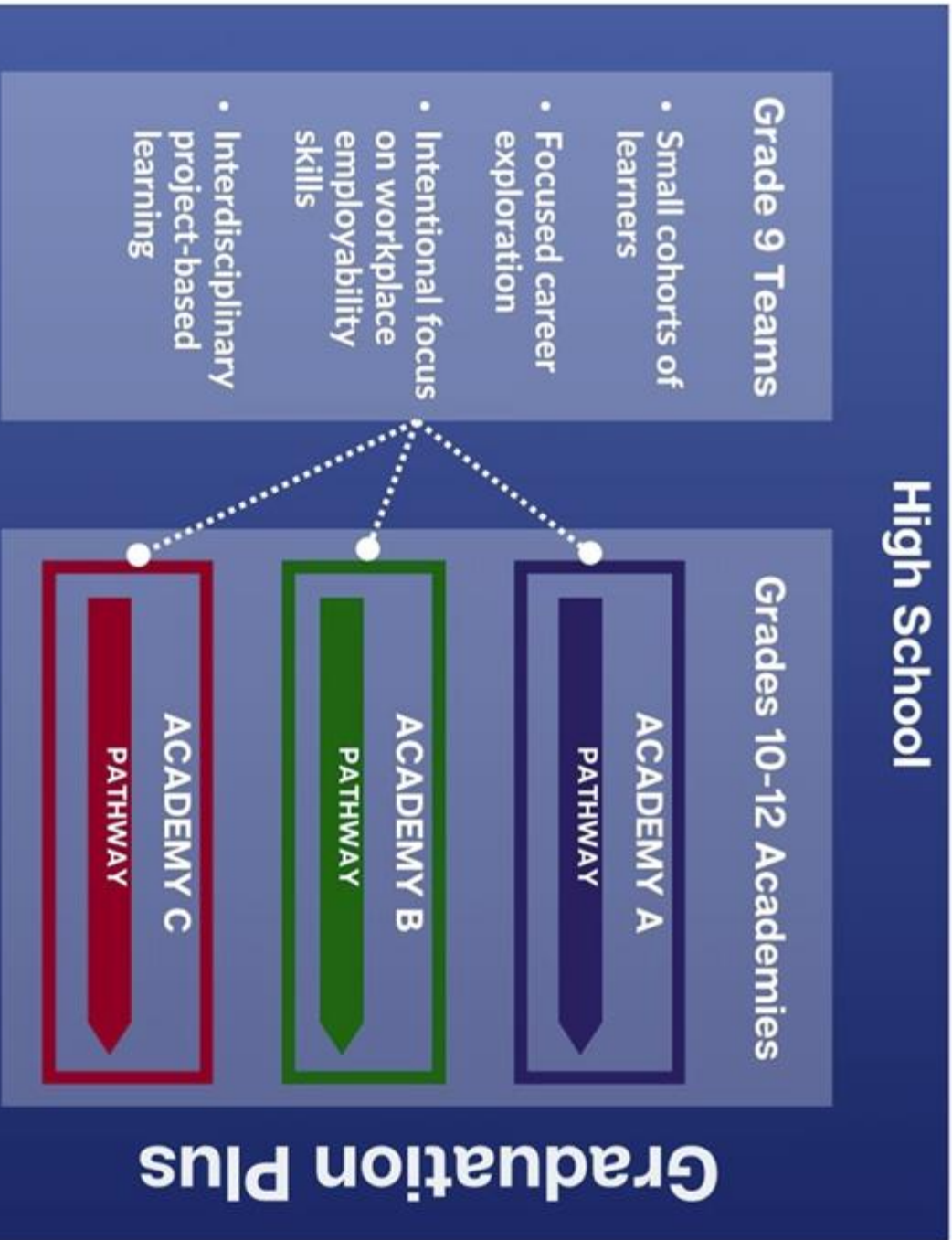
Spring College, Career, Community Business

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

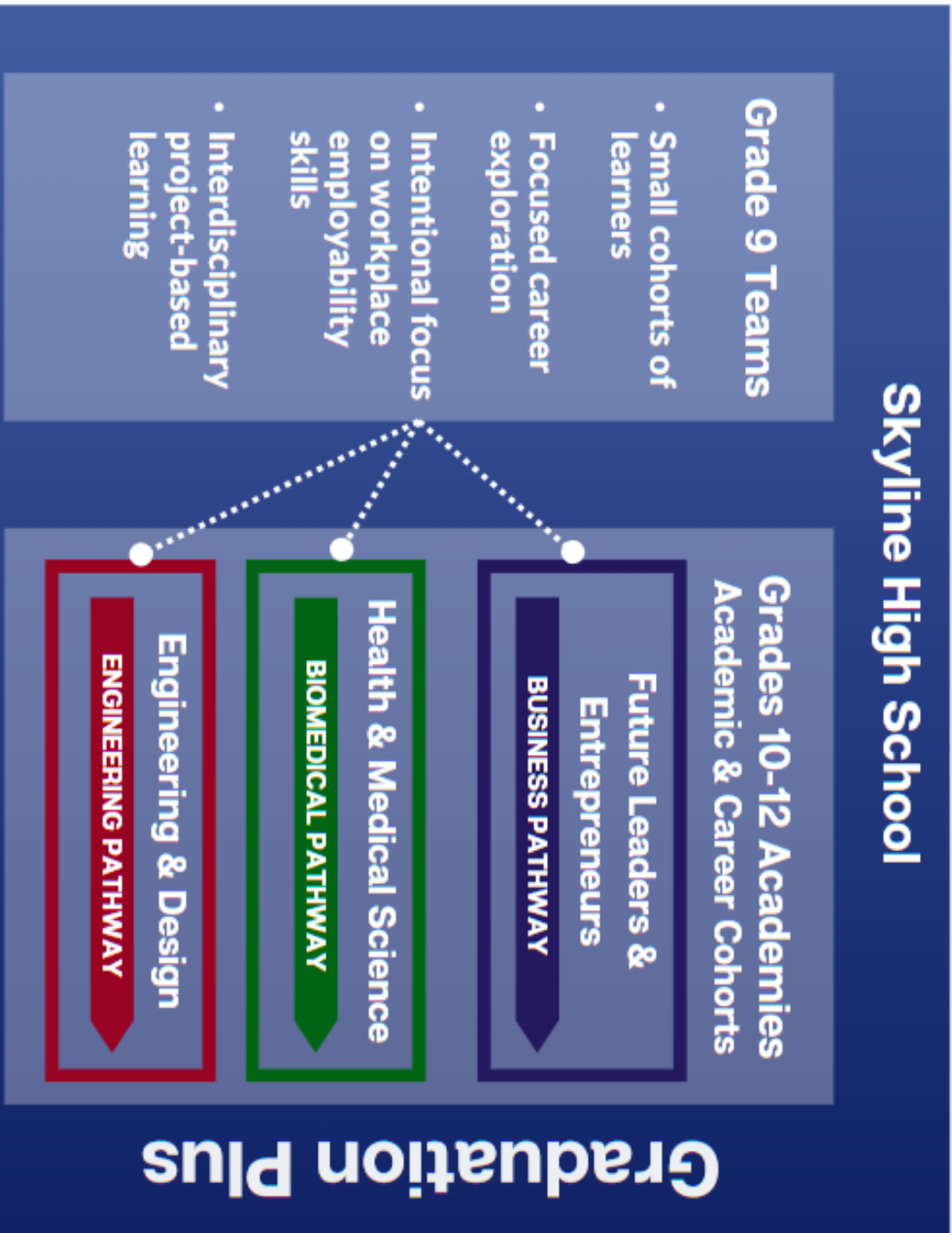
Spring College, Career, Community Business

• 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

Employer Engagement Opportunities



Employer Engagement Opportunities

...on fostering meaningful collaborations between businesses and educational institutions to enhance workforce
ment. This model involves active participation from employers, educators, and students, creating a dynamic ecosystem
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)



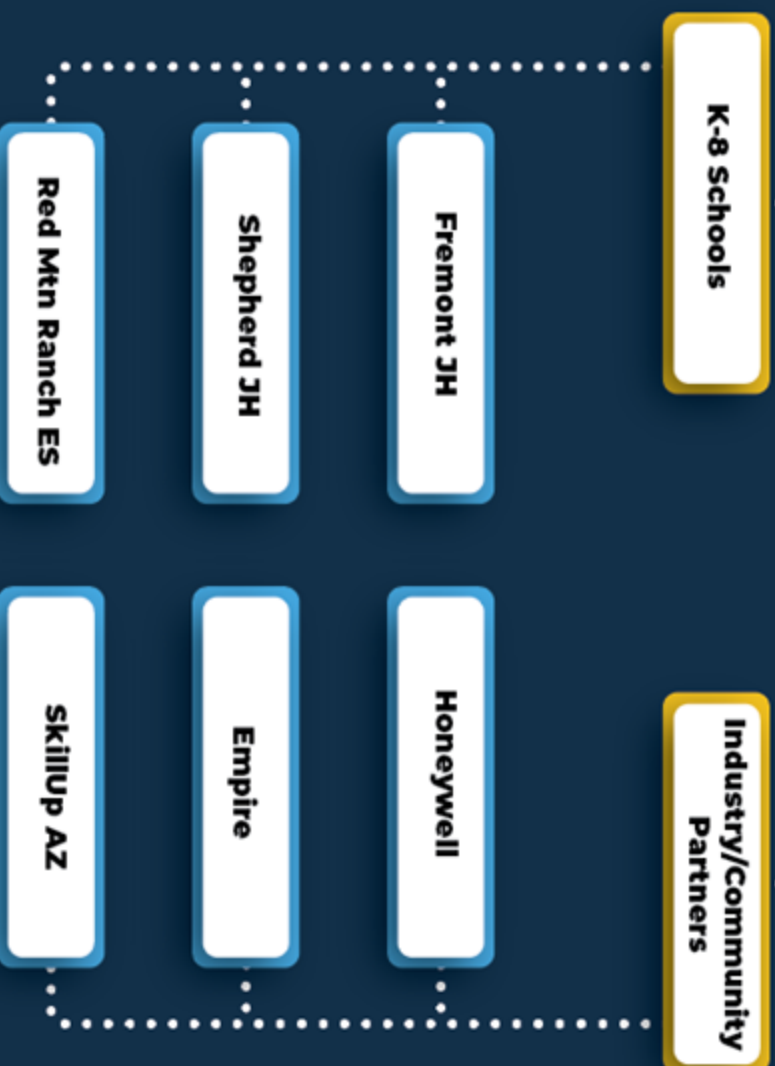
Pathway Advisory Council (PAC)

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



Guest Speakers

- Industry experts for events and seminars



Job Fairs & Hiring Events

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



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



mesa·az
ECONOMIC DEVELOPMENT

Arizona Industry Changes

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



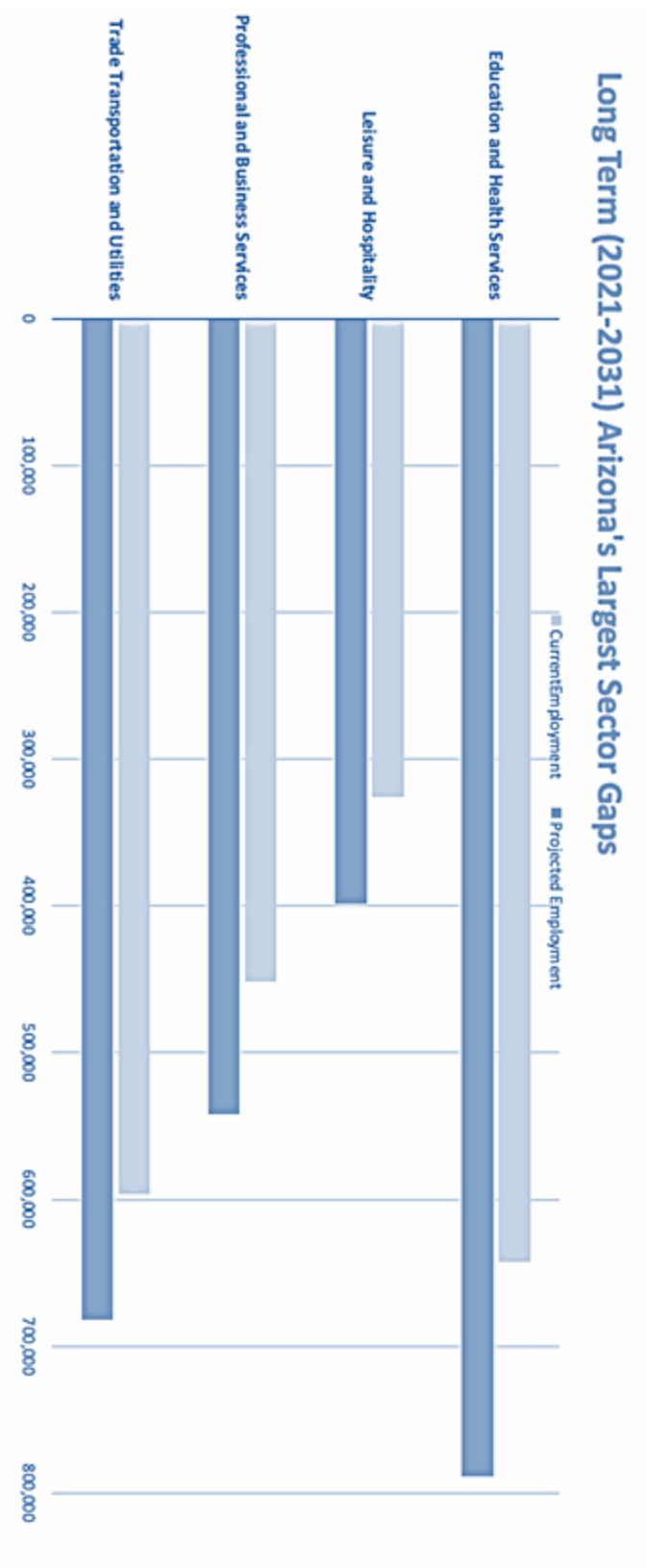
Arizona is Attracting
New Industries

90,000 New Jobs are
Posted Daily

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

Addressing a Talent Needs
Planning Director

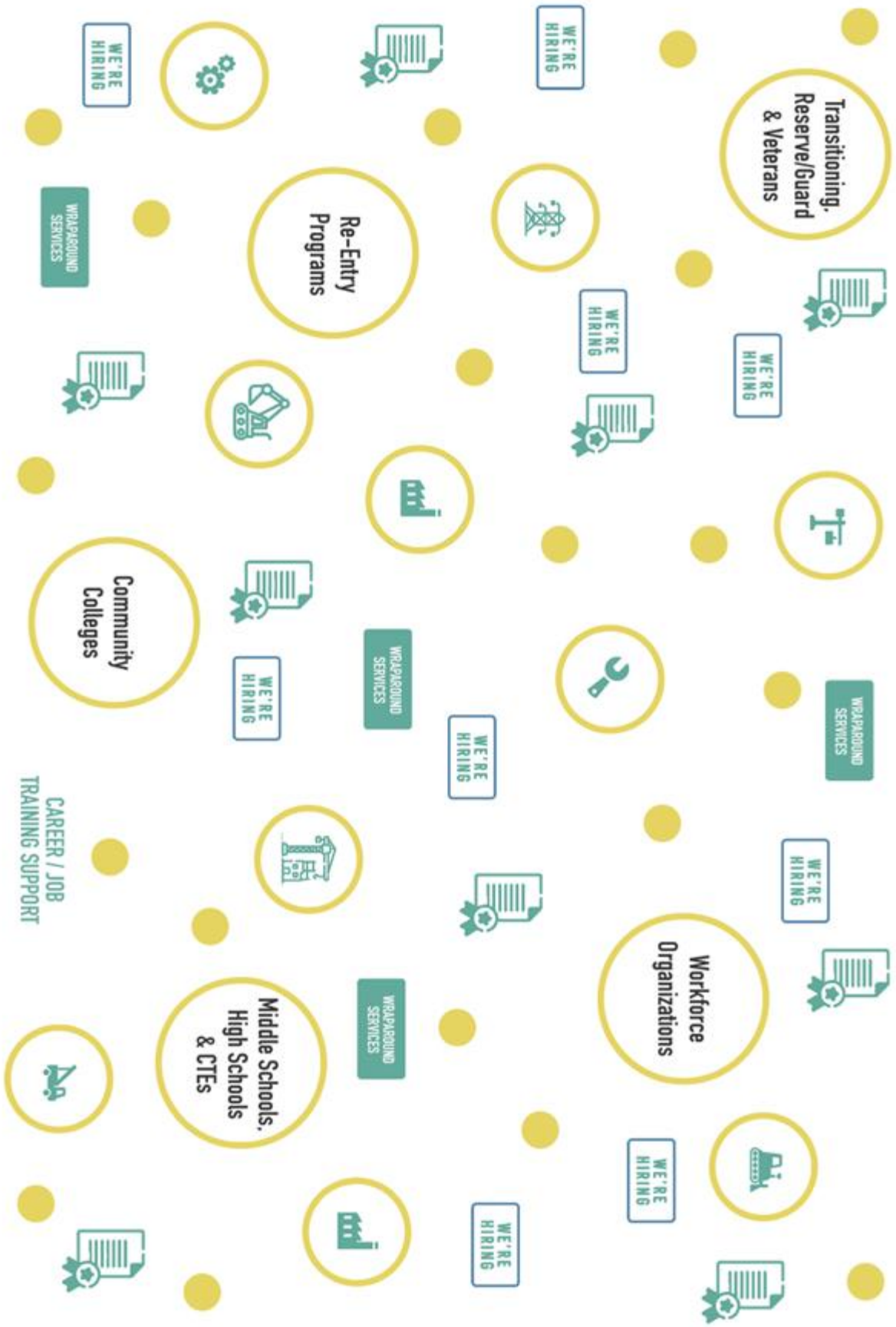
Potential Growth of Over **540,000** Jobs by 2031



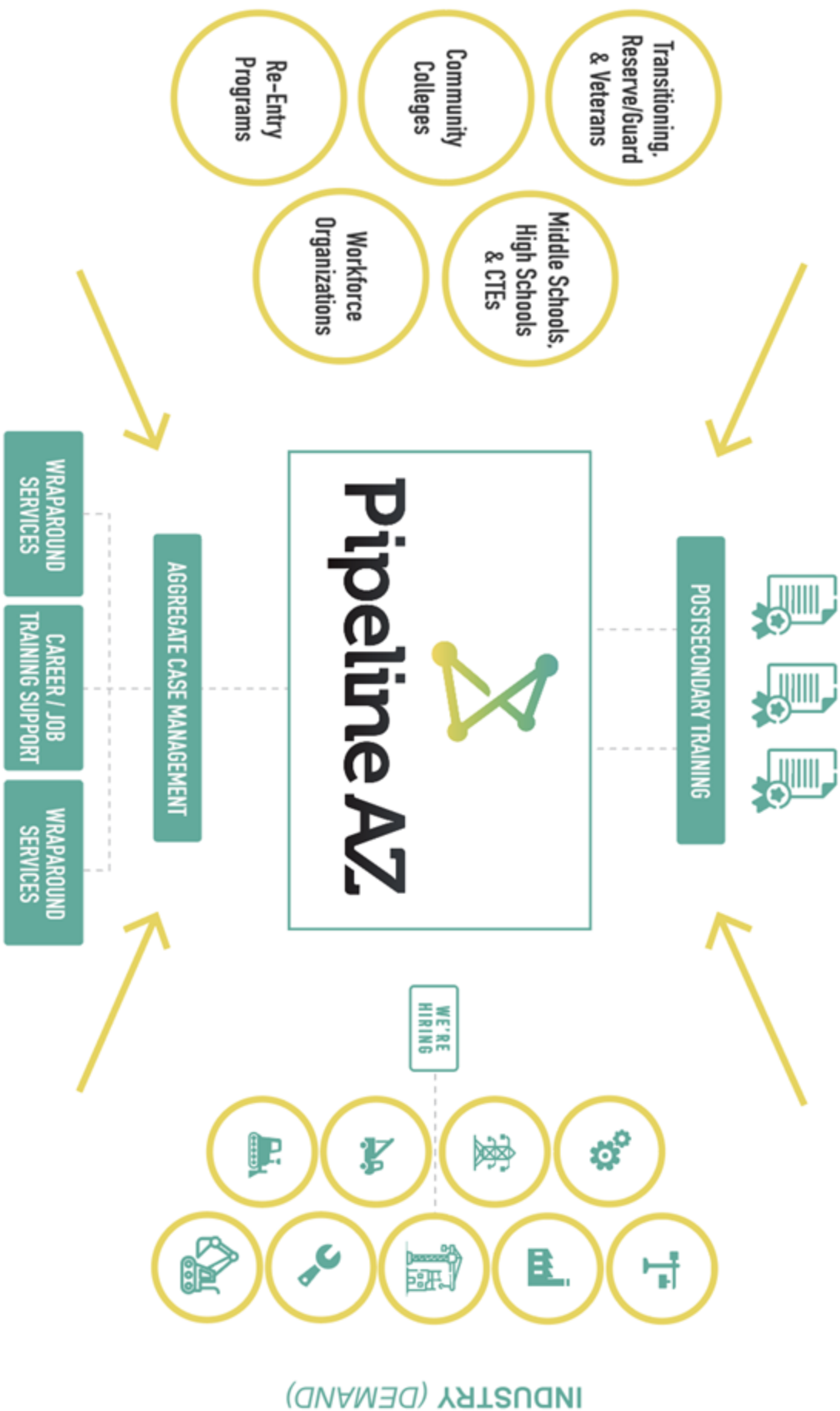
State growth is leading to gaps in current vs. future workforce needs.

Pipeline AZ's Connected Community

orkforce chaos we are solving for.



TALENT SUPPLY PARTNERS (TALENT)



Aggregate Data Collection and Analysis

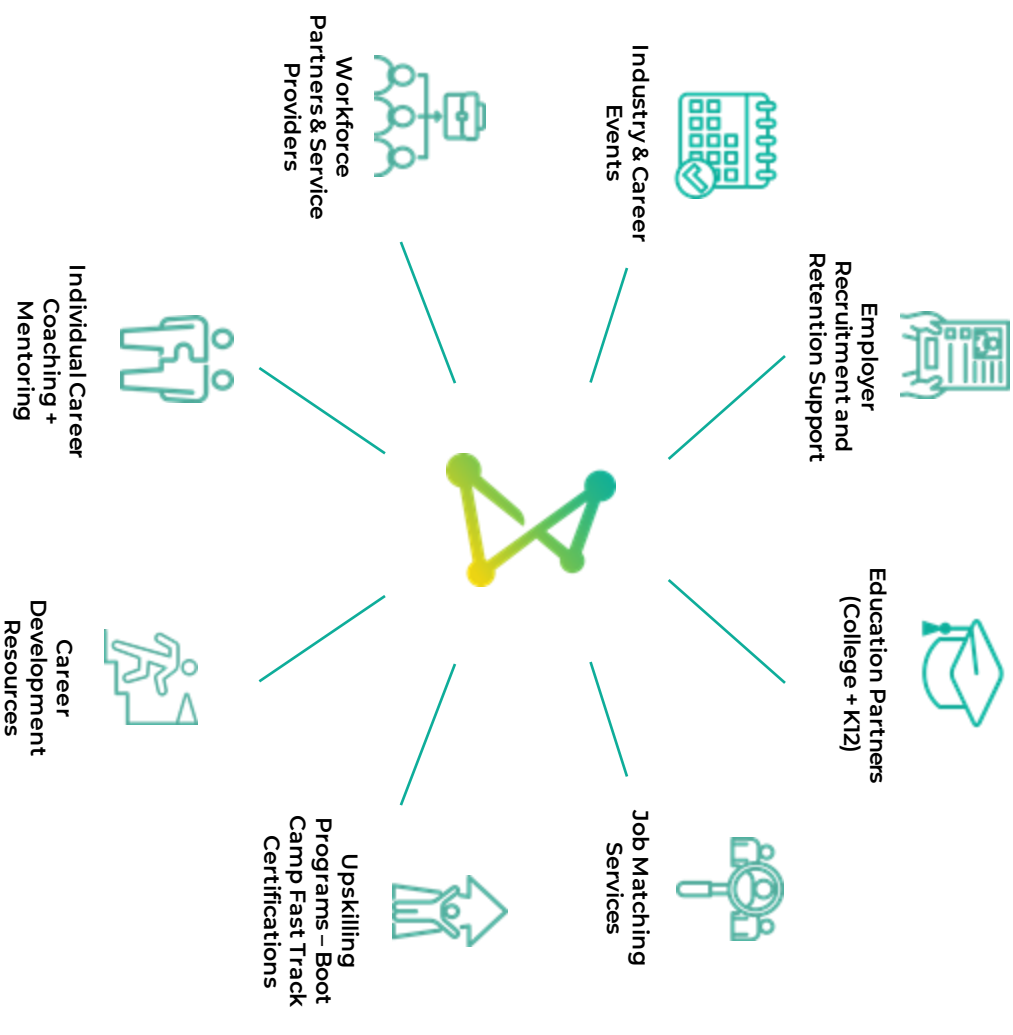
How Pipeline AZ Serves the State's Stakeholders

Education and Workforce Development Roundtable
June 18, 2024
Attachment 1
Page 33 of 57

Pipeline AZ aims 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.



Active Career Solutions

By signing on community tool, we are helping to connect job seekers, students and employers to jobs and partnerships. And we are the only solution that covers the entire workforce continuum from K12 to the P20 journey, and beyond.

K12 Students



Post Secondary Students



Industry Workforces



Regional City Solution



Our Solutions Connect Workforce Supply & Demand

Workforce)

DEMAND
 (Employers, Industry)



My Future AZ



Return-to-Work, Transitioning Workers

POST SECONDARY SOLUTIONS



MCCCD



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.

is ACCR?

na Coalition for Career
s 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.

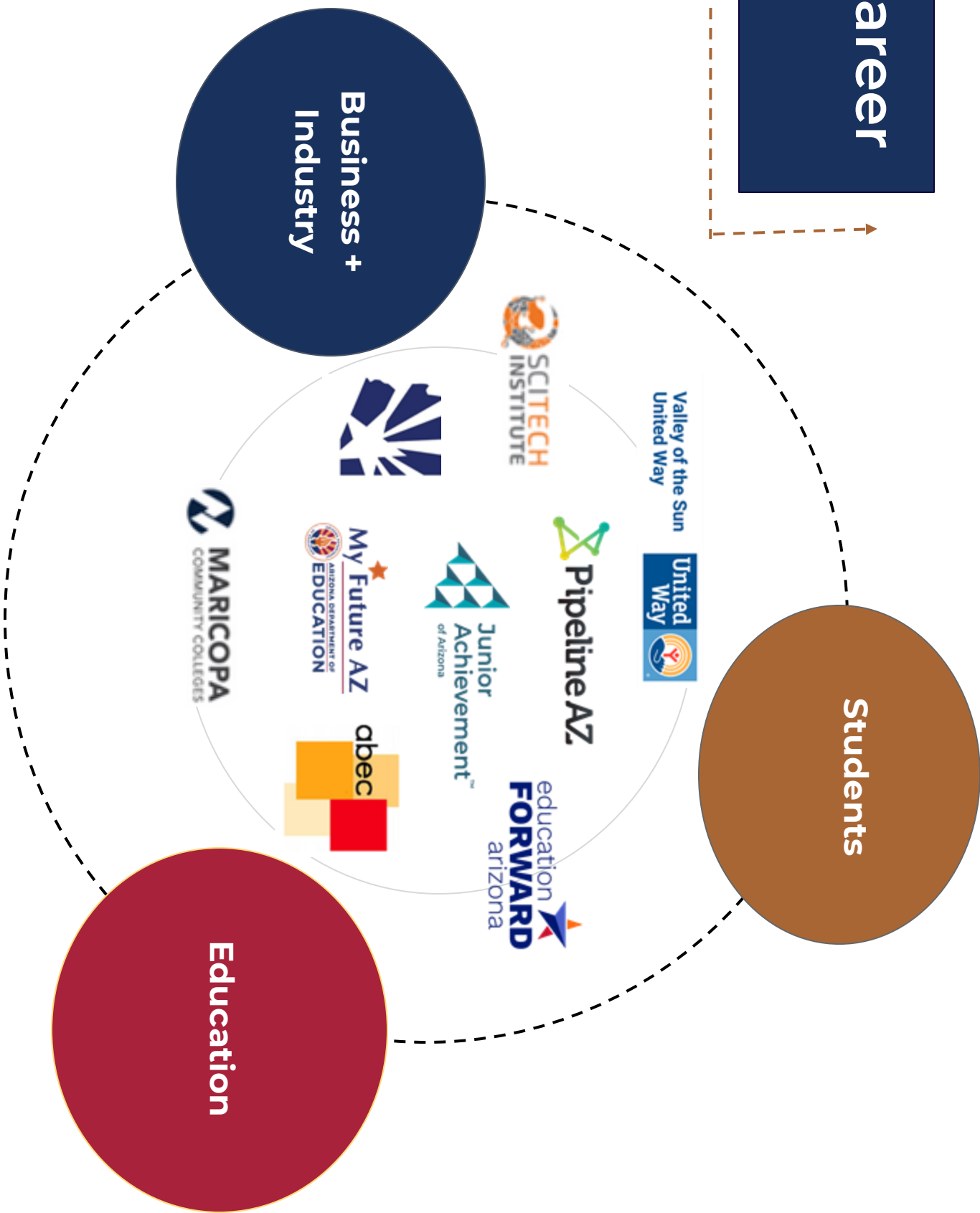
Our Coalition exists to **ensure**
learners at all levels have the
opportunity for career readiness
that is **meaningful and relevant.**

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 Business



ers in er Advocacy

ACCCR 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

ers in
SS

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.

ers in Career ppment

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!



My Career Journey

...me. She has many questions
...er future career and she's not
...here 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.



How do I complete a career + education plan?

Are there resources or mentors along the way?

I don't know what types of careers I'm best suited for?

How do I find an internship?

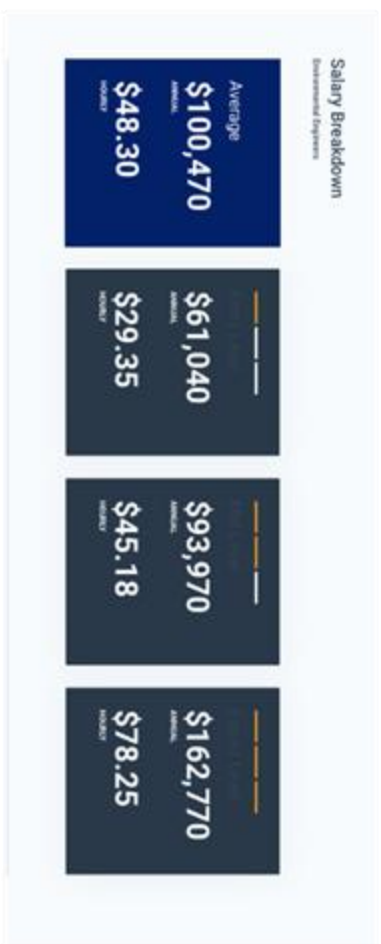
Where do I start my Career Journey?

How do I build the life I want, here in Arizona?

ays

Day in the Life

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



Environmental Engineers

Research, design, plan, or perform engineering duties in the prevention, control, and remediation of environmental hazards using various engineering disciplines.

[Learn More](#) [Back to Workday](#)

A Day in The Life
 Agriculture, Food & Natural Resources Industry

[View Video](#)

Are you interested in training?

[View Programs](#)

Supporting Certifications

- Environmental Communication and Leadership (Graduate Certificate) [View Certification](#)
- Bioenergy [View Certification](#)
- Environmental and Sustainability Economics (Graduate Certificate) [View Certification](#)
- Energy and Sustainability [View Certification](#)
- Bioeconomy [View Certification](#)

Degree Recommendations

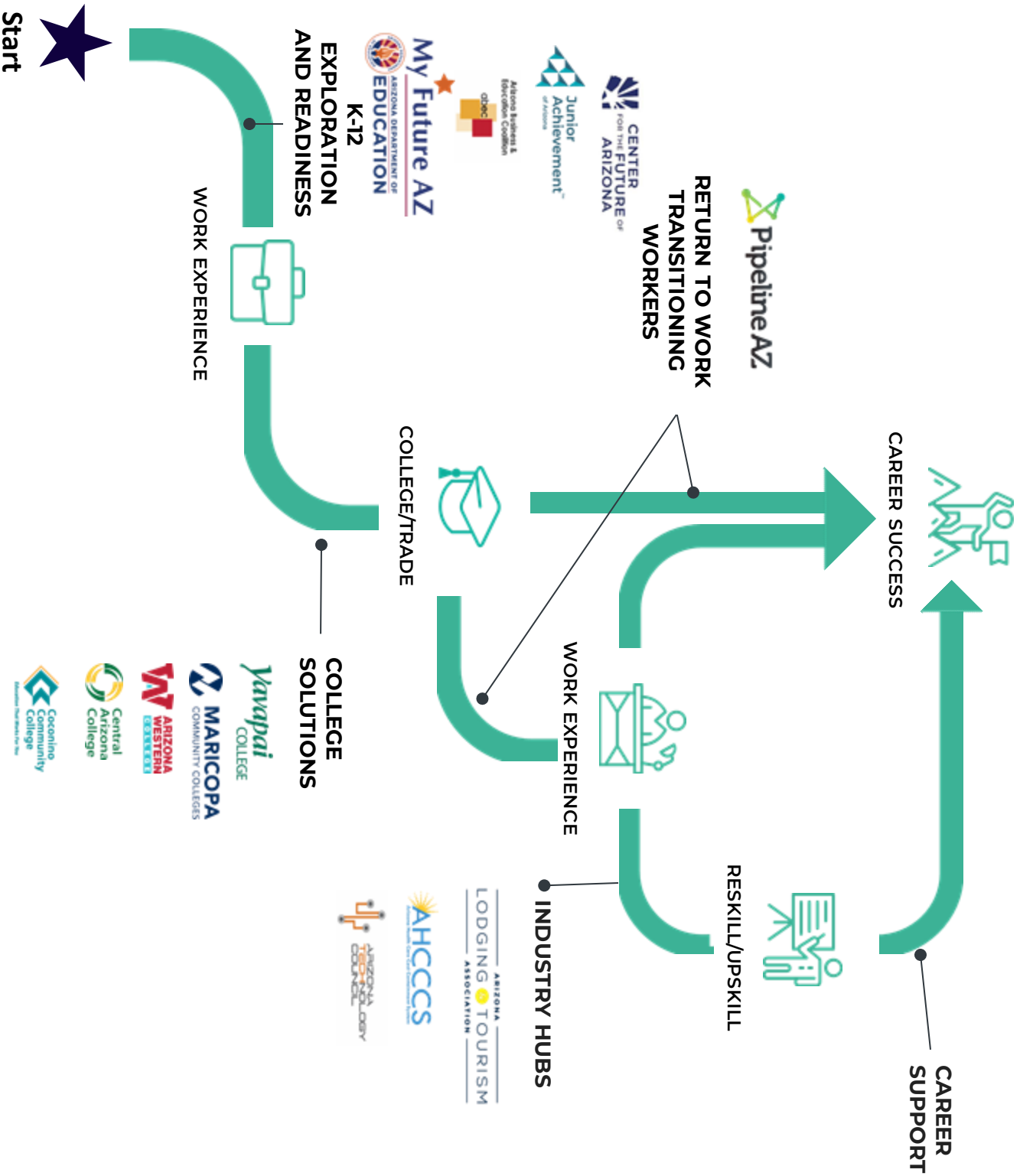
- Associate in Science, Emphasis in Engineering [View Program](#)
- Associate in Science, Emphasis in Geology [View Program](#)

P20 Career nap

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.

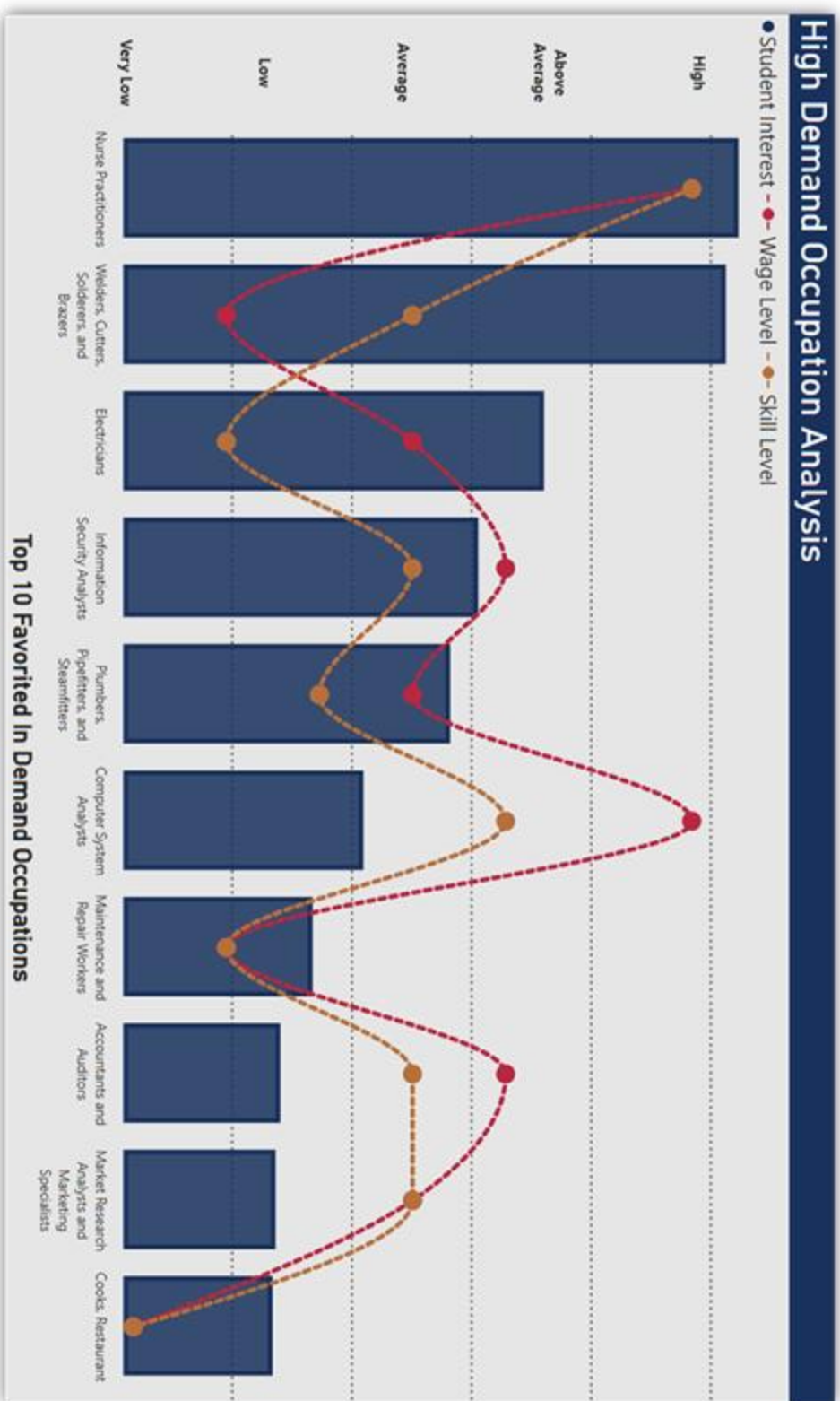


Top Occupation

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

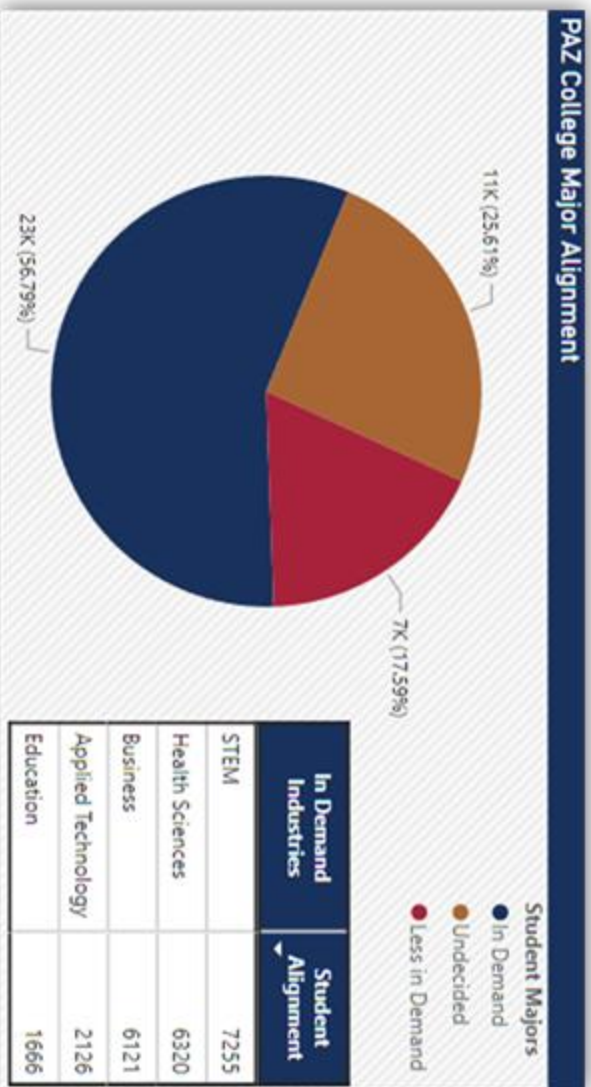
Careers Students Are Looking At in Pipeline AZ



Data cited from Pipeline AZ, April 1, 2024

Secondary

Community college students struggle to progress past or complete their first jobs. 30% of students are interested in career pathways in demand, still, 30% of students in 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

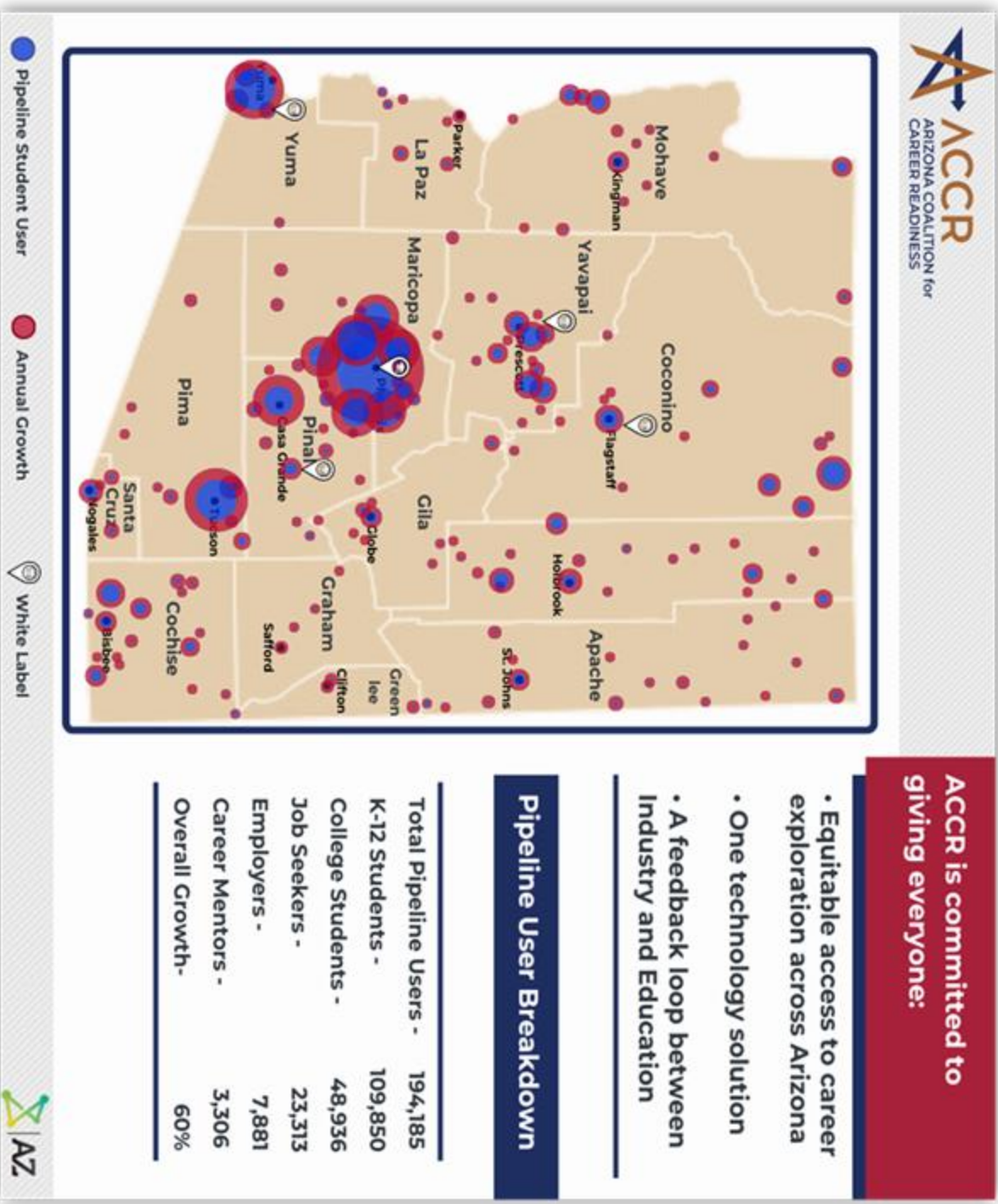
IT ANALYSIS

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

Pipeline Statewide Impact

Our partners statewide make up over **15/20 CTE 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.



Pipeline Student User

Annual Growth

White Label



Job Connect Mesa

Job CONNECT Mesa The First Holistically Built Regional Solution For Workforce

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

Connect Mesa Stakeholders

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.



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

NNECT MESA

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

① **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!**

