



WIRED Quarterly Report July 1, 2007 – September 30, 2007

Section I: General Grant Information

A. Grant Identification Information

WIRED Project Title: Innovation Frontier Arizona
Grant Agreement Number: WR-16345-07-60
Grantee: Arizona Department of Commerce
Contact: Jody Ryan, Director of Workforce Policy

B. Summary of General Grant Activities and Successes

During this quarter the Innovation Frontier Arizona strategic partnership came together to learn about the WIRED grant and begin implementation planning. The State of Arizona and Pima County established contracts and staff assignments necessary to administer the grant and manage the project.

C. Update on Strategic Partnership Activities

During the week of July 16, 2007, a small team attended the WIRED orientation session at Workforce Innovations in Kansas City. There we had the opportunity to meet with the Employment and Training Administration team assigned to this grant, as well as with the Grant Officer and ETA Contract Office staff. These meetings provided useful information about implementation steps and clarified questions about allowable costs and the set up for our grant agreement and subcontracts.

During the months of July and August, a series of meetings were held in Tucson, Sierra Vista and Yuma to brief partners around the region about the WIRED award. Pima County held meetings and conference calls with each of the One Stops in the region to plan partner outreach and orientation efforts. Meetings were also held with Tucson Regional Economic Opportunities, the Pima County Joint Technological Education District, the University of Arizona, the southern Arizona's Aerospace, Manufacturing and IT industry cluster organization, and Pima Community College. In Yuma a WIRED partners' orientation meeting was held at Greater Yuma Economic Development Corporation on July 23rd. Staff from Pima County and Yuma Private Industry Council presented information



about the grant. Meetings were held subsequently with the Yuma Manufacturers' Association, Greater Yuma Economic Development Corporation and Yuma Sector Border Patrol to discuss the WIRED grant. A partners' orientation was held in Sierra Vista at the Cochise County One Stop on August 15th. Cochise County Workforce Development staff held meetings with Douglas Unified School District and Fort Huachuca U.S. Army base during this reporting period.

On August 22nd, 2007, the Innovation Frontier partners met in Tucson with the ETA team. Michael Gilroy, the ETA team lead, gave a detailed orientation on the WIRED initiative, implementation plan, governance, ETA expectations, etc. There were 26 partners in attendance, representing economic development groups, educational institutions and school districts, and one stop centers from each of the four counties.

The group met again on September 10th, 2007, to begin work on the implementation plan. Twenty-seven representatives from all four counties attended. The partners established five work committees to develop the following portions of the implementation plan: promoting STEM education at the K-12 level; preparing border professionals through workplace literacy; developing high-tech career ladders; establishing a system for the regional exchange of knowledge; and nurturing an entrepreneurial culture in the region. A matrix format was adopted for the partners to plot out their strategies in each area, showing the target population, resource needs, time frames and outcomes for each strategy. A wiki page was set up on the Internet for Innovation Frontier Arizona partners to share this information online, along with a library of related documents. The group also drafted preliminary goal statements for the Innovation Frontier Arizona plan at this meeting. Finally they reviewed options for professional consultant services on the plan, and decided to hire Corporation for a Skilled Workforce, based on a competitive procurement process conducted by Pima County and on CSW's excellent work on the WIRED proposal in the spring of 2007.

By the end of the quarter most of the partners had entered strategies into the implementation matrix. Some partners also began using the matrix to map existing assets related to their WIRED strategies. The Entrepreneurship work group held its first conference call before the end of September.

During the first quarter Innovation Frontier Arizona established the basic architecture of project management, accountability and contract administration for the WIRED grant. The Department of Commerce assigned Director of Workforce Policy Jody Ryan as the State's role WIRED lead, with Dorothee Harmon from the Pima County One Stop assigned to manage the project at the



regional level. The Arizona Department of Commerce finalized the grant agreement with the Department of Labor and submitted paperwork to ETA authorizing Pima County, as the fiscal agent for the WIRED grant, to draw grant funds directly from the federal Payment Management System and perform all fiscal reporting functions. Pima County and the Department of Commerce then entered into an agreement formalizing the roles and responsibilities of the State and Pima County related to the WIRED grant and providing funds for the State to carry out its roles under the grant. Pima County assigned an accountant to the grant and completed the fiscal set-up in the Payment Management System. Pima County then developed subcontracts for the three other LWIAs in the region, as well as with subcontractors within Pima County, to begin to funding WIRED activities. These contracts will be modified, once the implementation plan has been completed, to include the detailed strategies, deliverables and budgets that will be defined for each partner during the planning process. An inter-departmental agreement was also made with the Pima County Information Technology Department to develop a web-based reporting system for the WIRED grant, and development staff began studying the performance measurement requirements released by ETA earlier this year.

D. Update on Leveraged Resources

During this reporting period, the partners began tracking leveraged resources manually, with \$8,210 in salary costs for partners to attend meetings reported so far. Once the WIRED database is established, Innovation Frontier Partners will have an automated system for logging and aggregating resources leveraged in support of each WIRED strategy.

At the partners' meeting on August 22nd, the IFA partners agreed to establish a committee on resource development as part of its permanent governance structure. In September Pima Community College, Arizona Western College and Cochise College agreed to submit a joint application to the ETA for a Community Based Job Training grant. In support of Innovation Frontier's vision to develop regional capacity in border management and become a center of excellence in homeland security the partners agreed to establish a Regional Logistics Workforce Initiative. If successful, the proposal would bring an additional \$2 million to IFA to establish career ladders and training programs in transportation and logistics.

Section II: Regional Metrics



Innovation Frontier Arizona's performance metrics are under development as part of the implementation planning process. The inventory framework adopted at the September 10th partners' meeting requires outcomes to be identified and quantified for each strategy. The original WIRED proposal for Innovation Frontier Arizona identified significant outcomes in terms of entry, retention and earnings in employment in accordance with the Common Measures, as well as other participant-level outcomes, such as job creation, attainment of credentials and placement and promotion in the targeted industries. Capacity-building outcomes will include the establishment of regional curricula in engineering and information technology, regional supply-chain mapping and asset inventories and an Idea Xchange network to support systematic handling of requests for assistance from nascent entrepreneurs. During the reporting period the Pima County IT Department began work on a web based system to track and report all WIRED performance measures, including WIASRD reporting of the common measures for adult participants in the project.

Section III: Challenges to Project Progress

Innovation Frontier Arizona got underway this quarter with relatively few obstacles to progress. Geographic barriers are a challenge for our region of approximately 22,100 square miles. The Arizona Department of Commerce is providing a conference line for Innovation Frontier Arizona to conduct meetings via telephone. The interactive wiki site provides an online forum for the partners to share documents and information. For larger meetings, the partners have opted to use Tucson as a central location. Our work group on Regional Knowledge Exchange is researching the options and costs for video-conferencing as part of our implementation plan.

Section IV: Promising Innovation Processes and Success Stories

A. Promising Approaches, Processes, and Lessons Learned

Development of a joint Community Based Job Training grant proposal by the three community colleges in southern Arizona represents a promising step forward in the establishment of a regional talent development agenda. Previously these three institutions competed for grants against one another. Furthermore, the college's discussions with the local one stop centers and industry partners on the content, strategies and budget for the grant will serve as a foundation for the design work that needs to be carried out in order to implement regional career-ladder training in engineering and information security under the WIRED grant.



B. Sharing "Success Stories"

Sharing success stories among current and potential partners and the wider community is a key strategy for the development and sustainability of IFA. The Regional Knowledge Exchange committee formed during this reporting period was assigned to design this strategy for our implementation plan. The committee will look at information collection, sharing and dissemination, regional identity building, and general outreach including media contact. In the meantime, a e-mail contact list was established with periodic updates e-mailed to all of the IFA partners by the project manager. Also the IFA partners and leads began working with the Department of Labor and the office of Governor Janet Napolitano to plan a media event in the second quarter that will establish public awareness of Innovation Frontier Arizona. During the first quarter, the Arizona Daily Star published a brief notice and the Sierra Vista Herald and the Yuma Sun ran stories about the WIRED award.

County getting WIRED grant

FROM STAFF REPORTS

June 23, 2007 - 11:32PM

Yuma County, in conjunction with Pima, Cochise and Santa Cruz counties, has been awarded \$5 million by the U.S. Department of Labor to help meet demand for a high-tech labor force.

The region is one of 13 to receive the Workforce Innovation in Regional Economic Development (WIRED) award, Chris Camacho, Greater Yuma Economic Development Corp. (GYEDC) president and chief executive officer, announced on Friday. The money will be given out over a three-year period.

The grant will be used to promote engineering technology, information technology and entrepreneurship in coordination with the region's schools, community colleges and universities.

The southern Arizona partnership, Innovation Frontier of Arizona, will involve economic development firms including GYEDC and Tucson Regional Economic Opportunities. Other partners are local work force development agencies, Northern Arizona University-Yuma, University of Arizona and local community colleges and businesses, Camacho said.

"The counties of Arizona's Innovation Frontier will implement talent development programs to meet existing aerospace and defense industry needs," said Emily Stover DeRocco, assistant secretary of labor for employment and training. "With WIRED, this region has the opportunity to grow industries that will help secure the future of the young people and workers in the four-county region."

The Labor Department launched WIRED in late 2005 with a competition among the nation's governors. In February 2006, 13 regions were awarded a total of \$195 million to transform their economies. In January 2007, 13 additional regions were presented awards to reposition their economies. Last week's announcement launches the third generation of selected regions.

"The WIRED program recognizes that local economies often transcend geographical boundaries," said Secretary of Labor Elaine L. Chao. "These grants are catalysts to mobilizing the diverse array of stakeholders in a community to focus on developing the human talent that will be key to any successful regional economic plan."

WIRED's Generation III regions also include five counties in central New Jersey; 25 cities and counties in southeastern Virginia; 15 counties in central Kentucky; 18 counties in southeastern Mississippi; 12 counties in south central and southwest Wisconsin; 36 counties in south central and western Minnesota; 14 counties in southeast Missouri; 10 counties in south central Kansas; eight counties in central New Mexico; eight counties in south central Idaho; seven counties in greater Portland and Salem, Ore.; and five counties in Washington's Pacific Mountain region.

Sun Staff Writer Joyce Lobeck contributed to this report. She can be reached at jlobeck@yumasun.com or 539-6853.

NEWS & NOTES

TUCSON

Aerospace cluster plans student focus

The **Aerospace, Manufacturing & Information Technology Cluster** has created a network to develop improved and high-tech curriculum for students interested in the industry.

The network initially will serve as an industry adviser to two major technology education programs, Pima County's **Joint Technology Education District** and **Innovation Frontier Arizona**, a regional workforce development partnership recently awarded \$5 million by the U.S. Department of Labor.

Network participants should focus on sharing industry work-force skills and helping with the location of on-the-job training, internship and co-op opportunities for students, AMIT said.

For more information or to get involved, contact Justin Williams at justin@amit-az.org or 829-3440.

AT&T expands local wireless service

Just in time for the rollout of Apple's multimedia iPhone this

Arizona Daily Star

BUSINESS

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brief, Page D2.

◆ Send notices for Tucson Industry News & Notes to Business, Arizona Daily Star, P.O. Box 26807, Tucson, AZ 85726; by fax to 573-4144; or by e-mail to business@azstarnet.com.

SN On Starnet: Follow the iPhone craze in Tucson by checking StarNet and StarNet's mobile site on Friday. Look for more information in Wednesday's Star Business.

Grant will boost tech training for Southern Arizona

BY LAURA ORY
HERALD/REVIEW

SIERRA VISTA — Arizona needs more skilled workers, and agencies, businesses and schools across Southern Arizona are leading a new effort to improve education and the training of local workers.

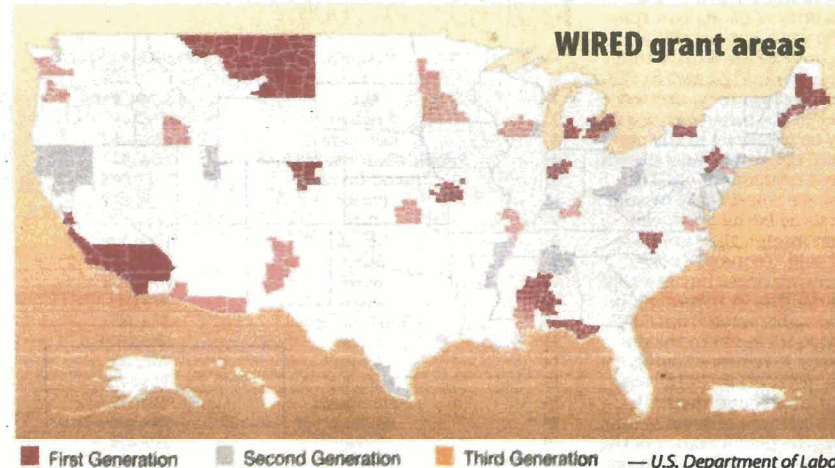
Southern Arizona was awarded a Workforce Innovation in Regional Economic Development, or WIRED, grant from the U.S. Department of Labor Employment and Training Administration in June.

Local agencies partnered to create an innovative and self-sustaining plan “to improve the local economy; to bring up the skill set of our local work force,” said Roy Lingo, director of adult services for Cochise County Workforce Development.

Local businesses have increasingly turned to foreign workers to fill engineering jobs.

“We’re not producing enough in the U.S. to satisfy our hunger for those types of skills,” Lingo said.

The WIRED grant, \$5 million over three years, will fund a variety of projects, dubbed Innovation Frontier, in Cochise, Santa Cruz, Pima and Yuma counties. The goal is to improve education and training of local students and workers in sci-



ence and technology based careers.

Part of the plan includes extending resources from the University of Arizona’s McGuire Center for Entrepreneurship to Cochise County.

“We’re bringing cutting-edge entrepreneurship programs down to the junior colleges,” Lingo said.

The grant will also help train local teachers and counselors to better prepare students for high technology careers, said Renae Humburg, superintendent of the Sierra Vista Unified School District.

“The district will enter in-

to agreements with Cochise County to assure a smooth or seamless path to high technology career paths,” Humburg said.

Although the grant will most likely provide a benefit to aerospace/defense and border security jobs in Southern Arizona, the training and education programs will also benefit other technology sectors, Lingo said.

The program is the first time many agencies, schools and businesses across Southern Arizona are working together to create lasting changes to the local economy, Lingo said.

“Shift happens,” Lingo

said. “We’re trying to change the way we think about education and coordinating our resources for a stronger and more prosperous economy in Southern Arizona.”

The \$5 million WIRED grant won’t fund all of the plans being set into place and should be viewed as “seed funding” to spur investment in each region’s strategy by other public and private sources, Lingo said.

The grant is one of 39 awarded to regions across the U.S. since 2006 for economic development and the only one awarded in Arizona.

The first and second gen-

WHAT IT MEANS

Projected outcomes for the WIRED grant in Southern Arizona:

- High-technology career-ladder training of 100 workers.
- Border professions and workplace literacy training.
- Wage increases of \$3 to \$4 for trained workers.
- Entrepreneurship training and seminars for 1,000 people.
- Teacher and counselor training in science, technology, engineering and math education and IDEA fairs at 260 schools.
- An integrated workforce development asset map and supply chain map for Southern Arizona.

WIRED partners in Cochise County: WIB, One Stop/Cochise County Economic Development Inc., Sierra Vista Economic Development Foundation, Sierra Vista Public Schools, Cochise Community College.

— U.S. Department of Labor

eration of grants awarded to communities across the U.S. resulted in \$331 million of additional funds for 26 regions, according to the Department of Labor.

A kick-off event for the grant will likely be in Tucson in September, Lingo said.

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