

# **GREATER PHOENIX CHAMBER FOUNDATION**

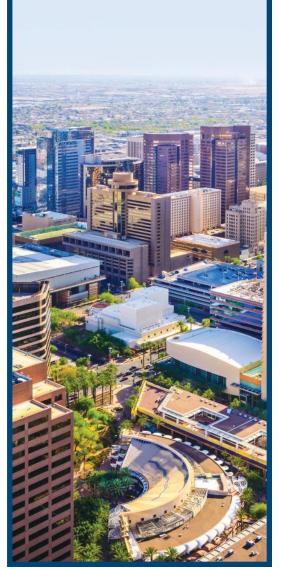


Promoting economic prosperity and quality of life for the Greater Phoenix region

# CHAMBER LONNDALION GKEVLEK MIDEUIX

## GPCF

The Greater Phoenix Chamber Foundation (GPCF) leads the charitable and education objectives of the Greater Phoenix Chamber of Commerce (GPCC) and promotes economic prosperity and quality of life for the Greater Phoenix region. The Foundation's charitable activities focus on community development, improving health and prosperity for the region.



#### WORKFORCE DEVELOPMENT

Serving as an intermediary, GPCF hosts five employerled industry workforce collaboratives to address the growing skills gap facing our community.

#### Industries served:

- Construction
- Cybersecurity
- Financial Services
- Hospitals



#### WELLNESS ATOZ

An initiative that is making the Greater Phoenix region known as a destination for healthy talent and a healthy community.



#### RESEARCH

In partnership with education and research organizations, GPCF publishes bi-partisan white papers focused on economic and community development.

# EDUCATION

GPCF believes education is for everyone and supports initiatives that improve learning outcomes for Arizona's students.





#### Wellness AtoZ serves over 200,000 individuals across Arizona.

Use the four Wellness AtoZ toolkits to kickstart your wellness program or to complement your existing program.

#### **EatWELL**

OFFER HEALTHY FOOD OPTIONS SO YOUR EMPLOYEES CAN FEEL THEIR BEST EatWell offers solutions to help employees make better food choices. Wellness AtoZ Employers receive standardized, nutritional guidelines for healthy snacks and meetings designed by a team of registered dieticians.





# LiveWELL

INSPIRE HEALTH AND WELLNESS AT WORK

LiveWell modular communications enable companies to promote employee wellness through monthly themed newsletters designed to engage employees. Each month includes a piece on preventive health, nutrition, physical activity, community and a real life story about how Wellness AtoZ is impacting a local individual.

## **PlayWELL**

WELLNESS WONDERS OF ARIZONA

PlayWell's Wellness Wonders of AZ challenge highlights unique features of our state and encourages outside physical activity. This bi-annual activity challenge is a great way to add variety to your wellness calendar. Employers receive a communication package and marketing materials to roll out to employees. Best of all, there are many opportunities for employees to win great prizes!



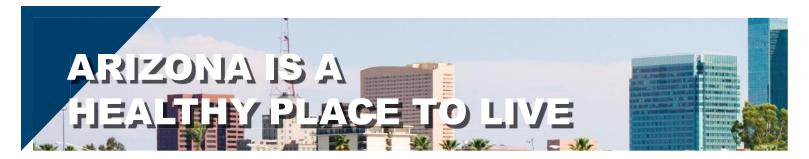


#### WorkWELL

MEET EMPLOYERS WHO LEAD THE WAY IN WELLNESS

WorkWell provides a way for companies to share best practices and recognizes those companies that are leading the way! From small companies to large, WorkWell is an inventive way to learn from others and generate ideas about the variety of ways to offer wellness programs. Send a representative from your company to attend the next WorkWell Quarterly Forum!

To learn more about Wellness AtoZ, contact Project Manager, Nicole Pepper 602.495.2198 | npepper@wellnessatoz.org





Wellness AtoZ is making Arizona and the Greater Phoenix region known as a destination for healthy talent and a healthy community. It offers free solutions for all businesses, complementing existing programs or offering tools to build your own.

#### WELLNESS AtoZ DRIVES A CULTURE OF HEALTH

Wellness AtoZ employers benefit from:

- Dynamic company culture that celebrates Arizona wellness activities
- Access to turnkey wellness toolkits and marketing materials
- Modular tools to complement your existing wellness program
- Absolutely no cost to your business, only gain
- A business distinction as a recognized Wellness AtoZ employer

#### WELLNESS AtoZ PRINCIPLES

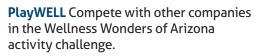
The four Wellness AtoZ principles are designed to promote employee wellness efforts in Arizona.

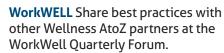


**EatWELL** Provide healthy food choices to your employees in your breakroom and at catered meetings.

**LiveWELL** Send monthly communications to your employees promoting health and fitness.







## Wellness AtoZ Employer Testimonials

"The Chamber offers innumerable benefits to Delta Dental of Arizona, but as an employee-centric organization, we've really enjoyed the benefits of Wellness AtoZ. Our HR department is very small, so getting professionallydone, timely, and expansive wellness materials for distribution is wonderful." Brad Clothier, Delta Dental of AZ

"Wellness AtoZ jumpstarted our wellness program. As a non-profit, we didn't have the resources to put a wellness program into place that would really benefit employees – Wellness AtoZ did that for us! Had it not been for Wellness AtoZ, we wouldn't have had such great success in such a short period of time." Deb Powell, Foundation for Senior Living "The Wellness AtoZ initiative aligns nicely with the Healthy Arizona Worksite Program (HAWP). Wellness AtoZ asks businesses to pledge their support to build a healthier community by implementing worksite wellness activities for employees, and HAWP provides the training, tools, and resources to make worksite wellness impactful by using an evidence-based approach." Sherry Haskins, MCDPH



#### JOBS. GROWTH. OPPORTUNITY.

Availability of quality talent is the key to a vibrant and growing economy. With the U.S. unemployment rate at an all-time low, employers are trying new, innovative approaches to address their growing workforce shortages and GPCF is leading the way.

# **Top 5 Reasons for Difficulty Filling Jobs**



- · Lack of available applicants
- Lack of technical competencies
- Lack of experience
- Lack of workplace competencies
- Potential employees looking for higher pay

## **Businesses Need Talent**

Companies are basing expansion and relocation decisions on the availability of talent in a city or region. Without just-in-time, turnkey training, the Greater Phoenix region risks losing companies and high-wage jobs. Using the U.S. Chamber of Commerce Foundation's Talent Pipeline Management framework, employer-led workforce collaboratives provide solutions by:

- Driving Value Creation: Employers play a leadership role, serving as the end-customers in closing the skills gap for jobs most critical to their competitiveness.
- Organizing and Managing Pipelines: Employers organize and manage flexible and responsive talent pipelines in partnership with other employers and their preferred education and workforce providers.
- Measuring Incentives and Driving Performance: Employers establish measurements and incentives designed to reinforce and improve performance across all education and training providers.

# 49% of employers today are

unable to fill open positions

50% of companies can't take on new business due to the skills gap

## 40%

of students fail to complete their postsecondary education

50% of graduates are unemployed or underemployed





**The Greater Phoenix Chamber Foundation** subscribes to the employer-driven U.S. **Chamber Talent Pipeline Management** (TPM) model which uses supply chain principles to align educational outcomes with employer talent demands.



To learn more about Workforce Development, contact a workforce development coordinator 602.495.2195 | workforce@phoenixchamber.com

# Rokkense Mokkense



#### Construction

The lack of a skilled-labor workforce in the Greater Phoenix region is not only slowing the pace of growth for our construction companies, it is also hindering regional economic growth as projects continue to see delays. The construction collaborative developed a career pathway and identified pain points at the prespecialty and supervisory levels, identifying a need to provide training through micro-credentialing. Contractors and subcontractors, both commercial and residential, developed a cohesive plan of action that includes attracting more talent into the skilled trades.

Strategic objectives:

- Launch a unified marketing and branding campaign to highlight skilled trades and grow the talent pool in Arizona;
- Utilize the U.S. Chamber of Commerce Foundation's (USCCF) Talent Pipeline Management framework to better align educational outcomes with employer demands.

**Interested in engaging?** We are looking for construction owners, hiring managers and HR representatives that are ready to work together to build a more robust talent pool.



Visit AZCyberTalent.com

## Cybersecurity

Arizona has a booming technology sector, leading to a rapidly growing need for a more robust IT workforce and thousands of open cybersecurity positions across the state. Meanwhile, there is a strong and growing cybersecurity ecosystem in Arizona with nationally recognized education programs, two state-of-the-art cyberwarfare ranges and one-of-a-kind partnerships working to defend against cyber attacks.

This employer-led collaborative consists of industry professionals, educators and training partners working to address talent shortages for security analysts at the junior, mid and senior levels.

Strategic objectives:

- Increase the number of workplace and work-like experiences in Arizona through intensive bootcamps, internships and apprenticeships;
- Drive career awareness of AZCyberTalent.com and execute a collaborative marketing strategy;
- Align and expand education and training to meet industry needs.

**Interested in engaging?** We are looking for employers, education and training providers and others who are interested in promoting Arizona as the place for cybersecurity talent.

To learn more about Workforce Development, contact a workforce development coordinator 602.495.2195 | workforce@phoenixchamber.com

# WORKFORCE COLLABORATIVES



## **Financial Services**

Arizona is a financial services center with a growing number of positions, especially entry-level financial advisors and investment professionals. As the number of jobs continues to grow, companies are struggling to find the talent they need to grow their operations. Several companies, who are typically fierce competitors for clients and talent, now pursue a collaborative approach to meet the increasing workforce demand.

In partnership with the City of Phoenix's ARIZONA@WORK, the Financial Services Workforce Collaborative launched a successful training program in November 2017 that utilized Workforce Innovation and Opportunity Act (WIOA) funding to prepare individuals to pass the Series 7 license exam. This program assists employers by training job seekers before employment.

Strategic objectives:

- Scale the Series 7 license pilot program to grow the financial services talent pool in Arizona;
- Expand WIOA funded training to an additional license (e.g. Series 6 or Series 66);
- Explore opportunities to improve exam pass rates through training programs with existing providers.

**Interested in engaging?** We are looking for companies that are hiring individuals requiring financial services licenses (i.e. Series 6, 7 and 66).

# Hospitals

By 2025, Arizona is expected to have the largest nursing shortage in the country with over 28,000 unfilled registered nursing positions.

HR representatives and talent acquisition managers of the region's largest hospital systems identified challenges filling specialty nursing positions, which ultimately impacts their ability to hire new nursing graduates, further compounding the nursing shortage. The collaborative is identifying ways to address this gap by recruiting from other markets, and upskilling and backfilling from the industry's existing talent pool.

Strategic objectives:

- Launch a marketing and branding campaign to promote Arizona's collective health care assets and aid in the recruitment of specialty nurses to the region;
- Develop and reinvent a transition to practice simulation center model to increase the number of nurses and surgical technicians with specialty training experiences;
- Identify new opportunities to expand workplace experiences, including development of an apprenticeship for specialty nurses.

**Interested in engaging?** We are looking for HR representatives from hospitals in the Greater Phoenix region who are willing to work together to solve this growing challenge.







# **2018-2019 BOARD OF DIRECTORS**

CHAIR JEFF STELNIK Senior Vice President, Blue Cross Blue Shield of Arizona **Paul Blue** Associate Principal Paslay Management Group

Mathew Buchwald Sr. Vice President/Sr. Client Manager Global Commercial Banking Bank of America Merrill Lynch

Latasha Causey Director, Phoenix Operations, Regional Site Management USAA

**Brad Clothier** Executive VP of Business Development Delta Dental of Arizona Janna Day Managing Partner AZ Policy Connect

**Phyllis Senseman** Agency Manager Hiscox USA

Maureen Sterbach, SPHR Arizona Service Area Vice President Human Resources Dignity Health

#### THANK YOU TO OUR SPONSORS



COX.







BANK OF ARIZONA







ARIZONA DIAMONDBACKS



Cigna

A DELTA DENTAL

Greater Phoenix Chamber Foundation 201 N. Central Ave., Ste. 2700, Phoenix, AZ 85004 | P: 602.495.2195 foundation@phoenixchamber.com | phoenixchamberfoundation.com

The Greater Phoenix Chamber Foundation (GPCF) leads the charitable and education objectives of the Greater Phoenix Chamber (GPC) and promotes economic prosperity and quality of life for the Greater Phoenix region. For more information, visit **phoenixchamberfoundation.com** 

9/7/2018 V9