



WEST VALLEY PIPELINE REPORT

YEAR FOUR: 2022 UPDATE

OUR STORY

of West Valley Pipeline

WEST VALLEY PIPELINE — is a Regional Workforce Development Implementation Strategy to serve as the guiding document for the West Valley of Metro Phoenix in building the talent pipeline to move this region forward in a competitive fashion, attract new businesses and create employment opportunities for residents. Maricopa County is the fourth largest county in the nation. Over the next two decades, 50 percent of the growth in Maricopa County will occur in the West Valley, further validating the importance of this visionary study for the success of this area.

The West Valley Pipeline, with the leadership of WESTMARC, a West Valley regional hub representing 15 communities and 1.8 million residents, is designed to:

- Align resources to enhance workforce and education infrastructure for current and future occupations.
- Guide a diverse workforce to choose career pathways relevant to target industries.
- Provide employer access to responsive customized training, employee recruitment and business resources.

Implementing the West Valley Pipeline is a team effort. Its success depends on the continued participation of government, economic development, employers, workforce, education and training partners. A lead organization for each strategy will be identified. WESTMARC is prepared to support and coordinate the efforts of these West Valley Workforce Development Teams, and Industry Employer Collaboratives.

In 2016, WESTMARC and regional partners, Maricopa Association of Governments and Arizona State University, conducted a series of workforce surveys and industry SWOT analyses among key stakeholders in order to get a 360° assessment of the West Valley, including:

WHY

1. Increase high wage employment in the West Valley.
2. Support current and future industry workforce needs.
3. Promote West Valley's skilled, educated workforce.
4. Improve quality of life for West Valley residents.
5. Reduce resident commute times for employment.

- Industry
- Education and Workforce Development
- Local government
- Local Economic Development teams
- Commercial Real Estate
- Young Talent/Youth Leadership

WESTMARC and West Valley partners identified seven industry sectors. These industries show potential to quickly develop industry-preferred talent pipeline channels.

- Advanced Business Services
- Advanced Manufacturing
- Aerospace and Aviation
- Construction
- Health Services
- Information Technology
- Transportation and Logistics/Supply Chain Management

In 2017, with the assistance of business consulting firm Chabin Concepts, partnering with Applied Economics and FJMcLaughlin and Associates, WESTMARC compiled the data in partnership with Maricopa Association of Governments, Arizona State University and EMSI, which show the existing talent pool. To attract the high wage jobs in high intellectual capital industries, the West Valley Pipeline was created. The plan was finalized and adopted by the WESTMARC Board of Directors in 2018, with nine key strategies to implement over a five year period spanning 2018 – 2022.

The nine key strategies will aid West Valley Economic Development teams in attracting businesses who have quality jobs that West Valley residents seek, ideally to allow more West Valley residents to live/work/play in their communities of choice.

WEST VALLEY STRATEGIES AND GOALS

PILLAR 1

INDUSTRY & EDUCATION PARTNERSHIPS

- Address skills gap through partnerships
- Create career pathways for in-demand occupations
- Integrate soft skills in K-12
- Support STEM education
- Re-brand vocational education and Career & Technical Education (CTE)

PILLAR 2

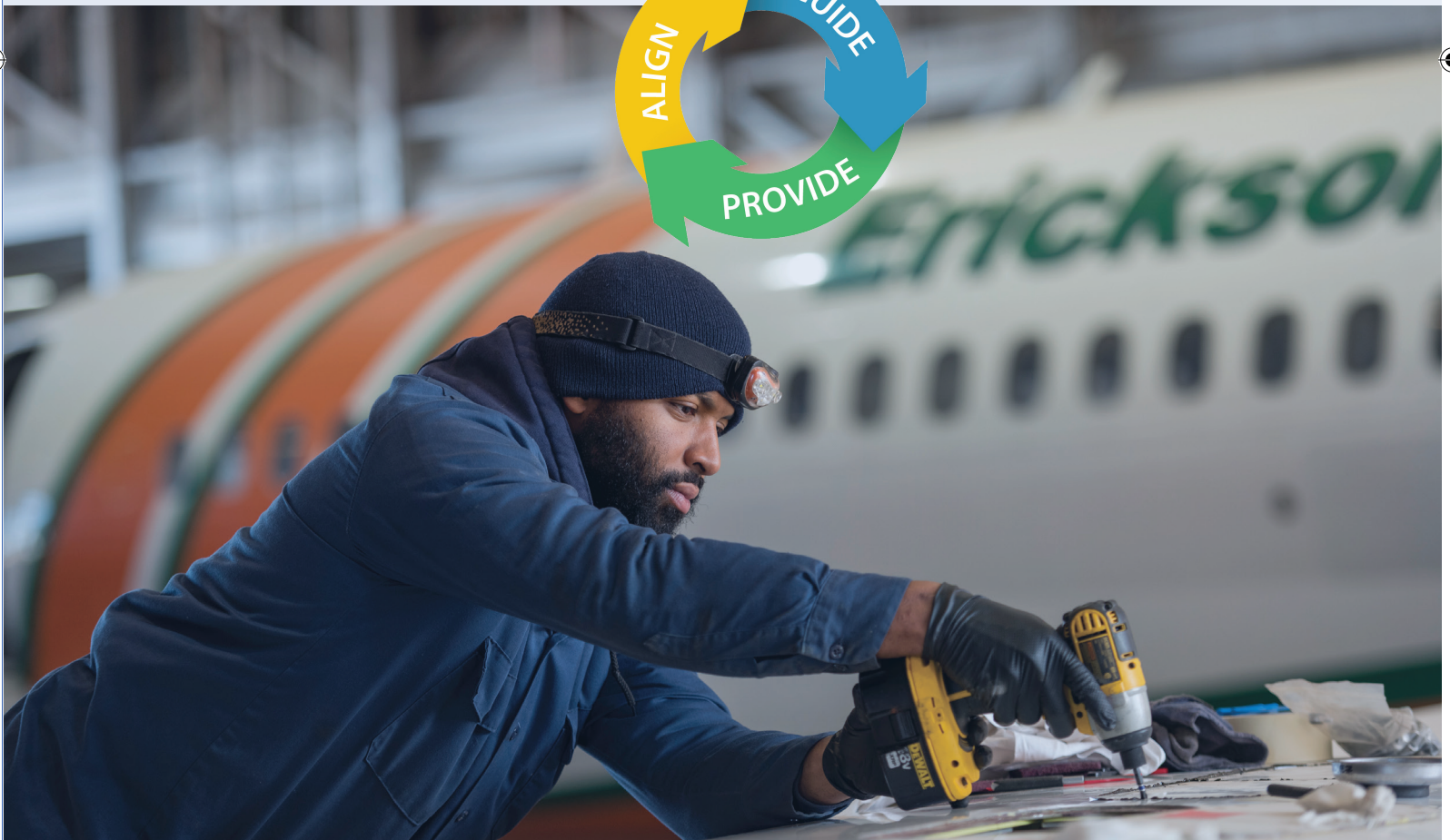
COMMUNICATION STRATEGIES

- Convey consistent message to employers
- Build key message platform
- Re-brand vocational education and Career & Technical Education (CTE)

PILLAR 3

COMMUNITY OUTREACH

- Operate regional collaborative business outreach program
- Conduct resident and commuter survey



PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Purpose:

Create collaborative industry sector partnerships for all target industry sectors.

Sample of Year 4 Accomplishments:

Arizona@WORK Maricopa County

As part of the Maricopa County Human Services Department, the Workforce Development Division is responsible for providing comprehensive workforce services for adult and youth job seekers and employers in Maricopa County. To achieve this, there two comprehensive career centers and eight community-embedded sites that include partnerships with Arizona cities and towns. A partnership was also developed in 2022 that provides access to Workforce Development services through Maricopa County Library District sites, providing community access to a wide range of services designed to assist career seekers. In addition to in-person and virtual employment skills courses, Maricopa County provides job fairs and connects people with barriers to employment to opportunities to obtain knowledge, advance their skills and access programs that promote self-supporting employment. Learn more at [Maricopa.gov/WDD](https://maricopa.gov/WDD).

Notable Achievements for our Program Year, 7/1/21- 6/30/22:

- Maricopa County hosted 66 hiring events/job fairs open to the community. These events, and all Maricopa County ARIOZNA@WORK services are always offered at no cost to participants.
- .More than 1,185 Maricopa County residents participating in Workforce Development programs earned an occupational certification or license. These are skilled workers new to their professional fields who are trained and ready to enter the workforce. Industries include health care, logistics and construction trades.
- Throughout the year, Maricopa County engaged with 1,253 employers and more than 14,400 residents. Services provided to employers include candidate referrals, promotion of open positions and employment opportunities to candidates and hosting hiring fairs to bring career seekers together with employers. Services provided to career seekers include resume building, interview skills training as well as grants for apprenticeships and professional certifications.
- Approximately \$900,000 in career training was provided to support 219 justice-involved individuals as they re-enter the workforce. This represents an increase of more than 70 percent over the previous year. Services provided to these individuals enable them to gain the skills, tools, uniforms, training and connections to reclaim self-sufficiency through meaningful employment.

Arizona State University West Campus

- Completed the first cohort of the AZNext Cybersecurity Hands-on Problem Solving Course. Comprehensive introduction to cybersecurity, preparing students for work in an IT security operations center utilizing the ASU West Campus computer labs. Graduated 7 students.
- Hosted a national cybersecurity conference, "Inside Perspectives: Cybersecurity experts share their stories from the field," giving students a first-hand look into the daily work life of cybersecurity professionals.
- AZNext-Knight/Swift Software QA Apprenticeship - This program allowed current ASU students the opportunity to combine classroom training provided by the University with hands-on projects in Software QA Analysis provided by Knight/Swift. The hands-on learning was held in the Knight/Swift lab located on ASU's West Campus. Utilizing Knight/Swift subject matter experts and relevant company projects, students worked these projects in groups with Knight/Swift personnel in the lab and remotely for 5-30 hours per week, then receive related training outside of work hours to further develop core skills needed for QA Analyst tasks. The first cohort of QA Analysts are completing the program as of October 2022 as we prepare for a second cohort in the Spring 2023.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Participated in the following West Valley events:

- Glendale Hiring Event on August 25
- Technology Summit on September 8
- Advance Manufacturing Career Expo on September 22
- 2022 JAG Student Leadership Conference/Resource Fair on September 29

American Indian studies Internship program

- The American Indian studies internship affords students the opportunity to relate their learning to the professional environment, through a structured practical experience. Interns earn up to three credits by contributing 50 hours per credit to their placements and successfully completing assigned academic tasks.
- Internships contribute to the education of the whole person by emphasizing the importance of work and by providing opportunities for self-reflection. Students' internships are chosen to build on their own interests and to relate what they have learned in school to its application in the workplace.

Buckeye Union High School District

BUHSD CTE has several trades programs on their 3 campuses.

- Buckeye: Welding, AG Mechanics, Automotive
- Estrella: Carpentry
- Youngker: Carpentry



"What I learned in this class is beyond anything I knew I was capable of doing. It's opened my eyes to many possibilities and opportunities and given me a chance to pursue a career in the field I always dreamt of. I'm glad to have taken this course and met all of my classmates as well as the teachers. They went above and beyond to make sure we understood the subject matter and we're able to execute it."

Fernando P.
ASU

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Center for the Future of Arizona

CFA's RetailWorks AZ supports the important role the retail sector plays in Arizona's economy and in the lives of many Arizonans, whose first job experience and skills are often acquired in retail and help develop professional skills that are applicable to other sectors. Through this initiative, CFA brings education and employee development together in support of front-line, entry level retail workers to make it easier and faster for retail workers to move up the career ladder within retail across Arizona and build a pipeline of skilled talent for adjacent sectors such as hospitality, health care, and business services.

20+ retailers across Maricopa County, most with stores in the West Valley and some have headquarters in the West Valley (Fry's, PetSmart) engaged in a Retail Employers Network to catalyze changes in upskilling and progressive talent management practices at retailers including: Fry's, PetSmart, Kohl's, Best Buy, Gap brands, Los Altos Ranch Markets, Lowe's, ACE Hardware, Safeway/Albertson's, Walmart, TJX Companies, Goodwill, CVS, U-Haul, WinCo and Walgreens. The Retail Employer Network members employ approximately 75,000 retail workers or 32% of the retail workforce in Maricopa County.

15+ different workforce development partners collaborating to promote retail careers and transferable skills to other sectors, and provide training and development for job seekers and incumbent workers. Workforce Development partners include ARIZONA@WORK City of Phoenix and Maricopa, Chicanos Por La Causa, Goodwill, Arizona Office of Economic Opportunity, Boys & Girls Club, Maricopa County Community Colleges and others. Continued supporting the National Retail Federation RISE-Up training programs through workforce development organizations.

Continued supporting the National Retail Federation RISE-Up curriculum and credentials for Career & Technical Education programs across Arizona High Schools. Led a quarterly Learning Circle webinar for sharing of best practices across school districts and adult education programs. Highlighted NRF Rise-Up Partner of the Year – Trevor G. Browne High School and CTE teacher, John Martin-Rigsby: <https://nrffoundation.org/blog/2022-honors-partner>; <https://www.youtube.com/watch?v=A5deoJVQZHU&t=7s>

National Retail Federation RISE-Up credentials approved for Prior Learning (PLA) credit at Rio Salado College for one course (Marketing) that can be used toward an Associate degree.

Continued championing the AZRetailCareers.com website to close knowledge gap about retail careers for job seekers, incumbent workers and workforce development partners.

Continued to partner with Pipeline AZ to build out retail career information and making it easier to find information on retail careers.

Dysart Schools

Dysart has a strong relationship with SunHealth, Banner, City of Surprise and Surprise Regional Chamber to name a few. We have found that working with businesses such as these have allowed us to identify gaps and identify areas of growth to meet industry demands.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Estrella Mountain Community College

- Up-skilling/Reskilling- EMCC works closely with local industry to better understand current and future workforce needs. Advisory Councils allow industry to better understand the curriculum at EMCC and advise on additional skills needed in the market.
- Innovation Summit- bring business together with entrepreneur students:
- Estrella Mountain Community College enjoys a continuing partnership with ASU's J. Orin Edson Entrepreneurship + Innovation Institute to build real-life solutions to challenges and opportunities facing EMCC and its students.
- EMCC and ASU E+I have offered six Community Innovation Summits from Spring 2020 through Fall 2022.
- Communication, Business, and Accounting students form teams, collaborate, and use entrepreneurial skills to develop innovative solutions for problems faced by local businesses, nonprofit agencies, and the college.
- Students address issues and propose solutions caused by the COVID-19 pandemic, and build awareness of EMCC's community instruction garden: <https://www.estrellamountain.edu/events/2020/virtual-community-innovation-summit>

Scholarships to address the skills gap:

- Avondale scholarship - Avondale EDGE-EMCC Scholarship Fund. Over the next three years, this fund will provide over \$430,000 in student scholarships. The scholarships are subsidized with federal dollars from the American Rescue Plan, which the city received to invest in the community, education, and local workforce to assist industries impacted by COVID-19. The scholarship covers tuition, fees, books, equipment and certifications, and is awarded to students in EMCC's culinary and nursing programs. Other programs may be identified in years 2 and 3 of the scholarship fund.
- The i-RAMM (Industry Recognized Apprenticeship Model) Training program at EMCC provides a work-based training program in Automated Industrial Technology (AIT) including the Semiconductor Quick Start Program. The benefits of the i-RAMM model include:
 - » Increased employee retention, expansion of talent pool and the ability to upskill employees to fill in-demand and specialized positions.
 - » Participants receive a national, industry-recognized credential.
 - » Employees receive structured, paid on-the-job training, mentorship and technical instruction.



**WE ARE HERE
TO HELP**
AT ESTRELLA MOUNTAIN COMMUNITY COLLEGE

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Semiconductor Quick Start Program

- Maricopa County is emerging as a global semiconductor industry hub. Major investment to the Greater Phoenix economy has presented the region with an opportunity to become a world leader in the industry. Semiconductor companies are opening new fabs in the East and West Valley and will hire more than 20,000 people in Arizona. EMCC is partnering with semiconductor companies around the Valley to provide a short-term training program that will qualify you to get hired in an exciting new career with full-time employment and benefits.
- 80 graduates with NIMS Certifications ready for entry level technician positions.
- Guaranteed interviews with TMS.
- Arizona Career Readiness Credential (ACRC) is part of the curriculum and students take the Professional Skills Assessment.

First Year Experience- EMCC has a new mandatory class focused on student success through exploration of academic, career, and life skills. This includes the study of goal-setting/success strategies, academic mindset, interpersonal skills, financial literacy, self-care strategies, diverse perspectives, and campus tools and resources. Students also develop an education/career plan utilizing career assessments and other college resources. Through this education the students are able to better prepare for college and identify a career path.

Grand Canyon University

Pre-Apprenticeship for Electricians

- In order to assist with the critical shortage of electricians, Grand Canyon University partnered with Rosendin Electric, Inc.
- Four 4 single college courses were created to assist students in university success, verbal and professional communication, mathematics, and electrical foundations, thus leading to a pathway into the electrical apprenticeship. Consisting of one semester, students are prepared in a variety of ways including hands-on activities, on-site demonstrations/tours, and in-class support from industry partners.
- <https://news.gcu.edu/gcu-news/grand-canyon-university-helps-fill-electrician-shortage/>
- <https://news.gcu.edu/gcu-news/gcu-unveils-pre-apprenticeship-for-electricians/>
- <https://news.gcu.edu/gcu-news/pre-apprenticeship-for-electricians-convenes/>

“Ensuring the West Valley’s economy continues a trajectory of strong and diverse growth, it’s vital to have a roadmap to build the workforce needed by our targeted industries. Our roadmap, West Valley Pipeline was created with the financial support and dedicated time of our parties and stakeholders. Most impressively and much appreciated, they have all remained committed in contributing and guiding this work for the past four years.”

Sintra Hoffman President & CEO,
WESTMARC

Page 7

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Maricopa County Workforce Development Board, ARIZONA@WORK

The Maricopa Workforce Development Board (MCWDB) is required every four years to author a unified Local plan describing its strategies for implementing the Workforce Innovation and Opportunity Act in the region, along with a two-year mid-cycle update to that plan. The current plan is active through program year 2023.

In addition to our Local Area Plan, the MCWDB also developed its new 2022 Strategic Plan which was approved by the full board on June 16, 2022. The plan is broken down into categories of our strategic goals, the development of our specific goals, and the actionable strategies and realistic metrics associated with each goal. A brief list of these goals are as follows:

Category One: Partnerships

Goal #1: Optimize the culture of collaboration among the core partners and providers.

Goal #2: Expand the role of the Maricopa County Workforce Development Board in regional economic development efforts.

Goal #3: Expand the role of the Maricopa County Workforce Development Board in the local education ecosystem.

Goal #4: Strengthen regional collaboration among the Maricopa County Workforce Development Board and other local workforce areas

Category Two: Impact

Goal #5: Increase participation of individual job seekers and businesses served across all Maricopa County Workforce Development Board title partner programs.

Goal #6: Maximize the scope of services available to individuals served by our title partner programs.

Category Three: Innovation

Goal #7: Position the Maricopa County Workforce Development Board as a forward-thinking strategic leader.

Goal #8: Create system-wide standards derived from implemented best practices that improve the scope and quality of services from partners and providers.

And lastly, on August 25, 2022, the MCWDB hosted its first in-person retreat since 2019. At the 2022 MCWDB Retreat, both returning and new board members gathered to develop ideas for innovation, best-in-class opportunities, and strategic conversations around current workforce initiatives, future goals, and focuses of each standing and ad-hoc committee. Since October 2021, the MCWDB has welcomed 10 new board members who are all eager and dedicated to ensuring that workforce training and investments are aligned with the needs of a workforce area's economy through the design, delivery, and oversight of the local workforce development system.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Northern Arizona University

- Northern Arizona University and Dignity Health Global Education partnered to develop an online MBA-Health care program. The first class of students started in January 2022 and another group started in August 2022. The program serves employees of all health care organizations, and those seeking a career in health care management.
- Northern Arizona University and Dignity Health Global Education also partnered to develop an online Master of Science in Nursing program, in addition to a short, online Graduate Certificates in Strategic Systems Leadership. Both programs will be available online in March 2023.
- In September 2022, NAU announced its A++ program. The Arizona Attainment Alliance is a partnership with the Arizona Commerce Authority, and all ten community college districts in Arizona, including the community colleges in the West Valley. The work of the Alliance will be shaped over the next year with a focus on:
 - Boosting the immediate college going rate of the state's high school graduates.
 - Serving a growing proportion of adults with some college but no degree.
 - Exceeding expected progression and graduation rates.
 - Increasing the postgraduate value of the credentials that students earn.
- NAU established the Access to Excellence program that will start in fall 2023. NAU will provide a tuition-free college education for Arizona residents pursuing an undergraduate degree for those coming from a household income of \$65,000 or below. \$65,000 is the median income for households in the state of Arizona. This applies to the NAU Flagstaff and Statewide campuses.
- The College of Engineering, Informatics, and Applied Sciences was funded to establish an Industry 4.0 Workforce Training Lab (I4TL). Training will focus on customized VR/AR, incorporate AI and machine learning, data mining and data science in workforce training. NAU's I4TL lab will provide on-demand service as well as regular training for Greater Phoenix companies.
- A comprehensive list of NAU academic programs and pathways was uploaded to Pipeline AZ to support its partnership with the Arizona Department of Education. High school students and counselors can now access NAU degree programs that match to career opportunities in Arizona.
- Professionals working in industrial and manufacturing fields that want to move from a technical position to a supervisory or management position can now earn a short, online certificate in Industrial Leadership from NAU.

The Office of Economic Opportunity

Multiple endeavors were made in the Maryvale Community as part of the Maryvale Initiative with partnerships made possible with Chicanos Por La Causa, Goodwill of Central and Northern Arizona, Maricopa County Community College District, Center for the Future of Arizona, City of Phoenix, Rio Salado College, Arizona State University Watts College, Arizona Department of Education, and ARIZONA@WORK Maricopa County.

OEO Workforce staff successfully led a collaboration between the Peoria Unified High School District and Lucid, enabling students, teachers and administrators from the Peoria Career & Technical Education program to connect directly with one of Arizona's leading manufacturers. The partnership offers the district's Automotive Technology graduates exposure to the Arizona Advanced Technology Network to advance their skills and careers in advanced manufacturing. This collaboration serves as a model for additional future collaborations between other high school districts and leading manufacturers in the state.

"The West Valley has grown exceptionally in the last five years and is anticipated to reach over 2 million residents by 2030. Estrella Mountain Community College is uniquely positioned to ensure the goods, products, and services our community needs to maintain our quality of life matches the pace of that growth. EMCC achieves its educational goals with a deep commitment to partnering with city governments, diverse industries, nonprofit entities, and other educational institutions to ensure our programs, degrees, and certificates are aligned with the community's demands and growing career opportunities in the West Valley."

Dr. Rey Rivera -
President Estrella Mountain Community College

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY A: Address Skills Gaps through Industry, Education, and Workforce Partnerships

Peoria Unified Career & Technical Education

Peoria Unified CTE works with a business advisory board that meets at least twice a year to identify any skills gaps within our 26 high school programs and develops an action plan to meet goals set within each program. Some of these areas are highlighted below.

Pipeline AZ

Industry Partnerships –

- Pipeline AZ's IT/Cybersecurity Industry Hub, in partnership with AZ Tech Council: <https://PipelineAZ.com/hubs/cyber>
- Pipeline AZ's Health Care Hub, in partnership with AHCCCS and ALTCS: Launching 2023
- West Valley Pipeline: <https://westmarc.PipelineAZ.com/>

Education Partnerships –

- SciTech Institute: <https://cso.PipelineAZ.com/>
- AZNext: <https://aznext.PipelineAZ.com/>
- Maricopa County Community College District: Glendale Community College (Glendale): <https://mcccd.PipelineAZ.com>
- Maricopa County Community College District: Estrella Mountain Community College (Avondale): <https://mcccd.PipelineAZ.com>
- My Future AZ, with the Arizona Department of Education, Center for the Future of Arizona, Arizona Business and Education Coalition: <https://myfutureaz.PipelineAZ.com>

Workforce Partnerships –

- Hiring Events, in partnership with ARIZONA@WORK, City of Phoenix, City of Glendale: <https://hiringevents.PipelineAZ.com/page/home>
- Arizona State University Opportunities for Youth: <https://ofy.PipelineAZ.com/page/general>

WESTMARC

- On April 28, WESTMARC held the annual Health Care Summit. This year's event included a panel to discuss Health Care Workforce.
- On May 17, WESTMARC hosted the annual Economic Development Summit. Several topics were addressed, with a focus on Workforce Development, Talent Attraction, and Talent Retention.
- On September 8, several West Valley cities, through WESTMARC, held the second annual Technology Summit. Several presentations included discussions on technology solutions, virtual reality, and artificial intelligence as both a workforce augmentation strategy and for the need of appropriate skills training for future technologies that do not currently exist.
- All events were attended by a cross section of government, education, and industry representatives.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY B: Create Career Pathways for In-Demand Occupations

Purpose:

To establish an education and workforce network with clearly defined and industry-informed career pathways.

Sample of Year 4 Accomplishments:

Arizona State University West Campus

ASU West campus - student teacher internship placements in these West Valley districts:

- Academy of Mathematics and Science Leadership
- Agua Fria Union High School District
- Anthem Preparatory Academy
- Archway Classical Academy
- Avondale Elementary District #44
- BASIS Charter School, Inc.
- Buckeye Elementary School District
- Buckeye Union High School District
- Calibre Academy
- Deer Valley Unified District
- Dysart United School District
- Empower College Prep
- Glendale Elementary District
- Imagine Charter
- Kaizen Education Foundation
- Legacy Traditional School
- Liberty Elementary School District
- Litchfield Elementary District
- Littleton Elementary District
- Maryvale Preparatory Academy
- Pendergast Elementary School District #92
- Peoria Unified School District
- Rosefield Charter Elementary School, Inc.
- Tolleson Elementary School District
- Tolleson United High School District #214
- Union Elementary District
- Vista College Preparatory, Inc.
- Washington Elementary School District
- Western School of Science and Technology, Inc

Grand Canyon University

Concurrent Enrollment Program with Maricopa Community Colleges:

- GCU partners with Maricopa Community Colleges to offer their enrolled AAS Nursing students an option to enroll in GCU's RN-BSN concurrently, or an option for their AAS nursing students who have a prior bachelor's degree in another field the option to obtain an RN-MSN degree.

Transition To Practice (TTP) Clinical Placements:

- Senior Nursing students apply to healthcare organizations seeking a 1:1 residency clinical experience with a preceptor employed by the healthcare organization. TTP experiences are provided with the intent that it leads to employment upon graduation and successful completion of the national NCLEX exam.

Canyon L.E.A.P (Local Education Agency Pathway) to Teach program:

- The pathway assists candidates as they work as a teacher of record in an elementary or secondary classroom and pursue a non-traditional route to teacher licensure with the support of their school district.
- First cohort makes L.E.A.P. to teacher certification - GCU Today <https://news.gcu.edu/gcu-news/more-new-teachers-take-the-l-e-a-p-to-certification/>

Graduate Certificate of Completion in Distance Learning:

- Develop foundational knowledge and skills which can be applied specifically to remote and distance learning contexts, while earning a graduate certificate of completion <https://www.gcu.edu/degree-programs/graduate-certificate-distance-learning>

GenCyber camps - Summer Camp to equip K12 Teachers to build the future Cybersecurity pipeline

- Teacher camp – June 26-30, 2023
- HS student camp – July 10-14, 2023
- <https://events.gcu.edu/event/genCyber-camp-2023/>

Test prep opportunities in the Cyber Center of Excellence (CCE) for industry cybersecurity certifications:

- The CCE has resources and practice exams for individuals seeking cybersecurity certifications

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY B: Create Career Pathways for In-Demand Occupations

Maricopa County Workforce Development Board, ARIZONA@WORK

In early 2022, it was decided to assign Maricopa County's designated "In-Demand Industries" to employees, thus creating a focused effort on targeted career pathways within each in-demand sector. From this, two new career pathway strategists were onboarded: Ron Drake, who covers IT, Finance, Insurance, Transportation, Warehousing, and Manufacturing, was brought on in February 2022; and Jordan Dodeward, who covers Health care, was brought on in April 2022. Steve Clark, Executive Director, covers Construction. Careers Pathways Strategist roles were not existing prior to this new focus.

Northern Arizona University

- Utilizing New Economy Initiative funding, NAU expanded its presence in Phoenix for physical and mental health programming including: Athletic Training; Occupational Therapy; Physical Therapy; Physician Assistant; Clinical Counseling; School Psychology; and Registered Nursing.
- In partnership with the Tolleson and Littleton Elementary School Districts, NAU developed a Grow Your Own teacher program. Community members can earn their bachelor's degree in elementary education, or special and elementary education, by taking classes on-site at both districts. These programs are eligible for Arizona Teachers Academy funding to pay for tuition and fees. Additionally, students receive a \$2,000 stipend in their junior and senior year of the program. The first cohort will begin in January 2023.
- NAU created a bachelor's completion program in Justice Studies to serve law enforcement personnel looking to advance into leadership positions within their department. The program is offered through Zoom technology, providing officers the benefit of live instruction with the flexibility of participating in class from anywhere.
- Working with law enforcement, NAU created a Master's in Organizational Leadership cohort designed to support law enforcement personnel with gaining the leadership skills to advance in law enforcement administration. The program is offered via Zoom technology, providing officers with the benefit of live instruction with the flexibility of participating in class from anywhere.
- NAU partnered with school districts across the state and in the West Valley to promote a program to train teachers to become school administrators and principals. The Master of Education in Educational Leadership is delivered through Zoom technology, offering busy teachers access to the program from any part of the state, with the benefit of engaging live with other students and the faculty.
- Cybersecurity – NAU expanded its B.S. in Cybersecurity program to include learning options in Flagstaff and Online. NAU also offers an online M.S. in Cybersecurity to serve West Valley IT professionals.
- Risk Management and Insurance: A non-credit online Risk Management and Insurance Certificate was established to assist working professionals with the understanding and training to deal with typical risk issues in business. Completers of the program will be able to: execute the steps of the personal financial planning process; formulate strategies and methods to maximize firm value; utilize techniques required for an insurance needs analysis; integrate risk management and insurance approaches for operational effectiveness; and apply strategic and policy analyses.
- Certificate in Financial Planning: A non-credit in-person and Zoom technology delivered Certificate in Financial Planning was developed by NAU. The program provides courses that fulfill CFP Board educational requirements. Upon completion of the coursework, students will be prepared to take the CFP® exam.

The Office of Economic Opportunity

Participation in the National College in High School Alliance (CHSA) Peer Learning Network to identify common barriers and opportunities across the state, as well as work on an Arizona Framework Analysis that will close equity gaps and promote quality. The Arizona Early College Advancement team included: OEO, Center for Future of AZ, AZ Western and Pima Community Colleges, Arizona Community College Coordinating Council, Department of Education, and CTE High Schools.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY B: Create Career Pathways for In-Demand Occupations

Peoria Unified Career & Technological Education

In 2021 Peoria Unified CTE added electronic vehicle curriculum to our automotive program and invested in SwitchLab (theswitchlab.com) trainer at Cactus High School after consulting with Lucid Motors.

In 2021 Peoria Unified CTE added a second Automation & Robotics program to meet the increased demand for Advanced Manufacturing in Arizona. Peoria CTE now has five Engineering Programs and two Automation & Robotics programs in our district for students to pursue this pathway.

Pipeline AZ

Pipeline AZ's IT/Cybersecurity Industry Hub:

The IT/Cyber Career Network platform serves students, job seekers and employers by acting as a navigation guide to career pathways in IT and cybersecurity across the state. According to Cyberstates 2021, an in-depth report compiled by the Computing Technology Industry Association (CompTIA), Arizona ranked eighth in IT job growth in 2020 and added 2,547 IT/cyber jobs. Valley employers posted an additional 4,394 tech jobs from the first quarter of 2021 to the second, representing a 26% increase. However, a severe shortage of technology workers in general—a problem even more acute for specific IT and cybersecurity skill sets—could ultimately hinder the region's technology industry and impede economic growth. The Arizona Technology Council, in collaboration with Pipeline AZ and the Partnership for Economic Innovation, launched the Arizona IT/Cyber Career Network, a scalable, online platform that connects employers with technology talent in the state's IT and cybersecurity sector. A unique way to address Arizona's tech-talent deficit, the IT/Cyber Career Network aims to transform how companies recruit in the Grand Canyon State. The IT/Cyber Career Network platform can be found at www.ITCyberCareers.com.

Pipeline AZ's Health Care Hub:

Health care has been projected to have more supply than demand for open positions and qualified workers. Through a contract with AHCCCS, Pipeline AZ is preparing to launch a health care hub in 2023, reaching Arizona K-12 learners, incumbent workers, and general audiences with information necessary to initiate, develop, and advance in health careers within Arizona.

Maricopa County Community College District (MCCCD) Pipeline:

Pipeline AZ and the Maricopa County Community College District have launched and enhanced Maricopa Pipeline, which is an enterprise solution, providing end-to-end career support for MCCCD students and alumni, as well as employers wanting to hire those candidates. With this curation, students and alumni can search for employers with job postings who give precedence to MCCCD candidates, in addition to educational options for if they want to further their education onward from MCCCD (such as a university).


My Future AZ:

My Future AZ's displays Career & Technical education opportunities, which highlight high-demand and high-wage careers students can pursue upon graduation. This can be applicable to the West Valley with students who already reside in the West Valley, or who could potentially be interested in relocating to the West Valley upon graduation for educational or workforce purposes.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS













STRATEGY B: Create Career Pathways for In-Demand Occupations


BUCKEYE UNION HIGH SCHOOL DISTRICT



Estrella Foothills
















CTE Programs by Career Cluster


Agriculture, Food & Natural Resources Culinary Arts 	Architecture & Construction Engineering Technical Theatre Carpentry 	Arts, A/V Technology & Communications Graphic/Web Design Technical Theatre 	Business Management & Administration Graphic/Web Design Social Media Business Technical Theatre 
Education & Training Education Professions 	Finance Social Media Business 	Health Science Medical Assisting Sports Medicine 	Hospitality & Tourism Culinary Arts Social Media Business 
Information Technology Computer Science Social Media Business Technical Theatre Engineering 	Manufacturing Engineering Technical Theatre 	Marketing, Sales & Service Culinary Arts Graphic/Web Design Social Media Business 	STEM Engineering Computer Science 



Youngker









CTE Programs by Career Cluster

Agriculture, Food & Natural Resources Culinary Arts 	Architecture & Construction Carpentry 	Arts, A/V Technology & Communications Graphic/Web Design Film & TV 	Business Management & Administration Graphic/Web Design Social Media Business Film & TV 
Education & Training Early Childhood 	Finance Social Media Business 	Government & Public Administration Law & Public Safety 	Health Science Medical Assisting Sports Medicine 
Hospitality & Tourism Culinary Arts Social Media Business 	Human Services Early Childhood 	Information Technology Computer Science Social Media Business Film & TV 	Law, Public Safety, Corrections & Security Law & Public Safety 
Manufacturing Carpentry 	Marketing, Sales & Service Culinary Arts Graphic/Web Design Social Media Business Film & TV 	STEM Computer Science 	



Buckeye Union

CTE Programs by Career Cluster

Agriculture, Food & Natural Resources Agriscience Automotive Technology Culinary Arts 	Architecture & Construction Agriscience Airforce JROTC Technical Theatre Welding 	Arts, A/V Technology & Communications Aerospace/JROTC Graphic/Web Design Technical Theatre 	Business Management & Administration Agriscience Aerospace/JROTC Graphic/Web Design Social Media Business Technical Theatre 
Education & Training Agriscience Aerospace/JROTC 	Finance Agriscience Aerospace/JROTC Social Media Business 	Government & Public Administration Aerospace/JROTC Law & Public Safety 	Health Science Agriscience Medical Assisting Sports Medicine 
Hospitality & Tourism Culinary Arts Social Media Business 	Human Services Aerospace/JROTC 	Information Technology Aerospace/JROTC Computer Science Social Media Business Technical Theatre 	Law, Public Safety, Corrections & Security Law & Public Safety 
Manufacturing Agriscience Automotive Technology Aerospace/JROTC Technical Theatre Welding 	Marketing, Sales & Service Agriscience Aerospace/JROTC Culinary Arts Graphic/Web Design Social Media Business 	STEM Agriscience Aerospace/JROTC Computer Science 	Transportation, Distribution & Logistics Automotive Technology Aerospace/JROTC 

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY C: Integrate Soft Skills in K-12 Curriculum

Purpose:

Promote a ready-for-work population that is sought-after by employers.

Sample of Year 4 Accomplishments:

Buckeye Union High School District

All of our CTE teachers and programs have access to online professional skills curriculum that lead to a professional skills credential through a software system called Major Clarity and Career Safe.

We are also confident that our students gain professional skills if they get involved in one of our CTSO (Career & Technical Student Organizations)

Dysart Schools

Dysart is using a new career and college readiness platform that helps guide Dysart's 6-12th grade students. The student has the opportunity to earn a General Employability/soft skills microcredential.

Estrella Mountain Community College

HACU Grow with Google Grant in High Schools

- Estrella Mountain Community College partnered with Youngker High School to offer their students Grow with Google's HSI Career Readiness Program free digital skills training and career workshops.
- Ninety-one Youngker Future Ready Program students invited to participate
- Students learned career and digital skills from "How to Prepare for Your Business Plan" and "Build Your Online Business" classes

Grand Canyon University

Professionalism Explore More Sessions

- Grand Canyon University College of Education students are invited to take part in Explore More professional development opportunities, allowing teacher candidates to develop the skills necessary to be a effective professionals. Students take part in engaging learning sessions on professional communication and professional dress, creating resumes, and practicing interviewing and presentation skills.

Canyon Center for Character Education

- The Kern Family Foundation awarded a \$2.27 million grant to Grand Canyon University to launch the Canyon Center for Character Education.
- The three-year grant, which commenced in 2022, will be used to elevate character formation among pre-kindergarten through 12th grade students and support current and aspiring educators to advance character education. The GCU Center was established to deepen the emphasis on virtue and character education in GCU's Master's programs in Educational Administration and Educational Leadership. <https://news.gcu.edu/gcu-news/kern-grant-launches-character-education-center/>

Soft Skills Updates to College of Education Course Curriculum

- Virtues and character traits, like service, citizenship, and are being embedded in GCU's Master's programs in Educational Administration and Educational Leadership, funded by a grant from the Kern Family Foundation.
- The GCU College of Education hosted a character education conference on Monday, December 13, 2021 in the GCU Arena, funded by the Kern Family Foundation. Approximately 2000 individuals attended the conference in person and virtually.

Conference aims to bring love back into community - GCU News

<https://news.gcu.edu/gcu-news/conference-aims-to-bring-love-back-into-community/>

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY C: Integrate Soft Skills in K-12 Curriculum

L.O.P.E.S. Academy

- The College of Education serves as teachers and leaders in the L.O.P.E.S. Academy on the GCU campus. Five full-time faculty members teach Christian Worldview or University Success to students with exceptionalities, who are attending classes at Grand Canyon University. College of Education students in the Special Education program support the L.O.P.E.S. Academy and act as buddies and assisting with soft skills for students with exceptionalities. <https://news.gcu.edu/college-of-humanities-social-sciences/l-o-p-e-s-academy-accents-possibilities-not-disabilities/>

Engaging Ed Tech Tools Used by College of Education

- Life with a First Year Teacher: The College of Education is working to uplift the field of education and giving the education community a view into a first-year teacher's classroom with the social media series "Life with a First Year Teacher." Episodes are released monthly and show what GCU Alum, Ms. Becca Wayne, is doing in her classroom. She shares her thoughts and planning, but also displays the learning happening in her classroom. Preview: https://drive.google.com/file/d/1TltQLjh7HSJ6gbJ5jPX7jmhcwETeuU_a/view?usp=sharing
- Teaching in Purple Blog: GCU's College of Education aims to connect virtually with students and prospective students through topical education blog posts in the Teaching in Purple Blog. Through blog contributions, faculty, staff and students are bringing awareness to the teaching profession and sharing expertise on various roles within the field of education. The blog is a growing educational blog space and utilized to elevate the multitude of rewarding benefits of the education profession. Blog Link: <https://www.gcu.edu/blog/teaching-school-administration/welcome-to-teaching-in-purple>

Multicultural Library and Model Classroom

- The Lopes for Literacy Multicultural Library houses a diverse collection of children's picture books and adolescent books. Our faculty and students are able to check out books and design lesson plans for students.
- The College of Education model classroom is designed to be a replicate of an early childhood/elementary education classroom. College of education students can become familiar with designing their prospective classrooms through emersion in this model classroom. Students gain experience implementing lessons in a classroom that looks and feels like theirs likely would, including materials such as children's books, math tools, and a small group table.

The Office of Economic Opportunity

Various West Valley high schools have adopted the Arizona Career Readiness Credential Program (ACRC), especially emphasizing the Professional Skills curriculum and assessment.

Statewide, Arizona's Board of Education approved the ACRC as ½ point credit toward schools' A-F grade for each earned by students in the K-12 system.

Some 1150 ACRCs have been earned in the West Valley since its inception in 2018

Peoria Unified Career & Technical Education

Peoria Unified CTE courses continue to assist students in the development of their professional skills by offering students opportunities to present to community members and stakeholders, practice leadership skills through the Career & Technical Student Organizations, participate in mock interviews and professional mentoring for employability, and provide community service engagement opportunities to help build a civic minded community.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY C: Integrate Soft Skills in K-12 Curriculum

Pipeline AZ

Junior Achievement (JA):

Junior Achievement of Arizona provides tools to give K-12 students a pathway to success. This includes teaching them financial literacy, work readiness, and entrepreneurship. JA works in partnership with Pipeline AZ by having their own subsite, <https://jaaz.pipelineaz.com/>. On this subsite, students who are affiliated with JA and under the age of 13 can take a career assessment. Students affiliated with JA and over the age of 13 can create an account and take an interest assessment. They also can learn more about JA's resources and learn more about JA's programs by clicking on buttons on the Pipeline AZ/JA subsite, which direct them to JA's website. Pipeline AZ is assisting JA with insight into student interest in industry and occupational areas, linking platform access, and building learner familiarity with career information via Pipeline AZ career exploration.

Opportunities for Youth (OFY):

Opportunities for Youth provides resources to people ages 16-24 who are either unemployed or unenrolled in schooling. They do so by having 18 reengagement centers located in Pipeline AZ, an Arizona career development and job skills exploration platform, and Opportunities for Youth (OFY), a collaborative partnership creating a comprehensive system of opportunity that reengages the valley's disconnected youth for employment and education opportunities, announced it has been selected for one of Valley of the Sun United Way's 2022 Workforce Development grants. The grant awards Pipeline AZ and OFY \$95,000 to co-lead an 18-month initiative to benefit youth and young adults ages 16 – 24 who are not working or in school. The new Opportunity Youth Pipeline AZ platform will increase access to education and employment opportunities such as hands-on, work-based learning, apprenticeships, and mentoring experiences.

STRATEGY D: Support Science, Technology, Engineering, Math (STEM) Education

Purpose:

To prepare students for today's and tomorrow's jobs, through fully-funded science, technology, engineering, and math (STEM) educational programs.

Sample of Year 4 Accomplishments:

Arizona State University West Campus

- Hosted national cybersecurity conference, "Inside Perspectives: Cybersecurity experts share their stories from the field," giving students a first-hand look into the daily work life of cybersecurity professionals.
- Establishment of an experiential learning opportunity, The Desert Restoration Zone, giving students hands-on experience restoring native plants to our Sonoran desert ecosystem.
- Establishment of the Carbon Sink Forest on West campus composed of 1,000 native mesquite trees planted to give students hands-on experience measuring carbon sequestration and contributing to localized neighborhood cooling.
- Received \$ 1.2 million in funding from the National Institutes of Health over five years to support students from underrepresented groups who are pursuing genomics research on ASU's West campus. The Training in Genomics Research (TiGeR) program provides financial support for each student in the program to fully cover their tuition and educational research-related expenses as well as health insurance, travel expenses to conferences and stipends. The program is geared toward underrepresented and minority students who have undergraduate degrees in computer science, mathematics or statistics and little to no previous experience working with genomics data sets, but who are now seeking training in genomics and bioinformatics.

Buckeye Union High School District

BUHSD CTE has a Coding program on all three of our high school campuses. We also have an Engineering program at Estrella Foothills. Furthermore, we have a Welding program on our Buckeye campus.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY D: Support Science, Technology, Engineering, Math (STEM) Education Center for the Future of Arizona

Possible Futures STEM Curriculum Implementation: CFA continues to support the expansion of the Possible Futures Curriculum within our current district and school partners, providing just-in-time training and support to assist school partners in expanding the use of Possible Futures resources, implementing My Future AZ within their schools, and expanding their capacity to provide quality career exploration experiences for students. These training sessions provide the opportunity for CFA to hear from implementing partners in order to continue to refine and improve the curriculum and resources. CFA supports school efforts to increase exploration of STEM careers, including with schools in the WEST Valley.

Pipeline AZ Information Technology/Cybersecurity Hub: CFA partnered with the Arizona Technology Council to create an Information Technology/Cybersecurity hub on the Pipeline AZ platform. This new hub launched in September and supports outreach, awareness, education, training, and broad talent development in IT and Cybersecurity across Arizona. Work continues to refine the content and user experience. The hub will serve as a model for other possible high-demand industry hubs in CFA pathways areas of Advanced Manufacturing and Health care.

Estrella Mountain Community College

Provided scholarship assistance for student participants of the STEM Summer Bridge Program.
Awarded scholarships through the Microsoft Datacenter Academy to students pursuing IT related career pathways.

Grand Canyon University

Canyon L.E.A.P. to Teach Pathways

This structured L.E.A.P. pathway prepares teacher candidates to earn their elementary or secondary education certificate with the Arizona Department of Education through an immersive learning experience that includes daytime teaching, professional development, mentor support, and graduate coursework. With mentorship at both the school site and Grand Canyon University, this comprehensive approach ensures that candidates are well-supported every step of the pathway and can thoroughly develop their pedagogical skills. If you have a paraprofessional or subject matter expert certified teacher looking to obtain a standard teaching certificate in the state of Arizona, the next cohort starts September 2023.

<https://www.gcu.edu/degree-programs/graduate-certificate-elementary-education>

<https://www.gcu.edu/degree-programs/graduate-certificate-secondary-education>

Northern Arizona University

NAU offered a STEM Focus Schools for the Future program. The program is a professional learning opportunity designed for K-8 schools who are interested in integrating STEM learning school-wide. The purpose is to assist Arizona public schools to develop a more STEM-literate workforce by building school capacity to design and implement effective STEM instruction.

The program is supported by the APS Foundation and Phoenix Suns Charities and serves several West Valley elementary school districts – Laveen, Littleton, Pendergast, Phoenix, Riverside, Tolleson and Washington.

The Office of Economic Opportunity

This year's Workforce Arizona Convening was developed in conjunction with Career & Technical Education and will have speakers, presenters and workshops focused on both workforce and CTE. In addition, OEO is in preliminary discussions with West-MEC on a partnership to develop and fund new 1-year CTE programs in Mechatronics and Electric Vehicle/Battery manufacturing.

PILLAR I: INDUSTRY AND EDUCATION PARTNERSHIPS

STRATEGY D: Support Science, Technology, Engineering, Math (STEM) Education

ACA/OEO has recently begun its 2nd partnership with Maricopa County Community College District for the development, funding and launch of a micro-credentialing quick-start program for the advanced manufacturing industry. The two quick-start programs are included in the Automated Industrial Technology Program at Mesa Community College and focus on wire harness, composites and semiconductor manufacturing.

Peoria Unified Career & Technical Education

- Partnering with the Arizona Educational Foundation to offer the teachSTEM program to our Early Childhood Education students
- Earned a grant through the Office of Maricopa County School Superintendents Office & State Farm to develop a STEM identity in our 7th-8th grade CTE classrooms, by utilizing Micro Bits to enhance programming skills
- Peoria CTE now has the MET Professional Academy courses as part of our program offerings which include honors courses in Bioscience, Medical Anatomy & Physiology, Engineering and Cybersecurity

Pipeline AZ

SciTech Institute:

SciTech Institute is a non-profit organization which aims to connect people interested in the STEM sector of education and employment with equitable access to be able to achieve this. They do so by hosting events to increase awareness and engagement which highlight education and career pathways dependent upon which of the STEM fields the participants want to enter. SciTech Institute works in partnership with Pipeline AZ by having their own landing page, <https://cso.pipelineaz.com/>. On this landing page, students can read about becoming a Chief Science Officer (CSO). CSOs are students in 6th-12th grade that serve as liaisons and STEM ambassadors to promote engagement within their communities of the STEM field. They can also take an assessment to determine the best education and career pathways based upon their answers and explore STEM fields.

AZNext:

AZNext is an initiative through ASU funded by a grant from the US Department of Labor. Participants don't have to be affiliated with ASU to qualify. This initiative offers certifications for participants to upskill or reskill to make them more qualified applicants for the careers they want to pursue. AZNext works in partnership with Pipeline AZ by having their own landing page, <https://aznext.pipelineaz.com/>. On this subsite, people can explore program training options. Examples include bootcamps, internships, apprenticeships, simulated work experiences, and training to hire. Pipeline AZ supports AZNext through digital infrastructure in referrals, enrollment, employer engagement and registration, and job matching at program completion for learners. People who are above the age of 17 and meet at least one of the criteria below can qualify:

- 1) Being interested in Advanced Manufacturing or IT/Cybersecurity
- 2) Having obtained a bachelor's or master's degree, or
- 3) Are currently employed and looking to upskill or move into a technology role

WESTMARC

The West Valley cities, through WESTMARC, applied for a National Science Foundation Regional Innovation Engines planning grant. The proposal, the Artificial Intelligence Ideation to Implementation pilot (AI-3 Living Laboratory) will create a "living laboratory" of participating businesses, education/training, and community partners to artificial intelligence solutions to address critical labor shortages and skills misalignment. Grant awards are expected to be announced March 2023.

At the invitation of the SciTech Institute, WESTMARC is actively participating on the West Valley STEM Hub Steering Committee, to suggest and support projects that support interest in STEM education in K-12.

PILLAR II: COMMUNICATION STRATEGIES

STRATEGY E: Convey Consistent, Regular, and Valued Messages to Employers

Purpose:

To effectively convey the West Valley message of unparalleled customized training and employee recruitment, screening, assessment, placement and incentives to existing and prospective businesses.

Sample of Year 4 Accomplishments:

WESTMARC

Continued the bi-monthly virtual Hot Topics series geared toward both regional and out of state stakeholders, to raise awareness of key issues for the purpose of business attraction covering:

- February – Transportation Infrastructure Investment
- April – Restaurant and Retail
- June – Multifamily Housing
- August – Office Development
- October – Emerging Young Leaders

Continued the bi-monthly Open for Business Virtual Tour series to share information about development in residential, office and industrial development, to drive awareness, interest, and tenant traffic to the region.

STRATEGY F: Build a Key Message Platform

Purpose:

To create and maintain a focused communications program for West Valley economic and workforce development professionals using a key message platform that is supported with factual proof points, images, and testimonials.

Sample of Year 4 Accomplishments:

Center for the Future of Arizona

Young Talent Retention: CFA has continued to collaborate on WESTMARC's strategic commitment to Young Talent, and its alignment to The Arizona We Want. For example, CFA team member Madison Rock moderated a discussion in which West Valley emerging leaders shared insights on their top priorities and goals and actions being taken to shape the region and state. This event extends from WESTMARC's commitment to Young Talent and new Emerging Leaders Award: <https://www.westmarc.org/emergingleaders/>

Quality of Life Metrics and Awareness: Through a partnership with WESTMARC, CFA is co-developing a series of metrics designed to measure the Quality of Life of West Valley communities and measure progress over time. Using the Quality-of-Life Wheel that has been adopted by the organization and integrates well with CFA's Arizona Progress Meters, the measures will be a public awareness-building tool designed to attract talent and businesses to the region.

WESTMARC

WESTMARC convened a cross-regional Marketing Committee of Public Information Officers to create a monthly editorial calendar to be promoted through WESTMARC and the partnership:

- January - Workforce
- February - Construction
- March – Health Care
- April - Education
- May - Advanced Business Services
- July - Aerospace and Aviation
- August – Information Technology
- October - Advanced Manufacturing

PILLAR II: COMMUNICATION STRATEGIES

STRATEGY G: Re-brand Vocational / Career & Technical Education

Purpose:

To shift the public perception of CTE trainings, jobs, wages and career advancement opportunities.

Sample of Year 4 Accomplishments:

ESTRELLA MOUNTAIN COMMUNITY COLLEGE

- High School Counselor meet with EMCC Program Managers- EMCC hosts high school CTE Directors to present CTE specific scholarship opportunities, college programs and the job outlook for these in demand fields. This program has started a dialogue between the high schools and the college so that we can better understand how to market programs to the high school students and the high school counselors can stay current on the college programs being offered.
- High School Students Experience a Hands CTE Field Trip- EMCC partners with local high schools to offer a Hands on Field Trip. Highschool juniors take a career assessment before coming to EMCC. Once on campus they receive a tour and are then split into groups based on the career assessment. CTE programs come to life as the students are able to experience the culinary program by baking cookies and understand the importance of how you wash your hands and the germs left behind when they visit nursing. Updating the way that we present CTE programs and making them hands on will help to re-brand these CTE programs.
- Using Technology to Re-Brand CTE Programs- VR Goggles are being utilized to present CTE careers to the high schools. In a partnership between EMCC and Chicanos Por La Causa VR headsets are being utilized to present the semiconductor industry and what a job working in this industry would look like. This pilot program will be expanded to other CTE programs.
- Using Technology to Re-Brand CTE Programs- VR Goggles are being utilized to present CTE careers to the high schools. In a partnership between EMCC and Chicanos Por La Causa VR headsets are being utilized to present the semiconductor industry and what a job working in this industry would look like. This pilot program will be expanded to other CTE programs.

Grand Canyon University

Canyon Teacher Residencies

- Emergency Substitute Cohort

Grand Canyon University College of Education's Emergency Substitute Cohort is offered to eligible students who have completed the necessary courses to effectively enter the classroom as a substitute teacher. Students are paired with a faculty advisor and assigned to a school district where they will serve as a substitute. Students receive their emergency substitute certification through the Arizona Department of Education. Students participating in this residency serve schools as paid substitute teachers while also completing field experience hours required for coursework. Students are supported by regular check-ins and coaching from their faculty advisor and school administrators. <https://news.gcu.edu/gcu-news/gcu-superheroes-answer-call-for-teachers/>

- Teaching Associate Residency

Grand Canyon University College of Education's Teaching Associates Residency is offered to eligible students who have completed the necessary courses to effectively enter the classroom as a teaching associate, also called a teacher's aide, paraprofessional, or instructional aide. Students are required to research the requirements of the school or district in which they hope to be employed and take the necessary steps to receive the required certification before entering the classroom. Students participating in this residency serve schools as paid support staff in classrooms while also completing field experience hours required for coursework and receiving support from college faculty and staff.

<https://news.gcu.edu/gcu-news/gcu-empower-union-has-students-coming-going/>

PILLAR II: COMMUNICATION STRATEGIES

STRATEGY G: Re-brand Vocational / Career & Technical Education

The Office of Economic Opportunity

OEO/ACA-led initiative to re-brand construction industry as a STEM-Centered, high-earning career pathway during 2019-2020. A similar project just began for the advanced manufacturing industry.

Peoria Unified Career & Technical Education

Currently Peoria CTE is not rebranding pathways, but incorporating specialties within current programs, i.e., Electric vehicle training within automotives and advanced manufacturing and semiconductor awareness within automation & robotics and engineering.

Pipeline AZ

West-MEC (Glendale):

West-MEC is a school district that provides CTE programs serving students residing in the West Valley. Students can either take classes at the West-MEC campus in Glendale (adult students), or if West-MEC has a partnership with their high school via satellite campuses, they can take the classes there (high school students). West-MEC offers career training programs for high-demand positions located in the West Valley. Examples include Pharmacy Technicians, Welding Technology, IT Security, and HVAC-R. Pipeline AZ supports West-MEC through My Future AZ, helping learners and instructors to find and complete pathways to Career & Technical education.
<https://www.west-mec.edu/>

CTE Options via My Future AZ:

On My Future AZ, students are shown data pertaining to average salaries, the education pathways required to obtain those careers, and what to expect in the outlook for that industry. Within My Future AZ, middle school learners can see High School options for CTE programming and plan for high school course selection which aligns to Career & Technical education goals. High school learners using My Future AZ can complete Course Planning, and identify course options, including CTE programs which help to facilitate post-secondary goals.
<https://myfutureaz.pipelineaz.com/careers/search>

STRATEGY H: Operate a Collaborative Business Outreach Program

Purpose:

To create a plan for economic development, workforce development agencies, and partners to jointly visit local businesses, and to communicate a coordinated message.

Sample of Year 4 Accomplishments:

Arizona State University West Campus

American Indian studies Internship program

- The American Indian studies internship affords students the opportunity to relate their learning to the professional environment, through a structured practical experience. Interns earn up to three credits by contributing 50 hours per credit to their placements and successfully completing assigned academic tasks.
- Internships contribute to the education of the whole person by emphasizing the importance of work and by providing opportunities for self-reflection. Students' internships are chosen to build on their own interests and to relate what they have learned in school to its application in the workplace.

Dysart Schools

Dysart is always reaching out to business and industry to partner with for work-based learning and internship opportunities. Dysart collaborates with the City of Surprise and the Surprise Regional Chamber to keep up on new businesses coming in the area.

PILLAR I & II: COMMUNICATION STRATEGIES

STRATEGY H: Operate a Collaborative Business Outreach Program

Estrella Mountain Community College

- Established an EMCC Alumni Community Advisory Group (ACAG). The purpose of the EMCC ACAG is to: a) advocate for the college in the community, b) engage as a volunteer for college events/activities, c) assist in scholarship fundraising efforts, d) connect & network with other alumni members to bridge the college with businesses and community organizations.
- Formed a partnership with the Southwest Ballet to award scholarships for students pursuing performing arts and theater degrees
- Created a scholarship partnership with the Southwest Valley Chamber of Commerce to support students in business related career pathways.
- Partnered with Southwest Gas to provide scholarships to students in Energy Career Pathways.
- Partnered with Anheimo Restaurant to provide scholarships in the Culinary Pathway.

Grand Canyon University

College of Humanities & Social Sciences has over 50 west valley social work and counseling intern sites for the program.

Changing Lives Outreach

- GCU student volunteers co-facilitate weekly psychoeducational groups in partnering schools, providing exploration of social-emotional topics such as peer relations, problem solving, decision making, managing conflict, and coping skills.
- GCU students volunteer within community organizations based on the needs of the organization's client population served.
- Partnerships with Deer Valley USD, Glendale Elementary SD, Phoenix Union SD, Victory Collegiate Academy, Rise Up Glendale, Future for Kids, Ohana, and Lutheran Social Services.
- Technology Advisory Board and Industry Subject Matter Experts regularly provide input into programs and curriculum.

Lopes Leap to Teach Career Fair

Each semester, the College of Education brings over 60 schools and districts to campus to meet with students at a Lopes Leap to Teach Career Fair. Students attend the hiring fair with their respective faculty members to meet with employers to discuss practicum and student teaching options, as well as have the opportunity to receive professional headshots.

<https://news.gcu.edu/gcu-news/aspiring-teachers-wooded-at-expo-even-to-alaska/>

Maricopa County Workforce Development Board, ARIZONA@WORK

With the onboarding of the MCWDB Careers Pathway Strategists (in-demand and health care), a collaborative business outreach strategy ensued. Starting in February and then starting in April, one of the first goals of the careers pathways strategists was to develop community, organization, and business partnerships and relationships. In progress towards this goal, both strategists have joined committees, workgroups, and collaboratives that were not prior relationships of the board staff. Combined, the two strategists have joined 11 committees and/or workgroups, created new contacts with 90 outreach meetings, and attended 53 community and organizational education and workforce events. Each strategist continues to research innovative practices and best-of-class workforce development initiatives.

PILLAR III: COMMUNITY OUTREACH

STRATEGY H: Operate a Collaborative Business Outreach

Northern Arizona University

- Risk Management and Insurance: A non-credit online Risk Management and Insurance Certificate was established to assist working professionals with the understanding and training to deal with typical risk issues in business. NAU is promoting corporate partnerships to train employees on risk management issues impacting businesses.
- Certificate in Financial Planning: A non-credit in-person and Zoom technology delivered Certificate in Financial Planning was developed by NAU. NAU is promoting corporate partnerships to provide employees of financial institutions with the coursework to practice as a CFP®.
- Tuition discounts: NAU continues to work with business, government, and educational organizations to offer their employees a 10% tuition reduction on its graduate and select online undergraduate degree programs.
- Continuing Education and Professional Development: NAU is in its third year of providing non-credit courses and custom training opportunities for local government, business and educational organizations. NAU is working with a West Valley manufacturer to train several of its newly promoted technicians on applied leadership principles as they move into supervisory positions.

The Office of Economic Opportunity

OEO collaborated with other agencies and community partners to assist 90 companies with the potential to create over 41,000 job opportunities throughout Arizona.

OEO/DES and other partners assisted four companies with rapid response services. Assisted four military bases with job fair outreach, collaboration partnerships and planning.

Peoria Unified Career & Technical Education

The following collaboration efforts have been built by the Peoria Unified CTE Department to enhance student experiences:

- Consultation with Lucid Motors on the integration of electric vehicle training into our automotive programs
- Sessions with SEMI Foundation, the Association for the semiconductor industry to collaborate on the following:
- Obtained a technician training checklist for the semiconductor industry to crosswalk with CTE courses & dual enrollment college courses available to Peoria Unified students.
- SEMI provided video & instructional materials to create awareness of the semiconductor industry in our 7th & 8th grade CTE classrooms.
- CTE Director presented at association meeting to establish relationships and set direct meetings with semiconductor companies for student tours, guest speakers, and potential internships.
- Established partnership with ASU's Mary Lou Fulton Teachers College and Glendale Community College to collaboratively create professional development opportunities for Peoria Unified teachers and Ed Professions students to attract more students to the program to fulfill labor market demands.
- Further established partnership with the City of Peoria and ASU E + I through Peoria Forward, providing students with a Youth Entrepreneurship ecosystem to support entrepreneurial mindset.
- Partnered with Ensign Group to establish a Certified Nursing Assistant (CNA) internship program whereby students can fast-track their ability to earn their CNA and enter the health care workforce.
- Peoria Unified's AFJROTC program is partnering with Vector Solutions to provide students with hands-on drone operation training so students can earn their drone pilot's license while in high school.
- We have partnered with McCarthy Building Companies to establish an ACE mentoring program at Peoria High School to serve students interested in learning more about architecture, construction and engineering career pathways.

PILLAR III: COMMUNITY OUTREACH

STRATEGY H: Operate a Collaborative Business Outreach Pipeline AZ

MCCCD Pipeline:

Maricopa Community Colleges offers Maricopa Pipeline AZ, an enterprise platform for their students and alumni starting at the beginning of their student journey. All along their guided pathway, they can get guidance for careers, internships, the ability to learn about workshops and internships and essentially gain continual insight about career readiness. Maricopa students and staff are excited to welcome employers to the platform to participate in internships, hiring needs/events and help inform about current career needs.

IT/Cybersecurity Hub:

The IT/Cybersecurity Hub lists high demand careers, education/training, as well as scholarships, which are all relevant to the IT/Cybersecurity industry. This industry has become one of the top industries for projected career outlooks in Arizona, alongside the Healthcare industry. Employers can request to have their scholarships posted on the hub, as well as to be featured on the hub.

WESTMARC

Created a new staff position, the Director of Regional Workforce Development, to coordinate with the various workforce development initiatives of the West Valley partners, and to further implement the West Valley Pipeline Workforce Development Strategy.

SUMMARY

Workforce is a key decision factor when companies determine their next site for business operations. West Valley leaders understand the importance of supporting implementation of West Valley Pipeline over a five-year period and beyond. West Valley Pipeline lays a solid the foundation and roadmap for developing and growing a high-quality workforce to serve targeted industries in this region. We know that continuing to attract leading companies will provide high-wage employment for West Valley residents and improve their quality of life by working close to home. Changing this employment paradigm will have a ripple effect on other aspects of a strong community. West Valley education is rich in opportunity with a growing and improved K-12 system, additional choices, and over 25 post-secondary education opportunities. But this plan is more than just growing numbers – it's making strategic connections between industry and education that will really move the needle. We look forward to your continued engagement as we move the West Valley forward together.

APPENDIX

Appreciation is extended to the dozens of stakeholders who participated in the West Valley Workforce Development Plan. Their participation ensured that the project team was provided information and diverse opinions.

Special thanks to the WESTMARC Board of Directors, Committee Members, and staff for their leadership and hard work to ensure that this project was inclusive and thorough.

EDUCATION / WORKFORCE DEVELOPMENT

Arizona State University
Jeff Kulaga
Shiela Shedd
Bobbi Magdaleno
ARIZONA@WORK
Elaine Farinas
Angie Favela
Heath Anderson
Tina Wadham
Kevin Dumcum
Dysart High School
Brianna Soto
Jada Thurston
Heidi Sanchez
Melanie Garcia
Estrella Mountain Community College
Paula Livingston
Glendale Community College
Scott Schulz
Fernando Camou
Michelle Alcantar
Goodwill of Central and Northern AZ
Troy Maskell
Grand Canyon University
Zack Merhavy
Emily Ghena
Angela Bratt
Mike Mobley
Jacqueline Smith
Littleton Elementary
Roger Freeman
School District
Maricopa Community Colleges District
John Catapano
Midwestern University
Dennis Paulson
Northern Arizona University
Doug Small
Susan Johnstad
Briana Keen
Peoria Youth Advisory Board
Maylee Acosta

Cassidy K. Gatrost
TruPath
Peter DiFilippantonio
University of Arizona
Justin Finnerty
Julie M. Trujillo
University of Phoenix
Barbara Snyder
West-MEC
Katie Mehin
Thomas Bogart
Greg Donovan
Jack Erb
Stephen Weltsch
Diane McCarthy
Elyias Maldonado
Willow Canyon High
Cassidy Cosgrove
Edith Micu

GOVERNMENT AND EDO

Arizona Commerce Authority
Tyler Gentry
City of Avondale
Mayor Kenn Weise
Dan Davis
Cheryl Covert
City of Buckeye
David Roderique
Mayor Jackie A. Meck
Mayor Eric Orsborn
Roger Klingler
City of El Mirage
Tom Doyle
Mayor Lana Mook
James P. Shano
City of Glendale
Mayor Jerry P. Weirs
Kevin Phelp
Kristen Stephenson
City of Goodyear
Michelle Lawrie
Mayor Georgia Lord
Brian Dalke
City of Peoria
Mayor Cathy Carlat
Jeff Tyne
Scott Whyte
Kirsten Hall
George Colebrook
Tamara Shreeve
City of Phoenix
Mayor Greg Stanton
Daniel Valenzuela
Michelle Pierson

Lori Collins
City of Surprise
Mike Hoover
Mayor Sharon Wolcott
Bob Wingenroth
Suzanne Boyles
Town of Wickenburg
Mayor Everett Sickles
Vince Lorefice
Aaron White
GPEC
Brad Smidt
Katherine Pappas
MAG
Anubhav Bagley
Jami Dennis
Peter Burnett
Amy St. Peter
Town of Gila Bend
Tim Suan
Michael Celaya
WESTMARC
Sintra Hoffman
Kimberly Jordan
BUSINESS AND INDUSTRY
Abrazo West, Stan Holm
AMR, John Karolzak
APS, David Bentler
AMP, Malcom Green
Aviage Systems
Douglas Hill
John Cusic
Banner Health, Courtney Ophaug
Bowman Consulting, Joe Cable
Charles Schwab, Amy Munson
Discover, Karlie Andres
SRP, Karla Moran
USAA, Latasha Causey
West Valley National Bank, Candice Wiest
White Tank Mountains Conservancy
Les Meyers

COMMERCIAL REAL ESTATE

CBRE
Valentin Hernandez
Rusty Kennedy
CRESA Real Estate, Ted Liles
Cushman & Wakefield, Sheila Bale
Jones Lang LaSalle, Bill Honsaker
Novo Development, Kurt Rosene
Plaza Companies, Bill Cook
The Opus Group, Ron Ensley

FUNDING PARTNERS

Avondale

GMFTZ
Greater Maricopa Foreign Trade Zone


AVIAGE SYSTEMS
昂际航电


Glendale
ARIZONA


City of
EL MIRAGE
Arizona


SNP[®]


BUCKEYE, AZ


Town of
GILA BEND
JEWEL OF THE DESERT


SURPRISE
ARIZONA


CITY OF
Goodyear


THE CITY OF
Litchfield Park


City of Phoenix


CITY OF
TOLLESON
ARIZONA


MARICOPA
COMMUNITY COLLEGES


Town of Wickenburg


PEORIA
ARIZONA


WESTMARC


WESTMARC

15 Communities... One Voice

Western Maricopa Coalition

WESTMARC

6751 N. Sunset Blvd. Suite 210

Glendale, AZ 85305

Phone: 623-435-0431

www.westmarc.org

Sponsored By: 