



# Phoenix Workforce Connection Board Member Newsletter

Volume 1, Issue 2

January 30, 2009

- Partnerships with Faith and Community Based Organizations are being developed
- PWC Celebrates 25 New Pharmacy Technicians
- First PWC Green Collar Job Fair takes place
- Several Media Interviews have been conducted

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## 4 New Members Appointed to the Phoenix Workforce Connection Board

On January 7, 2009, Mr. John Underwood from Maricopa Skill Center was appointed by the Phoenix City Council to serve on the Phoenix Workforce Connection Board. Three additional board members will be appointed at the February 4, 2009 City Council meeting. These new members are Ms. Shawn Pearson, Executive Director of FIBCO Family Services, Inc. representing Community Based Organizations; Mr. J. Jeffrey Hipkind, Executive Director of Phoenix Electrical Joint Apprenticeship &

Training representing Labor; and Mr. Darrell Rich, Southwest District Manager for the Employment Guide representing business.

We are happy to welcome these new members to the Board! Please be sure to contact staff if you have any questions.

Under the Workforce Investment Act, the PWC Board must have at least 51% representation from private sector business and industry. The private sector representation is important to ensure

that employment services and training provided to Phoenix residents meet the needs of the local business community.

As a reminder to all members, good meeting attendance is closely linked with the commitment to the public process and to the ability for the board to be responsive and receptive to the needs of the community.

Thank you for your service.

## SNAPS

### Shared Network Access Points

Phoenix Workforce Connection is developing Shared Network Access Points (SNAPS) throughout the City of Phoenix. These nonfinancial partnerships with Faith and Community Based

Organizations are being designed to help individuals obtain economic stability by providing access to educational and employment opportunities. Participating organizations will provide a

point of connectivity and expand the reach of services provided by the One-Stop Career Centers. Tools will be provided to aid job seekers in a successful self-directed job search.



## 25 New Pharmacy Technicians Complete Program

A Youth Pharmacy Technician Completion Ceremony took place at Phoenix College on December 5, 2008. Twenty-five youth completed the program and approximately 120 guests were in attendance. The program, which was a partnership between Phoenix Workforce Connection, CVS

Pharmacy, and Phoenix College gave youth the opportunity to attend community college two days a week and work at a CVS Pharmacy for three days. All youth attained the Pharmacy Technician Trainee License while employed at CVS Pharmacy.

Approximately 12 youth have retained employment within the industry. The youth who have completed the program will take the Pharmacy Technician Certification Board test to complete the program.

“The Phoenix Workforce Connection One-Stop System offers workforce solutions to businesses and individuals.”

## First PWC “Green” Job Fair takes place on January 7, 2009 at PWC South

The Green Collar Career and Job Fair Expo 2009, held at the Travis L. Williams Family Service Center on January 7, registered 29 employers and attracted 350 job seekers. The event integrated Green exhibitors participating in the conveying of “What is Green” and other employers recruiting for available openings. In addition to the opportunity to meet with employers with job openings, attendees could also have their resume critiqued. Volunteers from AWEE, Chicanos Por La Causa, Aspire, the Department of Economic Security and Phoenix Workforce Connection provided support.

The Youth Breakout Session was managed by presenters from Mesa Community College, ASU, Green Mechanical Council, Gateway Community College, and Estrella Mountain Community College. Each presenter was given 10 minutes to talk about what Green educational certifications, degrees, training, etc. were offered. The Youth Breakout Session was attended by nine youth participants.

Alexander Cortez, Human Resource Recruiter from UPS, united with the Green theme by bringing in their Hybrid vehicle for attendees to see.

Business cards were left by visiting Green employers stopping by to see the outcome of the Green Collar events. These employers will be contacted to participate in the next Green event.

## PWC in the Spotlight!

Phoenix Workforce Connection has had quite a bit of exposure by participating in several media opportunities. Highlights are as follows:

PWC participated in the live broadcast of Channel 3-TV's "Money Matters" series, which featured workforce resources for job seekers, on Wednesday, November 12, 2008. Between 4:30 – 6:30 p.m., staff managed nearly 180 phone calls and 30 e-mails from citizens with requests for assistance ranging from needing help to find a specific job, wanting a resume reviewed, to wanting to know which employers were hiring and how to file for unemployment insurance.

3-TV personality Gary Harper interviewed PWC North participant Bettina Collard who talked about her job loss in the banking industry and how the workshops and services of PWC were helping her get prepared for a new career. This companion story also featured footage of PWC North, noting the self-directed resources available in the resource room, and the increased need for workforce services in the current economy.

On November 19, Phoenix Workforce Connection was called upon by staff from KTVK Channel 3 to provide workforce information for viewers. Staff was interviewed by Channel 3 News regarding tips to get back into the workforce for laid-off workers. The interview accompanied a human interest story that Channel 3 did during the evening broadcast that featured an individual who had been job searching for quite some time without results or interviews.

Staff from the PWC West office provided an impromptu interview with Ben Lemoine, Reporter from News Channel 3. The reporter was provided an overview of one-stop services and a tour of the facility. Several job seekers were interviewed and the segment was aired at 6:00 p.m.

On December 5, 2008, the One-Stop Supervisor from PWC North, met with Tim Gaynor reporting for Reuters who was investigating opportunities offered at the center(s) for unemployed and underemployed individuals.

On December 8, 2008, PWC West staff met with Gilbert Cano, Hispanic Marketing Consultant from Univision Radio regarding

a networking event hosted by the Hispanic Chamber of Commerce. Information was exchanged regarding PWC services and how job seekers could gain access to services.

On December 9, 2008, PWC North and West staff participated in an employment phone bank event in partnership with Maricopa Workforce Connections (MWC) during the 5:00 a.m. – 7:00 a.m. news broadcast on Channel 12 News. Approximately 125 phone calls were received from job seekers requesting assistance in expediting their return to work.

**“...the workshops and services of PWC were helping her get prepared for a new career.”**



# Demand for Services Continue to Increase!

The comprehensive PWC One-Stop Centers continue to show significant increases in the number of individuals seeking services as compared to this time last year. At North, the number of individuals signing in for services increased 146% from 2,088 in November 2007 to 5,145 in No-

vember 2008. At West, the increase was **150%**. 2,743 utilized services in November 2008 compared to 6,859 in November 2008. A sixteen year high in the number of new unemployment insurance benefits claims being filed each week is a primary reason for the increase. PWC staff continues to

meet with job seekers who require additional assistance and may require skills upgrading in order to return to the labor market.



**At the PWC West One-Stop Office, the increase was 150% over what it was a year ago. The North office showed a 146% increase.**

## Interesting Facts and Figures

**During the Second Quarter of Program Year 2008** (October—December 2008) **142 workshops were presented with 1,592 participants.**

To date **235** individuals have been trained in

**targeted industry clusters.** Targeted Industry Clusters are Health Care, Advanced Business Services, Aerospace, Bioscience, High Tech Mfg. and IT/Software occupations. Another **50** are being trained in **demand oc-**

**cupations.** Demand occupations include jobs that are always needed in a community.

During the same time period, at least 20 On-site recruitments were conducted and 11 job fairs took place.

## PWC Applies for Youthbuild Grant

On January 16, staff submitted the Department of Labor YouthBuild Grant for \$1.1 million to provide workforce development services (GED completion, academic and work-related skill attainment, gainful employment and connection to vocational/post-

secondary education) for young people between 16 and 24 years old. Phoenix Workforce Connection (PWC) will collaborate with six primary partners and a multitude of other community partners to implement a quality, outcome-based

YouthBuild Program. The program will focus on Sustainable Construction (Green Building) post-secondary education through Maricopa Skill Center and on-the-job training at Habitat for Humanity of Central Arizona.

**City of Phoenix/Community and  
Economic Development Department**

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Mission: To provide workforce  
solutions to businesses and  
individuals.



The PWC Board assists with setting local workforce policy and develops plans for the local workforce system. They identify training needs and help to develop a skilled, trained workforce to meet the needs of businesses and to empower individuals to get the skills they need to improve their employment opportunities.



## Phoenix Workforce Connection Board Members

- **Michael Fisher—Chair, Westcor**
- Julie Armstrong, Jobing.com
- Dee Wheeler-Cronin, Hope VI Project
- Tina Evangelista, Intel
- Cynthia Spell, Community and Economic Development
- Jim Godfrey, AZ MEP
- Traci Gruenberger, Lutheran Social Svcs of the Southwest
- Belinda Hanson, AZ DES
- J. Jeffrey Hipskind, Phoenix Electrical Joint Apprenticeship & Training
- Kristen Lopez, ASBA
- Maxine Jones, Aimco Precision, Inc.
- Anna Lira, AZ DES
- Jesus Love, US Bank
- Fred Lockhart, AZ Private School Association
- Josie Marie Martinez, The AZ Republic
- Xavier Morales, Ph.D., The Axios Group
- Judy Norris, Arizona Public Service
- Shawn Pearson, FIBCO Family Services, Inc.
- Lisa Odle, Odle Mgmt Group
- Diana Pike, Fox Entertainment Group
- Karen Poole, Ph.D., Maricopa County Comm. College District
- Melanie Radford, Phoenix Job Corps Center
- Lynn Reed, Literacy Volunteers of Maricopa County
- Michelle Rider, Greater Phoenix Economic Council
- Michelle Rill, Veridus
- Maureen Sterbach, St. Joseph's Hosp. & Med. Center
- Anese "Linda" Spearman, American Express
- Karen Thorne, Phoenix Indian Center, Inc.
- Maria Ramirez-Trillo, AARP
- John Underwood, Maricopa Skill Center
- Mark Weathers, Excaliber Precision
- Sarah Woods, Bayard Advertising