

GOVERNOR'S COUNCIL ON WORKFORCE POLICY
Strategic Planning Committee Meeting
State Capitol Executive Tower
1700 W Washington St, Conference Room 6B, Phoenix AZ, 85007
Wednesday, December 9, 2009
Minutes
DRAFT

The meeting was called to order at 10:00am.

Members Present

Sherman Jennings, Chairman

Pam Ross

Mary Vanis

Gary Marks

Tony Sissons

Milt Ericksen, Department of
Education Designee

Rosalyn Boxer, Department of
Commerce Designee

Members Absent

Rebekah Friend

Mark Darmer, Department of Economic Security Designee

Staff Support

Jennifer Pittman-Leeper, GCWP Executive Director

Annabelle Molina

Public

Debra Pryor, Partners in Brainstorm

Debbie Meyers, Partners in Brainstorm

I. **Presentation**

Ms. Pryor introduced herself and provided background information about Partners in Brainstorm (PIB). She reviewed the process that PIB used to conduct the research. Ms. Pryor indicated that PIB used recommendations from staff and the National Governor's Association (NGA) to determine the states to interview.

Ms. Meyers indicated that the NGA was a very useful association. She said that NGA staff provided research and publications on their website that may be valuable to the Strategic Planning Committee (SPC).

Ms. Pryor reviewed the commonalities between the states that were interviewed. She indicated that they focused on a demand driven workforce system and were policy focused.

Ms. Ross commented that the states were essentially the same for the One-Stop project she had conducted indicating that those were probably the correct states to interview. Dr. Vanis requested that states with similar geographic and demographic conditions be

interviewed. Ms. Pryor indicated that there were states included that were in the western U.S. and many of the states interviewed had a similar demographic make-up of few metropolitan areas and vast rural areas.

Dr. Vanis requested that someone representing post-secondary education be interviewed in the state. Mr. Marks requested that someone representing the Tribes be contacted. Ms. Pittman-Leeper agreed to provide contacts to PIB.

Ms. Pryor reviewed Board Administration, Mission and Roles, and Sector Strategies. Chairman Jennings asked what definition PIB used for sectors, and Mr. Ericksen asked if it included both emerging and existing sectors. Ms. Pryor gave examples of sectors in various states. She indicated that it would typically be germane to only the individual state, and that the SPC would need to determine what sectors would be important for Arizona. Ms. Boxer stated that the Labor Market Information would need to be localized in order to help the areas determine appropriate sectors. Ms. Pryor added that the Department of Labor supported the sector strategy.

Ms. Pryor said that one of the key findings of PIB's research was to utilize a committee structure to accomplish most of the work instead of the full Council. She reviewed some of the common committees and their functions.

Ms. Pryor indicated that one of the most active committees in the other states was a Marketing and Communication Committee (MCC). She said that the MCC was responsible for marketing and branding of the entire workforce system for the state. Ms. Ross advocated for support from the Governor's Office in order to ensure that the message developed by the MCC was consistent with Governor's vision. She also cautioned that some of the smaller areas may have some challenges with more complex formats of marketing materials.

Ms. Pittman-Leeper indicated that she had spoken with some of the local areas and they had cautioned against generic marketing materials. She said that local areas wanted to make sure that the services promoted on literature were actually available in all areas.

Ms. Boxer said that the need for the support of the Governor is more important than ever to make sure we are aligning the Council's goals and priorities. Chairman Jennings added that the Council would need to demonstrate their worth before asking for support from other stakeholders.

Ms. Pryor continued reviewing the committees in other states and their respective functions. She indicated that the committee structure was conducive to keeping the Council policy focused and the staff programmatic in nature. Ms. Pryor also said that the Councils with policy focuses were more apt to expand their focus beyond WIA and see the bigger picture.

Ms. Pryor explained that many states were looking at a demand-driven system that does not place more emphasis on either the individual or the business, but rather sees the

interrelation between the two. She reviewed the findings relating to the impact on individuals, businesses, and the partners.

Ms. Pryor explained the Top 10 items that the research had uncovered: engage leadership, co-create core principles, promote regionalism, strategic use of funding, data-driven decision making, alignment of public resources and strategies, capacity building, promotion and positioning both the state and local areas, evaluation of policies and goals, and legislation. Mr. Sissons added that the data must be usable, accessible, shared, and publicized.

Chairman Jennings explained where he wanted the SPC to focus. He said that he wanted the SPC to define the mission and vision statements, decide what we want to do, and realize that some of the states that were beyond our current capabilities. Mr. Sissons advocated that the SPC focus more on the process than the product and that it was about the individuals not the businesses. Ms. Ross replied that in order to serve the individual we need to understand the demands of the businesses.

Mr. Marks requested copies of other state's mission and vision statements and strategic plans. Mr. Ericksen requested organizational charts to help better understand how the other states function. Ms. Pryor agreed to provide the information that was available to staff.

Chairman Jennings said that for the present time, he would like for the SPC to serve in lieu of the Executive Committee. He requested that John Morales be included on the SPC to represent all of the areas as the leader of Arizona Association of Workforce Directors.

Future meeting times were discussed and Ms. Pittman-Leeper said that she would send out the information and meeting announcements.

II. Call to the Public

No comments were made.

III. Meeting Adjourn

Meeting adjourned at 12:01 pm.