

**Yavapai County Workforce Development Board  
Executive Committee Minutes  
March 8, 2016 at 9:00 AM  
Yavapai County One Stop  
221 N. Marina Street Suite 201, Prescott, AZ 86301**

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<u>Members:</u>		(Absences)	<u>Members:</u>		(Absences)
Elaine Bremner	Present	1	Ginger Johnson	Present	0
Ken Lain	Present	1	Anita Payne	Present	0
Steve Silvernale	Present	1			

Staff: Teri Drew, Regional Director  
Julia Sawyer, Executive Assistant

Guests: John Little, NACOG Manufacturer's Outreach  
Dennis Willis, President Arizona Technical College  
Tara Purinton, Arizona Technical College

**1. Call to Order:**

Chairman Payne called the meeting to order at 9:04 AM. Introductions were made around the table.

**2. Approval of the Minutes of November 10, 2015**

Chairman Payne asked for a motion to approve the minutes for the November 10, 2015 minutes. **Ken Lain made the motion to approve the minutes. Steve Silvernale seconded. Motion carried.**

**3. Approval of the Minutes of January 12, 2016**

Chairman Payne asked for a motion to approve the minutes for the January 12, 2016 minutes. **Ken Lain made the motion to approve the minutes. Steve Silvernale seconded. Motion carried.**

**4. Chairman's Report**

Chairman Payne reported on the successful launch of the Arizona @ Work Branding effort in Prescott and Cottonwood on February 17 & 18, 2016. She commented about how the ribbon-cutting ceremonies were very well received. She remarked that the new name is Arizona @ Work, and it brought a lot of positive comments, and now the new name is being utilized all across Arizona, making it a better fit. Chairman Payne commented that both events were very well attended, with at least 30 in Prescott and 15-20 in Cottonwood. She was happy to meet the Mayor of Prescott, and the Mayor of Cottonwood spoke highly of NACOG. Teri Drew passed around some photographs of the launch in both locations and positive comments were made regarding the attendance and support of Supervisor Chip Davis at the Cottonwood event. Ms. Drew also stated that Congressman Gosar's office had representation at the Prescott event and presented NACOG a certificate of appreciation.

Chairman Payne informed everyone present that there were public comment cards available for the guests present to use if they had a comment for the Board. She then announced that she would need to leave early from the meeting, and turned the meeting over to Teri Drew for her report. Ms. Drew requested of Chairman Payne a change in the agenda to allow the guests from Arizona Technical College to make their presentation so that they did not have to stay through the entire meeting. Chairman Payne agreed and turned the meeting over to Mr. Dennis Willis for his presentation.

Ms. Drew highlighted a couple of things for informational purposes while Mr. Willis set up his presentation. 1) NACOG was nominated by several employers for The Best of the Best Award for the Prescott Chamber of Commerce Annual Meeting on January 28, 2016. NACOG did not receive the award. The YMCA did for the second year. Ms. Drew was pleased to have NACOG to be nominated by those employers for the work that we do, and congratulated the YMCA on receiving the award as the Large Non-profit of the Year. 2) NACOG also received correspondence from Monte Mosier with Makstride, a new company in town that manufactures prosthetic feet. NACOG assisted Makstride with relocation and with new employees, customized training and

consultant services. Ms. Drew said that in the letter Mr. Mosier states that “NACOG has been excellent in helping us find quality people to fill our skilled labor force and job training needs, both logistical support, training support, and hiring of many employees who have been valuable.” He also noted that he would “highly recommend any manufacturer or business to sit down with NACOG and hear what they have to offer”. Ms. Drew also mentioned a letter from Sherrin Rose Financial Services, who wrote her thanks to NACOG for the excellence in handling the trainers that come through NACOG. The letter stated that NACOG has been a blessing to Ms. Rose and Dana, who was their client. Dana is now certified and still employed with Sherrin Rose Insurance, and complimented NACOG’s services.

Ms. Drew turned the floor over to Mr. Dennis Willis.

## 5. Arizona Technical College Presentation

Mr. Willis introduced himself as the President of the new Arizona Technical College, a brand new vocational school located in Cottonwood. Mr. Willis shared his background as an educator for 15 years, and had started a couple of schools. He shared that he grew up in the Verde Valley and met Leah Cickavage, Operations Manager at NACOG and member of the Workforce Development Board, at a meeting in the Verde about bringing his other school to the Verde Valley. While discussing that, he had decided to sell his shares of his school in Phoenix to start a non-profit locally in Cottonwood. He noted that Arizona Technical College is a non-profit. Mr. Willis then gave a power point presentation of the programs offered through the College. The Diploma Programs offered include:

- Information technology
- Medical
- Business
- Manufacturing
- Refrigerating and heating
- Hospitality

Mr. Willis said that their courses are designed by the input of employers in the Verde Valley, and designed to fit their employment needs, along with planning and development to find where the Verde Valley wants to grow and attract employers accordingly. Classes are designed for students to work while they’re in school. He said that ideally they want to place students before they graduate, and Mr. Willis also indicated a desire to work with apprenticeship programs as well. Classes are hands-on with in-class labs, although they also offer online classes also.

Mr. Willis then highlighted the 11 programs the College offers:

- Microsoft Office
- Information Technology
- Professional Bookkeeper
- Hospitality Management
- Medical Office Administration
- Medical Billing and Coding
- Patient Care Technician
- Phlebotomy Technician
- Residential and Light Commercial Air Conditioning (HVAC)
- Computer Numerical Controlled (CNC) Machining

Mr. Willis stated that all of the College’s programs are credentialed through both the school as well as outside industry credentials. There was some discussion regarding the progressive trends in business. He concluded his presentation and asked for comments. A question was asked regarding enrollment numbers, and Mr. Willis answered that they have not yet had their first start, but they have it scheduled for March 21, 2016. They are currently only Yavapai Higher Education approved, and Mr. Willis said that he is here to hopefully get on NACOG’s Eligible Training Provider’s List (ETPL). Ms. Drew asked if this was being presented for the Eligible Training Providers List, and he acknowledged that was his purpose, that he had received State approval and

was looking for local approval from this Board. Questions were asked regarding tuitions, graduation rates and placement percentages. Mr. Willis commented that placement services and GED testing are also offered at the college. He also said that they rely heavily on NACOG's career scope assessments and TABE testing to assist in placing students in the appropriate fields. Ms. Drew brought up a point regarding the College now giving the Verde Valley local access to technical opportunities. Mr. Willis stated that, while they will start out focusing only on the shorter-term classes and certifications, the long-term goal for the Verde Valley is to become a university. He said that they accept students from anywhere, with criteria being a GED or a high school diploma. Medical courses require no criminal background as well. Placement services are a part of the program, so students will not be accepted if they are not marketable to the local employers. Mr. Willis said they are a state-approved GED test center, as well as being a Pearson, Criterion, and Iso Quality testing site for over 5,000 certifications. Some government testing is also done there. A question was asked regarding why non-profit over profit, and Mr. Willis answered that it comes from a change in his philosophy, it's about giving back to the community. Also, non-profit gets through accreditation sooner than profits, by about a year.

Vice Chair Silvernale asked for a motion to approve the inclusion of Arizona Technical College on the ETPL list. **Ken Lain made the motion to accept the Arizona Technical College and the programs offered to be included into the ETPL for presentation to the state. Steve Silvernale seconded. The motion passed.** Some discussion followed regarding the action just taken being reinforcement of what the State has already approved, and to make it relevant for Yavapai County. The WDB will then send students to the college with subsidy assistance for books, travel and placement activities. Mr. Willis stated he would welcome suggestions and help in those placement services, as well as apprenticeship and externship programs. Mr. Willis announced a grand opening on April 2, 2016 and invited the Board. The Board thanked Mr. Willis for his presentation.

Vice Chair Silvernale then turned the meeting over to Teri Drew for her Director's report.

## 6. Director's Report

- **Program Update**

Teri Drew updated the Executive Committee on recent events with comments on a story the Daily Courier printed with criticism of the programs offered at the NACOG and the Yavapai County One Stop system, as well as including erroneous information regarding qualification requirements and structure and schedule of the One Stops. Ms. Drew did speak to the editor, and the editor made an apology, explaining that she had been out ill and that it is usually their protocol to allow criticism but not without giving opportunity to the other party to comment. The editor came back with the offer to place a feature story about the One Stops as part of a series of four articles. Much discussion followed regarding whether or not to ask Yavapai College for an explanation regarding their comments in the article. Ms. Drew asked for direction from the Board regarding whether to pursue and explanation or not. The consensus was to take the high road and retain gracious professionalism, and accept the newspaper's offer to write a positive story about the good things that are happening at NACOG and the Yavapai County One Stops.

Ms. Drew went on to say that in February she received a notice of a change in the Department of Economic Security (DES) organizational chart. She noted that Director Jeffries has been with DES for about a year, and changes usually start coming a year after changes in leadership. Ms. Drew received a surprising email stating that 2 administrators and another employee retired Friday, March 4, 2016, effective immediately. Their positions were related to the workforce system that oversaw employment services, job services and veteran's programs. There will be someone in an acting position from the veteran's programs in the interim. One of the seats on the WDB waiting to be filled that had been on hold since October 2015. DES has reached out to see if there was anything pending that had been with those two vacated administrators, and Ms. Drew informed them of this DES seat vacancy on the WDB since October.

Teri Drew reported that the Workforce Arizona Council (WAC) has had their first meeting, and to date there is still no representative for Northern Arizona. Suggestions are being made to the governor's office for someone from Northern Arizona. The feedback is that they are looking at a legislator in Northern Arizona to represent

from Mojave to Apache County. Flagstaff, Coconino and Yavapai Counties are expressing their voice as well. During the first meeting there was a discussion about the regional planning districts. There are conflicting reports that the WAC, at the recommendation of DES, approved all 12 local workforce areas to be their own planning regions, other reports are that it hasn't been approved yet but is in process to be approved by the governor's office. Ms. Drew reminded the Executive Committee that the intentions of the planning regions are to identify locations that are similar in local labor market information to partner with. She remarked that Paul Shannon, of the Arizona Department of Administration, had come to a WDB meeting in Prescott Valley and had said that Yavapai County was most same and similar to Coconino County. Ms. Drew has spoken with Coconino County and they are interested in partnering with Yavapai County. However, there is now a new effort to make the 12 regions hold as their own districts for planning. Discussion followed regarding Northern Arizona's lack of "weight" in population against the larger area of Phoenix, and the need to join forces with the other areas in Northern Arizona in order to have a stronger voice. Ms. Drew said that today, they need to agree to be an economic planning area and take it to the BOS for them to make a formal request to the governor's office. Her suggestion was to take the carrot and figure out the process as we move on with a plan, and the law does not forbid partnering, we would simply request that in writing.

More discussion followed regarding possible partnership with Coconino County. Ms. Drew stated that a long-term strategy for the future would be to state that we want an economic development district, with influence and input from other areas in the region. **Ken Lain made a motion to send a recommendation to the BOS to request that 1-year regional designation for Yavapai County to form an economic development district, Elaine Bremner seconded.** Vice Chair Silvernale called for discussion, and having no discussion, called for a vote. **The motion passed unanimously.** Ms. Drew commented that the letter from the Board of Supervisors should emphasize that they would like to see the process go regional in the future.

Ms. Drew then shared comments regarding DES and something that has not yet been accomplished was the Memorandums of Understanding (MOU) and cost sharing with One Stop partners. The law says that everyone will put 2% of their funding on to help with infrastructure and board expenses. She said that she had delivered a budget to the Board in the amount of \$58,000. There has been a nice relationship with DES in terms of hosting the two One Stop locations without money exchanged. There is a new partner, Title II, the Adult Literacy Program. It has been decided in the past to focus on dollars coming in to support the board, who works on everyone's behalf. Currently Title II is not located in the One Stops, so to charge them square footage or infrastructure costs doesn't make sense. They are located in the College and also in their own location in the Verde Valley with a special grant. A question was raised whether the WDB could insist that they become a participating member at the One Stop, and Ms. Drew reminded the Board of the words of Tom Colombo, State Director for DES, who said the "local plan prevails". So if the local plan describes that they are physically located in the One Stop, then they are. There was some discussion about getting cooperation from Title II in progressing with the MOU completed before the end of June, when it is due.

Ms. Drew then reported on the Performance Update, struggling with Youth performance in literacy and numeracy. One of the NACOG roles is to remediate youth who are basic skills deficient. She noted that the staff at NACOG is not educators, and they have been working with the Youth Council for years to find basic skill operators and instructors to offer those skill trainings to youth clients in order to meet this performance standard. Ms. Drew said that their ability to meet those standards is based on their ability to communicate with their clients. Ms. Drew thanked the efforts of Judy Gonzalez, the Management Information Specialist at NACOG and Dwayne Miller, NACOG Program Supervisor for tracking down a couple of youth and moving the negative performance into a positive.

- **Election Committee**

This agenda item was not addressed.

- **Membership Considerations**

Ms. Drew moved on to say that there are no new recommendations for membership to the WDB. Supervisor Smith's district seat is still open. There have been suggestions made and efforts to reach out to some of them, but so far no one has completed the applications process. Ms. Drew mentioned that Linda Thein from Cable One, a member of the Workforce Board, might be a good candidate for Executive Committee. She serves on Supervisor Smith's district, and has served on many boards and committees. She also suggested Gary Hassan for Executive Committee. Ms. Drew also informed the Board that Laura Hamblin will be leaving Yavapai Regional Medical Center and will also be resigning her seat on the Board. That will open up another seat on the General Board, in addition to one seat on the Executive Committee and the vacant required partner seat. Monitoring by the State was conducted two weeks ago, and there were questions about the effectiveness of the board, how many vacant seats and for how long. Ms. Drew has responded to the monitors that we do need to get those seats filled and these are her recommendations. Comments regarding these potential candidates were positive. She asked for their agreement on a recommendation for Linda Thein and/or Gary Hassan to the Board of Supervisors for appointment to the Executive Committee. Everyone agreed. There were a few more comments about potential applications for new members.

- **Workforce Development Employers Survey**

Ms. Drew commented on the progress being made in sector strategies, citing the work of the past 5-6 years, for the manufacturing sector. She introduced John Little, currently on a temporary assignment with NACOG. She commented on John's background as past Executive Director of the Manufacturing Extension Partnership, as well as his consulting services. Ms. Drew mentioned the Manufacturer's Forum, which Mr. Little was instrumental in coordinating last year. She commented on the survey that Mr. Little had conducted in advance of the Forum, which garnered a 53% response, a very good response due to Mr. Little's efforts in knocking on doors and shaking hands, meeting individuals in Yavapai County and asking them to take the survey, which they did. The Forum was held afterward to share the results of the survey. Ms. Drew said that most recently there was a meeting with the economic development folks from all of Yavapai County. She shared that it was the first time in her tenure that east and west county together for economic development discussion. She cited the municipalities and organizations that were represented for the roundtable discussion. She shared the intent of the roundtable was to demonstrate what the survey results were and to share ideas for manufacturing attraction and identify resources that would be added onto a database. Ms. Drew said that the WDB was also given a survey, much like the manufacturing survey, but customized to the employers on the Board. She thanked everyone for their responses and turned the floor over to Mr. Little to now share the results of their survey.

John Little gave a brief summary of the Manufacturer's Survey sent out in August 2015, and then gave a power point presentation of the results of the last survey. He said that 19 invitations were sent out with 9 responses. There were 31 questions relating to the companies, organizations demographics. Mr. Little showed graphs for each of the questions and their responses.

Highlights of the survey were:

- Most serve private sector
- Most have more than 100 employees
- Mostly full time jobs, some part and some temp
- 33% have 1-5 job position openings; 33% have more than 10 job openings
- 67% plan to expand
- NACOG is #1 for assistance with hiring needs, #2 is Yavapai College, #3 is DES
- Most are interested in using job fairs to find employees
- 67% rely on local talent for positions
- 67% project employment needs are increasing
- Employee availability rated average
- Employee quality rated average to poor
- Employee stability rated average to poor
- 33% spend at least \$10,000 annually on employee training

- Turnover rate is at the industry average of 15%

Mr. Little concluded that partnerships are important in bringing quality workforce to the Yavapai County employment sectors. He commented that, since they started this project, they have gotten people's attention, have gotten them into the same room, and brought resources to the table. He said that the Economic Development Roundtable was fascinating to him because to see everyone in that room sharing ideas, detailing out their plans and challenges, sharing what they have or do not have to offer, was impressive. Ms. Drew commented about the roundtable, that what she got out of it was that everyone there had the opportunity to gain knowledge. She commented that at the end of the day, the general consensus was that it was ok to share resources with another municipality, to refer people to another resource if they couldn't meet the need. She then referred to Ginger Johnson, who was there as well. Ms. Johnson said that everyone was very open, and there was more of a sense of community between the east and west of the mountain. She also commented that the turnout was very good considering that there were other roundtables also scheduled that week. Ms. Drew said that they were pleased with the turnout as well. She said she will ask Mr. Little to report on Sector Strategy progress and processes that we've used, the outcomes, and a strategy to move forward.

Mr. Little talked about the database that he has begun to build, sharing with the Arizona Commerce Authority's 2013 data, from which he has been able to start. The data was out of date, being 2 years old at the time. Mr. Little said that he is making a useful list which will include 17 data elements, including name, address, primary points of contact, etc. It will be updated regularly, and it will be available on the NACOG website. He hopes to have it finished by the end of March. Questions followed regarding the number of manufacturers in Yavapai County, and Mr. Little defined how he is setting up the data, who is included and who is excluded, and he has come up with about 75. Quantity-wise, there are more on the west side of the county than on the east side, but not necessarily by size. Ms. Drew commented that some of the effort in providing this database is to assist economic development, so it will be in the Economic Development Plan, as well as to assist towns and cities and workforce development. It will be a shared resource. A question was asked how to keep it sustainable and updated, and perhaps add a "prestige" element, perhaps to make an annual top ten manufacturing or a list by how they are ranked. Discussion followed. It was concluded that sustainability will have to be reviewed on an annual basis.

Vice Chair Silvernale thanked Mr. Little for his presentation.

## 6. Member Comments

Vice Chair Silvernale asked for member comments. Ken Lain mentioned a suggestion for TopYavapaiManufacturers.com for a possible website name.

## 8. Public Comments

Vice Chair Silvernale called for public comments, there were none.

## 9. Adjournment

Vice Chair Silvernale called for a motion to adjourn. **Ken Lain made the motion to adjourn, seconded by Elaine Bremner. Motion carried, meeting adjourned at 11:10 AM.**