

GREATER PHOENIX CHAMBER  
**FOUNDATION**

**EDUCATION  
WORKFORCE  
WELLNESS  
RESEARCH**



# Greater Phoenix Chamber Foundation

The Greater Phoenix Chamber Foundation (the Foundation) convenes and catalyzes business, education, and community to enhance college and career readiness, develop a stronger workforce, and build healthier communities throughout Arizona. The Foundation, a 501c3 nonprofit organization, leads the charitable and education initiatives of the Greater Phoenix Chamber under the four pillars of education, workforce development, wellness, and research.

## Workforce Development

The Foundation serves as an intermediary between business and education, convening six employer-led workforce collaboratives to address the growing skills gap facing our community. Each collaborative focuses on engaging key stakeholders to develop and champion holistic and scalable workforce solutions for the Greater Phoenix region and the state of Arizona.

## Education

ElevateEdAZ prepares individuals for college and career through stronger alignment between education, business, and the community.

## Wellness

Wellness AtoZ makes Arizona and the Greater Phoenix region known as destinations for healthy talent and healthy communities.

## Research

The Foundation publishes data-driven research on public policy, economic impacts, and community issues with the purpose of informing policymakers, business leaders, and the general public.

## Industries Served



Advanced Manufacturing



Construction



Cybersecurity



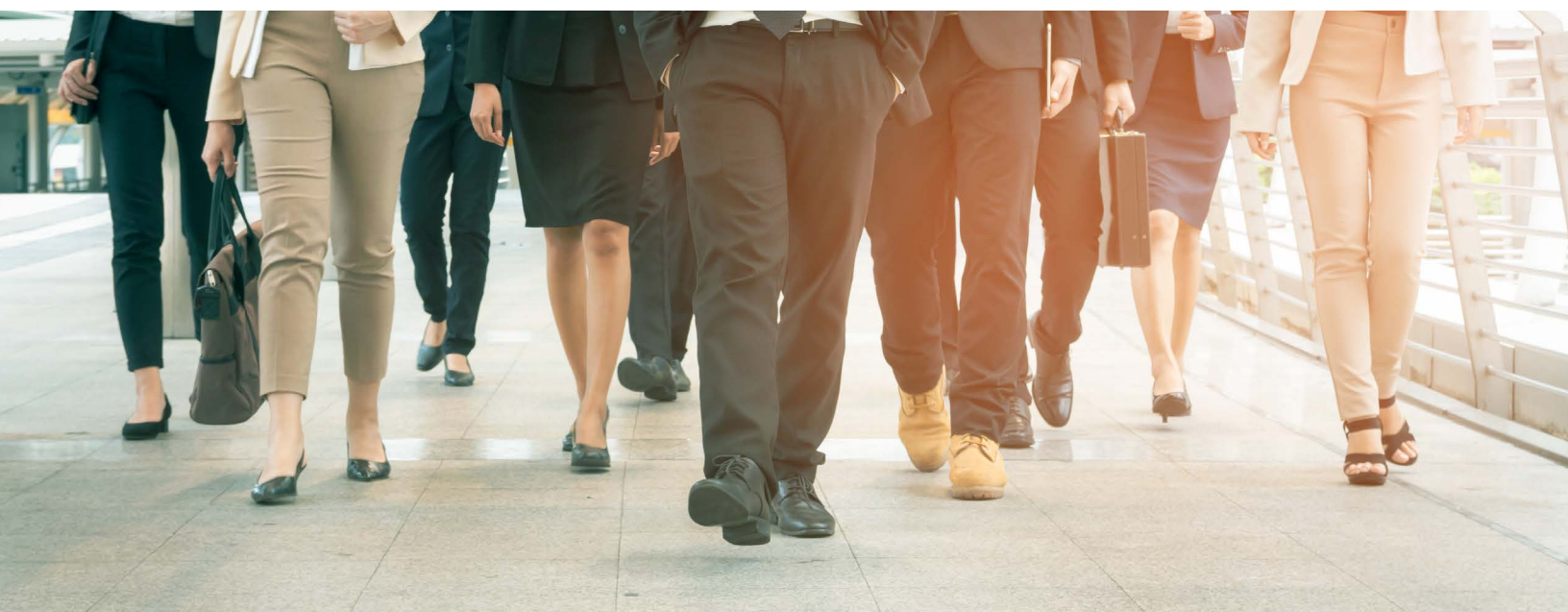
Financial Services



Health Care



Information Technology (IT)

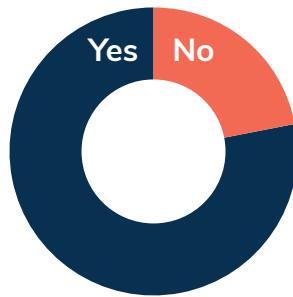




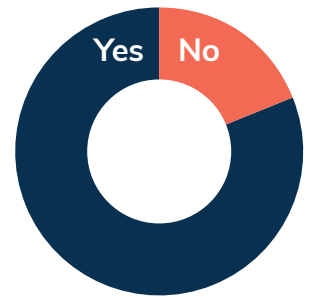
# Workforce

Availability of quality talent is key to a vibrant and growing economy. Between unprecedented unemployment rates in 2020 and companies relocating to Arizona's business-friendly environment, employers are utilizing new, innovative approaches to address workforce changes and challenges.

Do you believe the general mindset of your employees has changed in terms of attitude, loyalty, and the fundamental nature of his / her relationship with your organization?



Do you feel your organization was able to maintain its culture and vision during and after the pandemic?



The Foundation is leading the way in employer collaboration with six, employer-led workforce collaboratives.

## Workforce Partnerships and Events

### Arizona Talent Pipeline Network

Following the completion of the Talent Pipeline Management Academy of Arizona, the Foundation launched the Arizona Talent Pipeline Network, connecting state and local chambers, business associations, and economic development agencies to collaboratively develop partnerships with education and training providers based on industry need.

### Retail

The Foundation partners with the Center for the Future of Arizona's RetailWorks AZ initiative to develop innovative ways to help front-line workers gain the skills necessary for upward mobility or to enter adjacent industry sectors, such as health care and business services.

### Workforce Events

The Foundation hosts events providing employers and community leaders with tools to bolster their talent development, attraction, and retention strategies through the deployment of effective partnerships. Events include an annual Workforce Summit, webinars, and meetings to connect with state and national leaders in Washington DC.

### State of the Workforce

The Foundation produces an annual report on Arizona's labor market, including current and future talent gaps in key industry sectors, which debuts at the annual State of the Workforce event.

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



# Workforce



## Advanced Manufacturing

Arizona is home to thousands of manufacturers, generating the top growth rate in the country for many areas of production, including; medical equipment, chemicals, optics, pharmaceuticals, and more.\*

The Advanced Manufacturing Workforce Collaborative, which includes small and large organizations, launched in October 2020 and is focused on strengthening the region's advanced

manufacturing education and training systems as well as increasing industry and career awareness among youth and adults.

Join the Advanced Manufacturing Workforce Collaborative to enhance the image of the industry and attract new talent to high-tech, high-skill, and high-wage modern manufacturing careers!

*\*Source: EMSI, 2020*



## Construction

The construction industry is facing significant talent gaps, which are delaying projects and resulting in slower economic growth for Arizona. Heavy civil, commercial, and residential contractors and subcontractors have come together to create the Construction Workforce Collaborative to attract people of all ages to the craft professions.

Join the Foundation's Build Your Future Arizona (BYF Arizona) campaign, an industry-led career awareness campaign inspiring the next generation of tradespeople to construct their career!

*\*Source: Associated General Contractors, 2019*

*\*\*Source: Home Advisors Survey, 2016*

- **More than 261,000 vacant construction positions in Arizona by December 2024\***
- **86% of our state's builders are struggling to find talent\***
- **93% report that labor shortages will keep them from growing over the next year\*\***

# Workforce

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## Cybersecurity

Arizona is home to a booming technology industry, which is naturally complemented by the need for cybersecurity professionals.

With thousands of vacant positions for security analysts at all levels, the Cybersecurity Workforce Collaborative formed to ensure Greater Phoenix

acquires and develops the talent needed to protect the integrity of the region's online presence.

Join the Cybersecurity Workforce Collaborative to build awareness of cybersecurity roles available in Arizona, align education and training programs with the needs of employers, and develop and scale "earn while you learn" opportunities such as Apprenti Arizona!



Companies looking for a new pipeline of talent should explore Apprenti Arizona, a national apprenticeship model for mid-level IT and cybersecurity careers.



## Information Technology (IT)

Arizona is an emerging tech market, home to 9,563 technology companies, 198,821 tech jobs, and \$21.75 billion in total tech industry wages.\* However, since the Great Recession, the average number of new computer occupation jobs per year is larger than the combined total of graduates from information technology programs across every institution in the region.\*\*

In October 2020, the Foundation launched the IT Workforce Collaborative, focused on recruiting

diverse candidates and building inclusive programs to retain talent. It champions a hybrid approach to prepare new IT talent with classroom learning, practical experience, and soft skills development. Join the Collaborative's diverse group of employers, industry professionals, educators, and training partners to sustain the growth of the IT industry across the state!

\*Source: Arizona Technology Industry Impact Report Q2

\*\*Source: 2019 Workforce Report

# Workforce



**In 2020, the Foundation piloted the Securities Industry Essentials exam credit course through MCCCDC with 100% of graduates passing the exam.**

## Financial Services

Arizona is a financial services hub with a growing number of positions, especially entry-level licensed professionals. As the number of jobs continue to grow, companies need alternative pathways for talent development and attraction. The Financial Services Collaborative is bridging the gap between education and employers, strategically growing the talent pipeline by increasing the number of candidates who have passed the initial exam toward licensing prior to applying for jobs in the industry.

Join the Financial Services Collaborative to support the alignment of education programs in Arizona starting with the Maricopa County Community College District (MCCCDC), increase career awareness and employer access to students interested in the field, and increase the number qualified financial services applicants in the region.

**“Passing the FINRA exam makes me a very competitive candidate when applying to leading local employers..., especially because I know not everyone who seeks employment in the financial services industry has completed the exam.” – Timothy Riggs, SIE Completer**



**After identifying a lack of training programs and available simulation labs to upskill nurses into specialty roles, the Chamber supported MCCCDC's efforts to secure \$5.8 million in appropriations from the legislature to fund needed infrastructure at MCCCDC to create and scale specialty nursing training programs.**

## Health Care

The Greater Phoenix region hosts a number of world-class hospital systems, and continues to grow as a top health care hub. Through the Foundation's Hospital Workforce Collaborative, the region's hospitals are working together to address the growing shortage of specialty nurses (OR, ICU, telemetry, oncology, ER, and home health).

Join the Hospital Collaborative to be part of the design and implementation of programs to upskill nurses into specialty areas through curriculum reviews and evaluations of local education programs. Together, hospitals are transforming the landscape of nursing in the Greater Phoenix region.

*\*Source: Burning Glass*

**Arizona is expected to experience a 23% growth in demand specific to six specialty areas with 20,508 openings by 2025.\***



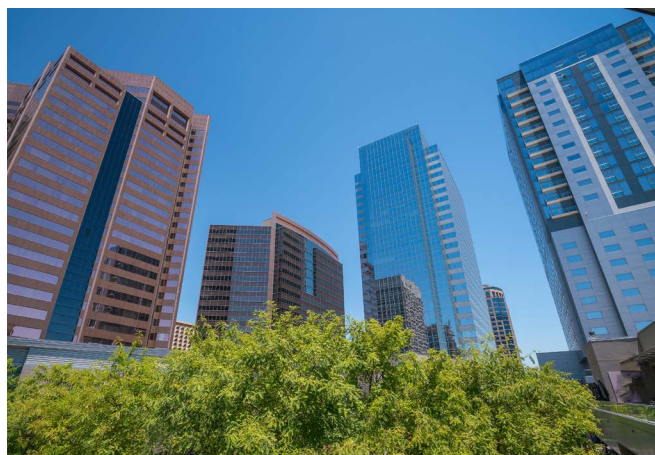
# Research

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The Foundation publishes data-driven research on education, workforce, public policy, and economic trends to inform local and national leaders, policymakers, and the general public.

## 2021 State of the Workforce Report

The Foundation's annual study of Arizona's workforce, including a focus on the impact of COVID-19, key industries and occupations, trends to watch, and the talent development ecosystem.



## Health Care Report

The Foundation examines industry-specific trends exploring factors needed to spur economic growth in the region.



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**“The Greater Phoenix Chamber Foundation’s State of the Workforce Report provides a “one-stop” source for all the most essential workforce information for employers, planners, and educators. Reviewing the Report will give anyone interested in the regional economy a full overview of current and future employment trends.” -Alan Maguire, The Maguire Company**

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# Education



ElevateEdAZ prepares individuals for college and career through stronger alignment between education, business, and the community.

The Foundation helps companies engage more closely with high schools to transform education by:

1. **Teaching and Learning** by providing students meaningful learning that gives them the technical knowledge and skills to be successful in college, careers, and life.
2. **The School Experience** by providing students career development, integrating related pathways, and providing practical application through work-based learning.
3. **Business and Civic Engagement** by building stronger employer and civic engagement in career connected learning.

**It's Time to Elevate Education in Arizona!**



**By 2028, 70% of all jobs in Arizona will require an education beyond a high school diploma.**

Source:  
College Success Arizona:  
Understanding College  
Credentials, 2018





# Education

## Get Involved and Make a Difference in the Lives of Arizona Students!



Help strengthen our future workforce by providing a internship for a local high school senior!



Host a job shadow experience to help students bridge the gap between the classroom and industry.



Provide learning opportunities for teachers and counselors through quarterly Virtual Educator Externships, organized by ElevateEdAZ and our partners:

CENTER FOR THE  
FUTURE OF ARIZONA



### ElevateEdAZ work-based learning opportunities:

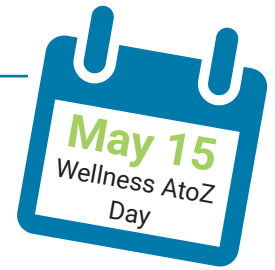
- Job Shadows
- Field Trips
- Mock Interviews
- Student Internships
- Industry Certifications
- Exam Tutors
- Guest Speakers
- Loaned Classroom Instructors
- Career Exploration Fairs
- Career Mentors
- Teacher Externships
- Advisory Councils

**“Having participated in an internship, I was provided a feel for what this career is all about and help me down the line decide if work in marketing and social media is a career path I want to pursue. I am fortunate enough to have acquired such an opportunity and I believe this experience has helped shape me as a person and how I will approach similar situations in the future.”**

- Erica Khatter, High School Marketing Intern

# Wellness

Wellness AtoZ is making Arizona and the Greater Phoenix region known as a destination for healthy living.



Wellness AtoZ

Reaching 400,000+ Arizonans

Implementing a workplace wellness program can show improvement in health risks in as little as six weeks. By becoming Wellness AtoZ employers, businesses demonstrate that they value supporting the overall health of their employees and the greater community.

Join Wellness AtoZ for access to information and toolkits, including:



**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.



**PlayWELL** Compete with other companies in the Spring Activities Challenge and participate in ongoing physical health programming.



**WorkWELL** Share best practices with other Wellness AtoZ partners at quarterly WorkWell forums.

“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



Wellness AtoZ  
*por tu salud*

Launched in 2019, **por tu salud** is increasing the accessibility of Wellness AtoZ to the Hispanic community through Spanish language content.

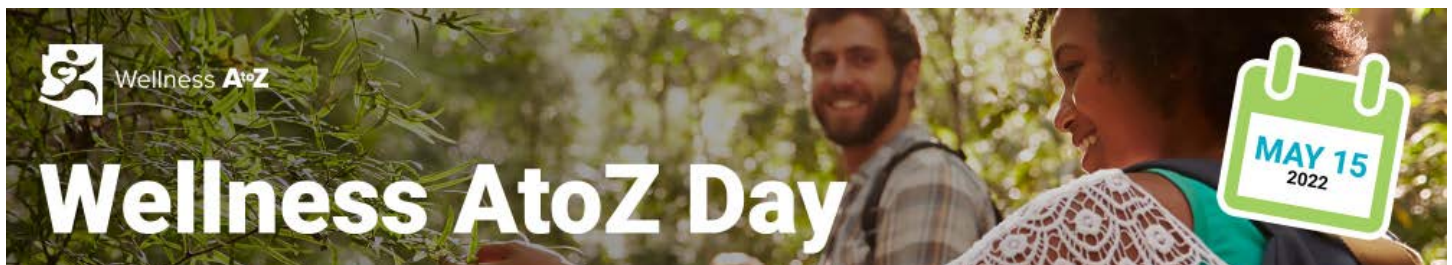
By offering Spanish language, culturally relevant content, Wellness AtoZ is better equipped to provide resources to all Arizonans.

# Wellness

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## Wellness AtoZ Employer Benefits:

- ✓ Free access to turnkey wellness toolkits and marketing materials
- ✓ Monthly newsletters featuring LiveWELL, EatWELL, PlayWELL, and WorkWELL content
- ✓ Quarterly WorkWELL webinars with local health experts offered in English and Spanish
- ✓ Consistent physical fitness programming including webinars, activities, and more
- ✓ Recognition as a Wellness AtoZ employer known for promoting health and wellness
- ✓ Opportunities to network with other health-conscious employers
- ✓ Translated Spanish toolkits and quarterly newsletters



Wellness AtoZ Day, recognized by the State of Arizona and Governor Doug Ducey, is a day to acknowledge the positive health and wellness opportunities that Arizona offers. Wellness AtoZ Day celebrates the anniversary of the Greater Phoenix Chamber Foundation's wellness initiative launched in 2017 to make Arizona known as a destination for healthy living. On this day, May 15<sup>th</sup>, we celebrate physical activity and healthy lifestyles. We encourage everyone to get their hearts pumping and practice wellness with our Wellness AtoZ activity wheel.

“As a small business owner focused on workplace wellness services, I am so fortunate to attend the quarterly WorkWELL forums. Hands down, Wellness AtoZ WorkWELL events have been the most valuable networking resource for making connections and learning more about corporate wellness challenges and progress in Arizona. I can directly attribute revenue, media mentions and creative campaign ideas to interactions and conversations Wellness AtoZ made possible.” - Susan West, M2 Wellbeing



# 2021–2022 Board of Directors

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201 N. Central Ave., Ste. 2700, Phoenix, AZ 85004  
P: 602.495.2195  
foundation@phoenixchamber.com  
phoenixchamberfoundation.com  
@phxchamberfound