

# Workforce Investment Board

## Youth Council Retreat

August 9, 2011 – 11:30a.m.

Boys & Girls Club  
3155 E Grant Road  
Tucson, AZ

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### MINUTES

#### Attendees

Vaughn Croft (Chair)  
Arnold Palacios  
Jim Zarling  
Fran Senechal  
Laurie Vance  
Daphanie Conner  
Mark Neimeyer  
Wilette Diggs  
Deborah Dixon  
Katie Brooks  
Beverly Price  
June Webb-Vignery  
Tonia Kadiri  
Oscar Leon  
Nancy Magelli

Tom Finton Jr.  
Steve Ramirez  
Liz Gulick  
Maryann Phininzy  
Amanda Kucich  
Charles Casey  
Jessica Aguilar  
Dana Katbah  
Diane Luber  
Fernanda Escalante  
Alma Barreras  
Xail Hernandez  
Erika Garcia  
Lucy Gonzales  
Risé Hart

- I. **Opening and Welcome** – at 11:45 a.m. Vaughn Croft chaired the retreat.
- II. **Boys and Girls Club Welcome** – *Armando Rio*, CEO of the Tucson Boys and Girls Club welcomed the group and provided information about his background. He stated that there are six clubs in Tucson serving 7,000 kids a year. Any boy or girl between the ages of 7 - 17 may become a member. He invited the group to tour the site.
- III. **Introduction of Retreat Facilitator** – *Laurie Vance*, Vice President, Operations Manager of CAID Industries was introduced as the facilitator.
- IV. **Youth Council Overview, 2010-2011** – *Vaughn Croft*  
Vaughn summarized the Workforce Investment Act (WIA), purpose and responsibilities of the Youth Council (mandated under WIA), and the Pima County Youth Council accomplishments.

**V. Sector Strategy – Charles Casey**

Casey provided information about the sector strategy and benefits. The Pima County Workforce Investment Board (WIB) Planning Committee recently selected six targeted industry sectors: emerging technologies, renewable resources, aerospace/defense/manufacturing, transportation/logistics, health science, and infrastructure. He also gave an explanation of: 1) Benefits for employers: cost effective, human capital pipeline, reliable local suppliers, 2) Benefits for youth: employer contacts, knowledge of trends, entry level jobs, tryout jobs, understanding career paths, perceptive of an employer's expectations, and 3) Benefits for the Youth Council: framework for focus, catalyst for career events, understand skill set trends, and identify more internship opportunities.

**VI. Process Groups – Laurie Vance, Facilitator**

Results of the group discussions.

**Group 1 – Engaging Employers – Recruitment/Engage.** Based on this phrase from the Statement of Purpose: “maintain reciprocal partnerships with employers and youth service organizations”

1. What strategies work to attract employers that will fund youth training and employment? How do employers benefit from participating in youth programs/why should they participate? How can we improve service delivery to employers?

Priorities

Financial benefits (e.g. tax breaks)  
Marketing benefits

Other suggestions

On the job training (OJT)  
Employers' commitment to the community  
Skilled and dependable workforce  
Realistic expectations  
Recognitions  
Longevity  
More employers involved  
Engaging volunteers  
Emphasizing education  
Better communication

2. During a time when youth service providers are at capacity levels, what strategies can they use to serve more youth and stay within budget?

Priorities

Clearing house for internships

Other suggestions

Opportunities for paid and non-paid internships  
Presentations  
Website

3. What role should the Youth Council play to expose youth to careers and to introduce employers to future youth employees?

Priorities

Sponsor career fairs  
More private sectors  
Connect to the 21<sup>st</sup> Century Symposium

Other suggestions

More WIB member participation  
Educators

4. In addition to “soft” skills, what types of skills are most in demand by (local) employers, particularly for younger workers?

Priorities

Site visits  
Education (higher or technical)  
Expected to verbal communicate

Other suggestions

Work ethic  
Dress appropriately  
Presentation  
Confidence

**Group 2 – Industry Sectors** – Connecting youth, open, explore and expand youths’ understanding of sectors, and how to connect youth and employers. This is also based on the Statement of Purpose: “maintain reciprocal partnerships with employers and youth service organizations”

1. What are the current practices that address this statement and how effective are they?

Priorities

Volunteer and internships  
Find out what are the youth’s interests  
Where are the jobs and how to present it  
Organizations awareness of youth

Other suggestions

Open houses (Invite employers)  
Paid internships

2. Youth preparation is a critical component of the Youth Employment program, are there new skills and knowledge that are different today or are they the same from past.

Priorities

Basic skills (e.g. reading, math)  
Customer Service and people skills  
Leadership and citizenship skills

Other suggestions

Transferable skills  
Good communication skills  
Interactions  
Critical thinking  
Understanding economic development  
How to attain knowledge

3. New Sector employers have great careers available to our youth; however before attempting to connect youth to these opportunities, what are some strategies to prepare these employers?

Priorities

Expectations (both sides)  
Beware that youth are learning  
Provide meaningful work  
Employer is teaching youth and youth teaching employer

Other suggestions

Overall goal of this opportunity  
Keyboard skills  
Evaluation/feedback  
Supervisor=mentor  
Site visits

4. What role can we play in encouraging youth interest and awareness of emerging/growing sectors?

Priorities

Site visits for youth  
Provide presentations to youth  
Awareness to youth of future skill changes  
How to communicate

Other suggestions

Shadowing day  
Continuation of higher education  
Work experience  
Career assessment and workshops  
Connections  
What employer offers, tuition assistance, and incentives  
Career development  
Share personal success stories with other youth and businesses  
How to access resources (e.g. grants) and information  
What's available in the community, state and federal level  
Social networking (advantages/disadvantages)

- VII. Reporting out, with DRAFT activities for the 2011-2012 year**  
The ideas from the Process Groups will be summarized and the top priorities will be addressed at the September Youth Council meeting.
- VIII. Closing Remarks – *Dr. Vaughn Croft***  
Vaughn thanked Laurie Vance for being the facilitator, Jim Zarling for arranging room/providing lunch, and the attendees for taking the time to partake in the retreat.
- IX. Next Meeting – September 13, 2011, 3:30 p.m. Host: Daphanie Conner of Tucson Urban League, 2305 S. Park Avenue.**
- X. Adjournment – 2:40 p.m.**