

# 2023 COMMUNITY IMPACT REPORT


JULY 2022–JUNE 2023



GREATER PHOENIX CHAMBER  
**FOUNDATION**

ElevateEdAZ is preparing Arizona students for college and career through stronger alignment between business, education, and the community.

Over the past year, ElevateEdAZ has expanded and is now present in 13 schools across four districts and one charter network, providing an estimated 53,000 student touchpoints. This strategic education initiative is working to increase:

<p><b>Students pursuing high-wage, high-demand careers</b></p> 	<p><b>Students earning early college credit and industry-recognized credentials</b></p> 	<p><b>Students completing internships and job shadows</b></p> 	<p><b>Educators participating in externships to teach students relevant workplace skills</b></p> 
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Total of 55k+ Students and Educator touchpoints impacted through:

<p><b>70+</b> students participating in internships</p>	<p><b>600+</b> students participating in job shadows</p>
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<p><b>4,000+</b> YouScience Career Interest and Aptitude Assessments provided to students</p>
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<p><b>11</b> Regional Business Advisory Councils supporting 15 Career and Technical Education programs with employer support and guidance.</p>	<p><b>160+</b> educators participating in Virtual Educator Externship* experiences to provide close to 38,000 students with career-connected learning.</p>	<p><b>130+</b> Career Awareness and Development engagements impacting over 12,000 students.</p>
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\*Virtual Educator Externships and High School Career Connect programming is provided in partnership with the Center for the Future of Arizona, Arizona Business and Education Coalition, and the Pima County Superintendent's Office



**699** industry-recognized credentials obtained by students



**3,386** students completed their dual enrollment course with a passing grade



**79** teachers had students that successfully completed their dual enrollment course with a passing grade



**43** businesses participated in Virtual Educator Externship sessions



Over **60** employers attended industry-specific Business Advisory Council meetings that provide teachers with real-time industry feedback on curriculum and credentials offered

## Highlights from the 22-23 Academic Year

With ElevateEdAZ College and Career Coaches at local high schools, students and teachers received unprecedented support to connect classroom and career!



## Business Engagement

# 130+

Businesses engaged

# 60+

Employers attended industry-specific business advisory council meetings to provide teachers with real-time industry feedback on curriculum and credentials offered to students.



Wellness AtoZ showcases Arizona and the Greater Phoenix region as destinations for healthy talent and healthy communities. Wellness AtoZ is a free toolkit for companies looking to build or enhance an internal wellness program. Throughout the past year, Wellness AtoZ reached more than 1,000 employers through its monthly newsletter to help educate them on how to keep our community healthy and active.

# 1,000

Employers reached through  
monthly newsletter



Greater Phoenix Chamber staff honors Heart Health Awareness month



# Foundation Workforce Initiatives

The Greater Phoenix Chamber 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.

## Foundation launches a new initiative

### CONNECT TO WORK AZ

In May 2023, the Foundation launched Connect to Work AZ, powered by Skills for America's Future. The jobs-first model connects unemployed and underemployed individuals to careers in healthcare and financial services. Working as an extension of a company's recruiting team and partnering with community-based organizations, Connect to Work AZ helps employer partners meet their recruiting, diversity, equity, and inclusion goals.

Inaugural employer partners for the program include: Phoenix Children's Hospital, Dignity Health, and Northern Trust. Valley of the Sun United Way (VSUW), ADP, and Arizona Public Service (APS) support the program as inaugural community partners.

The first-year goal is to place 100 underemployed and unemployed individuals into full-time jobs with benefits and opportunities for advancement. Expansion to additional industries, such as manufacturing, is anticipated in the future.



**CONNECTTOWORKAZ.COM**

## ARIZONA CAREERS NOW

AZ Careers NOW is THE go-to place for hiring events. This innovative program allows job seekers to connect with employers in top Arizona industries at both virtual and in-person hiring expos. AZ Careers NOW also provides job seekers with resources to enhance their chances of being hired.



**19** Hiring events from April 2022 to June 2023

Featuring  
**450**  
employers with 130,000 Job Openings

Connecting  
**3,800**  
Job Seekers to New Jobs

[PHOENIXCHAMBER.COM/AZCAREERSNOW](https://phoenixchamber.com/azcareersnow)



## WORKFORCE TRIP TO D.C.

The Foundation led a delegation of 19 business and community leaders to Washington D.C. to discuss workforce and education issues in Arizona. The delegation met with Senator Sinema, Senator Kelly, Congressman Stanton, and several agencies, including the Department of Education and Department of Commerce to discuss challenges and potential reforms, including immigration, upcoming grant opportunities and realignment of the Workforce Investment Opportunity Act (WIOA).



## WORKFORCE COLLABORATIVES

Serving as a catalyst for partnership, the Foundation convenes six employer-led workforce collaboratives to address the growing skills gap and workforce shortages. Each collaborative focuses on engaging key stakeholders to champion holistic and scalable workforce solutions for the Greater Phoenix region.



### ADVANCED MANUFACTURING

The Advanced Manufacturing Workforce Collaborative—which includes small and large organizations—is focused on strengthening the region's advanced manufacturing education and training systems and increasing industry and career awareness among youth and adults.

In partnership with Accelerate ED and the Bill and Melinda Gates Foundation, the Foundation created a blueprint to scale high school manufacturing CTE pathways that lead to an associate degree one year after graduation. Through ElevateEdAZ, we are working to build out these pathways at high schools across the Greater Phoenix region.



### CONSTRUCTION

The Construction Workforce Collaborative—including commercial and residential contractors and subcontractors—is focused on attracting opportunities for youth, women, veterans, and other individuals to launch high-potential careers and pursue opportunities to earn while they learn through the Build Your Future Arizona construction career awareness campaign.

- Over 25.4 million impressions!
- Launched the BYFArizona Ambassador program
- Participated in 64 student events with a combined audience of 13,000+ students
- Billboard campaign in October & November and Light Rail campaign February through April





## CYBERSECURITY & INFORMATION TECHNOLOGY



Arizona's tech sector continues to thrive, resulting in a greater need for qualified talent. The Cybersecurity and IT Workforce Collaboratives aim to strengthen the tech talent pipeline to ensure Arizona will meet the fast-growing demand for IT and cybersecurity-related occupations. The collaboratives include a diverse group of employers, industry professionals, educators, and training partners with the shared mission to sustain the growth of the industry across the state.

- Hosted Fall 2022 Virtual Cybersecurity & Technology Externship.
  - Partnered with 16 employers and 20 guest speakers to serve 23 externs.
  - Provided resume and LinkedIn sessions, mock interviews, and mentor hours.
- Partnered with Arizona State University and Arizona Technology Council to assist and guide the ALRISE – Accelerating Latinx Representation in STEM Education Virtual Cybersecurity and Technology Externship hosted from June 5–June 16, 2023.

*"This two-week program was an incredible opportunity to network and learn from industry professionals who generously shared their real-world knowledge on cybersecurity best practices across a wide array of industries as well as helpful advice on resume-writing, interviewing, and training pathways."*

### – 2023 Extern Testimonial



## FINANCIAL SERVICES

The Financial Services Workforce Collaborative prioritizes increasing the number of qualified applicants by embedding Securities Industry Essentials (SIE) exam content and required competencies into credit courses within the Maricopa County Community College District.

- Convened university partners to understand program offerings across the state.
- Launched Connect to Work AZ to connect unemployed and underemployed individuals to careers in financial services.



## HEALTHCARE

The Healthcare Workforce Collaborative focuses on addressing the growing shortage of healthcare workers, with a specific focus on specialty nurses and specialty technicians.

- Convened post-secondary education partners to map out expansion plans for nursing programs in an effort to ensure a smooth transition to practice upon graduation.
- Launched Connect to Work AZ to connect unemployed and underemployed individuals to careers in healthcare.



# Research

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.

## STATE OF THE WORKFORCE REPORT

The state of Arizona's workforce impacts business. With workforce demands in our state and nationwide rapidly evolving, business leaders must stay informed on trends in the labor market. Each year, the Greater Phoenix Chamber Foundation produces an in-depth study of Arizona's workforce. The 2023 *State of the Workforce Report* highlights trends in Arizona's labor market, local perspectives on talent gap challenges and consumer sentiment on the job market, compensation increases, and retraining. Highlights include:

- Arizona's per capita personal income has been rising since 2012, and is outpacing the rest of the country because of the state's focus on higher-quality jobs.
- Healthcare and social assistance, and professional and business services have led the state in job growth over the past 10 years.
- Healthcare support occupations, transportation, and materials moving occupations, and construction occupations have the highest projected demand over the next 10 years.
- Phoenix continues to see lower unemployment (3.1%) than the US (3.6%) and has outpaced the US in labor force participation rate (64.3% vs 62.4%).
- Per a recent Hiring Lab Survey of unemployed workers, more than half (59%) cited financial cushion or spouse employment as reasons for lack of urgency in finding employment.

## DUAL ENROLLMENT PROJECT SUMMARY

ElevateEdAZ worked closely with Maricopa County Community College District, Phoenix Union High School District, and Mesa Public Schools to increase dual enrollment registration for Fall of 2022, resulting in a 40% increase in registration. The project summary, published in January 2023, highlights the steps to success and key priorities for continued increases in dual enrollment attainment.



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