



ADVOCACY AD HOC TASK FORCE MINUTES – February 1, 2011

Maricopa County Human Services Department, 234 North Central, Suite 3201, Phoenix, Arizona 85004

1. Call to Order -Chair Greta Suda called the meeting to order at 10:06 AM.

2. Roll Call: Quorum

Present

Greta Suda (T)
Patrick Burkhart
Rodney Pack
Shellie Frey (T)
Ben Serio (T)

Excused/Absent

Tina Huff

Staff

Dawn Zimmer
Kristen Merser
Curtis Shaw

3. Approval of Minutes—Action

Rodney made a motion to approve the minutes from December 7th, Patrick seconded, the motion carried.

4. ION inclusion of business services product/service —Discussion

Suggestions for February ION:

- *Microsemi reverse job fair*
- *Was Federal New Hire Tax Credit extended?*
- *WIA spending and number of beneficiaries*
- *Distribute/post SESP detailed information with Feb. edition (did not occur in December)*

Dawn is waiting for feedback from the City of Phoenix, but will add partial numbers. The MWC business services team received Kudos that will be published in the February edition.

5. Employer Recognition Event – Discussion

- *Engaging the business community; recognition event?*
- *Ads in other organizational newsletters*

Curtis and Dawn explained that the purpose of the event was to connect with the business community and let them know what resources are available. Goal of the effort is = to strengthen relationships with employers who work with MWC and introduce new employers to how MWC services can aid in their success. The group discussed having a manageable agenda for the first event and emphasized the small businesses hunger for knowledge and need to feel like they are getting something out of it.

The event will be structured as a workshop luncheon instead of an employer recognition event so employers feel included and educated about common business problems and solutions. Workshops will include a labor law and immigration presentation by Neil Alexander, and a presentation or video testimonial about MWC services and success stories.

March and April may be too busy for employers; Curtis suggested holding it in late April or May. The group discussed holding a luncheon event from 10 until about noon. If the first event at the West Valley Career Center has strong response, a follow-up event may be planned at the Gilbert Career Center after its expansion in July and possibly make the event annual. Dawn explained that WIA and County policies limit use of vendors and prohibit the purchase of food. Dawn will follow up with Ann at AzEAC to co-sponsor event and provide those items.

Patrick recently spoke at a luncheon event for private education providers with about 100 attendees. It was an employer recognition event for ten of the larger institutions and their closest employers. Patrick was unable to stay for the entire event, but said the luncheon format seemed to work well for them.

6. SESP – Discussion

About 200 people have enrolled in SESP, a majority are apprentices. Since the program began in December, \$2.9 million was awarded to MWC, PWC and partners. The *Phoenix Business Journal* is running a story to spark employer interest and investment. Most apprenticeship programs are setup through Gateway Community College because it is the only accredited program. SESP was pitched to *The Arizona Republic* and will be discussed during a planned interview on a separate but related topic.

7. Legislative Staff Visits – Discussion

- *AAWD on board?*
- *Should meetings be set to coincide with next AAWD meeting?*
- *Materials needed*

Congress is discussing the possibility of \$30-\$100 billion in cuts to discretionary spending. President Obama has proposed a 5-year freeze to domestic spending. WIA is operating on a continuing resolution until March 4th, and Patrick is unsure whether WIA will be reauthorized in this Congress. The WIA program has received appropriations for 7 years without reauthorization, so it is not likely a priority. WIA recipients should position themselves for flat spending. Talks are of bringing spending back to '08 levels, but funding has been flat since then, so that would be the best possible outcome. The President to release budget on February 14th and the group will discuss then.

The group discussed contacting Jeff Flake (R) who is a member of the House [Committee on Appropriations](#). Ed Pastor is a former member of Maricopa MWC. Patrick suggested holding out for the President's budget before deciding how engaged we need to be.

8. Next Steps—Discussion

Confirmation of bi-monthly meetings for remainder of PY

April 5, 2011

June 7, 2011

Determine directives to be brought forward to the next meeting

9. Call to the Public -- No members of the public were present.

10. Adjournment -- Chair Suda adjourned the meeting at 10:49 AM.