

Workforce Investment Board

Planning Committee

November 17, 2011 – 8:00 a.m.

Pima Community College – Downtown Campus (Stone Ave.)
Copper Room – 181
Tucson, AZ

MEETING SUMMARY

Members Present:

Gregg Johnson, Chair
Beverly Price
Johnson Bia
Duane Bock
Clayton Hamilton
Hank Atha

Staff & Guests:

Diane Luber
Kathy Prather
Lewis Humphreys
Risé Hart

- I. **Call to Order** – at 8:01 a.m. Gregg Johnson chaired the meeting.
- II. **Review Meeting Summary** – Reviewed.
- III. **Technical Assistance Support for Sector Strategy** – *Lewis Humphreys*
Lewis gave an overview of the Governor's Workforce Council Statewide Sector Initiative and his involvement with the initiative. Earlier in the year a group of consultants meet to assist the state in developing the sector initiative in different regions. His role is to assist Southern and Northern Arizona with this project. In the past three years he has been working with the four southern counties on economic development strategies to align new training and workforce development programs in association with the WIRED grant. The firm he worked for Corporation for a Skilled Workforce was instrumental in indentifying the WIRED grant opportunity for Southern Arizona and helped Pima County apply for the grant. He was the lead and worked for 2 ½ years implementing new programs. The sector initiative is an evolution from the cluster strategy. When he is asked is a cluster the same as a sector and want is different, he responds that the main point of doing any sector initiative is creating jobs. One of the differences from past initiatives is this is a regional approach not a specific city focus that benefits the entire state. Lewis distributed an overview on the activities of the Arizona Sector Strategy Technical Assistance. He pointed out that the three main consultants (Corporation for a Skilled Workforce, Workforce Strategies Institute, and Collaborative Economics, Inc.) involved in this project have a lot of experience working with different states' initiatives. There are 26 states that have implemented a sector strategy. Arizona was the 26th state to implement a sector initiative. A starting point for a sector initiative is to gather current data about workforce and employers and then analyze the opportunities to organize employers in a sector (i.e. sector that will create the most jobs). Technical support provided by the consultants: data analysis, ideas to help form leadership groups, facilitating leadership meetings, ways to engage and get

information from the employers. He can provide monthly technical assistance on the current status of the region and advice. Steps: 1) data analysis to understand the different sectors (suggests to start with one or two sectors, 2) invite a leadership group to discuss how to work together to develop a strategy to engage employers, 4) indentifying a champion for the leadership group, and 5) reaching out to the employers. The targeted group for this initiative is addressing the needs of low income, low skilled, underemployed, and unemployed. Maureen Conway, Executive Director of AspenWIS, has developed leading programs for this targeted group in other parts of the country. Maureen will be coming here in January and Lewis will see if she available to talk to the committee. He is part of a group called Imagine Greater Tucson that helps incarcerated youth find jobs in infrastructure. This may be a cohort for the infrastructure sector. Currently he is providing technical assistance to the directors of the One-Stop in the four counties. He suggested aligning what this committee is doing with what the Southern Arizona One-Stops are doing.

IV. Review Draft of Sectors Handout – Posted due to lack of time.

V. Next Meeting: January 19, 2012

VI. Adjournment – 9:00 a.m.