



WIRED Quarterly Report January 1 to March 31, 2008

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 Activities and Successes

During this quarter the Innovation Frontier Arizona partners completed the WIRED implementation plan and budget. The IFA Advisory Board and governance structure was established and the Board had its first meeting. IFA sponsored and supported proposals for additional resources to expand our WIRED strategies, and received notification of a \$2 million Community-Based Job Training Grant for transportation, distribution and logistics.

C. Update on Strategic Partnership Activities

Implementation Plan

During this quarter the Innovation Frontier Arizona partners completed work on the WIRED implementation plan and budget. The plan describes strategies, tasks, and investments to develop regional talent, entrepreneurship and collaboration capacity. It explains how Innovation Frontier Arizona will be managed, governed and sustained, and clarifies the partners' commitments in terms of collaborating across jurisdictions and systems, leveraging resources, and accounting for results.

The plan was submitted to the Employment and Training Administration on February 1st, 2008, and then expanded and edited based on comments received February 28th. The revised document uses narratives, tables and diagrams to explain each strategy.

As part of the implementation plan, an application was submitted for special approval to use WIRED grant funds for secondary educational activities aimed at implementation of the Project Lead the Way model, professional development of science, technology, engineering and math (STEM) teachers and implementation of a regional entrepreneurial science fair. The approval was received from the Employment and Training Administration on March 28th.



IFA Advisory Board and Governance

During the month of January, the Arizona Department of Commerce worked with Pima County to establish roles and members for a leadership group for Innovation Frontier Arizona. Nominations were received from the IFA partners for seven positions, and the following appointments were made:

Pima County – industry	Mike Bellotti	Raytheon Missile Systems
Pima County – economic development	Larry Hecker	Tucson Regional Economic Opportunities
Arizona Director of Commerce – Ex-officio	Jan Leshner	Arizona Department of Commerce
Santa Cruz County – industry	JB Manson	Pacific Brokerage Company
Yuma County – workforce development	John Morales	Yuma Private Industry Council
Cochise County – education	Karen Nicodemus	Cochise College
Cochise County – industry	Steve Pedigo	Northrop Grumman
Arizona Department of Commerce	Jody Ryan	Arizona Department of Commerce

The State and the County discussed and came to agreement on the State, County and Board roles vis-à-vis the governance of Innovation Frontier Arizona. Although the Board does not have legal responsibility for the WIRED grant, it will initiate decisions on matters such as modifications to the implementation plan, staffing, policies and development efforts, subject to approval by the State and Pima County. As grant recipient the State will provide monitoring and oversight of WIRED grant activities, as well as state-level coordination of the initiative. As fiscal agent Pima County will administer WIRED grant activities and report on expenditures.

The IFA Advisory Board convened on March 4th in Tucson. The members reviewed organizational charts that had been generated by the IFA partners at the partnership meeting in December, and decided on a committee structure, meeting schedule and operating procedures. The Board selected Mike Bellotti of Raytheon as its Chair and JB Manson of Pacific Brokerage Company to be Vice-Chair.

Update on Leveraged Resources

Regional Logistics Workforce Initiative Community-Based Job Training Grant

On March 11th the Department of Labor announced that Innovation Frontier Arizona was awarded a \$2 million grant Community-Based Job Training Grant for a regional workforce



training initiative in the field of Transportation, Distribution and Logistics. The funding leverages the IFA partnership and regional career-ladder training model to develop a complementary skill continuum in logistics. Over the course of three years the IFA Regional Logistics Workforce Initiative will: 1) bring together employers to identify occupations, skills and knowledge sets and strategies to fill workforce gaps; 2) bring Cochise College, Pima Community College and Arizona Western College together to develop shared curricula and programs in truck driving, warehousing and supply chain management. 3) Develop outreach modules suitable for use in the K-12 system; and 4) mobilize local workforce systems to prepare a pipeline of trainees to enter logistics occupations by recruiting existing entry-level workers and dislocated workers in need of retraining, and youth, and matching them with job placement opportunities.

New funding proposals

On March 11th, Pima County submitted a pre-proposal on behalf of Innovation Frontier Arizona for the Department of Labor Employment and Training Administration's solicitation for grant applications for STEM career initiatives. IFA's proposed \$1.8 million project would establish a regional STEM Centers of Excellence Network comprised of the Pima, Cochise, Santa Cruz and Yuma Counties One Stop Career Centers. IFA would partner with the Joint Alliance of Companies Managing Education for Technology (JACMET), a private university-industry intermediary group, to establish a two-year "fellowship" for four scientists and/or engineers to work in the One Stop Centers as STEM Coaches. The coaches would develop and deliver a professional development program for One Stop staff in (a) regional high-tech industries and technology jobs, (b) access to STEM training using an interagency menu, and (c) use of career assessment and planning tools to set long-term career goals and create lifelong-learning plans. A quarterly bulletin would be established to provide regional STEM labor market analysis. Finally the grant would support direct services, such as career planning, skill training, remedial math education, internships, job placement assistance and mentoring, to help 500 youth and dislocated workers to enter employment in STEM-related occupations. Training participants would be matched with mentors from STEM companies and institutions of higher education.

Pima County staff worked with Tucson Unified School District to develop two proposals for funding from Science Foundation Arizona for STEM education that are aligned with WIRED strategies. A \$2 million proposal for high-school workforce preparation in STEM would fund teacher professional development to implement Project Lead the Way in four more high schools, together with a mobile equipment unit, transitional internships for incoming high-school seniors, and an introductory career awareness program for ninth-graders in STEM. Pima County also committed support and leveraged WIA resources to enhance a \$500,000 proposal for a middle-school career exploration program in STEM, which would be institutionalized across the district if funded.



Section II: Regional Metrics

A. WIRED Performance Measures and Results -

As part of the implementation plan, a crosswalk was conducted between the Employment and Training Administration's guidance to WIRED regions on reporting and the IFA strategies and outcomes, yielding the following performance metrics proposed in the implementation plan:

Category 1: Education and Training

- Number Began Workforce Education/Training Using WIRED Funds
- Number Completing Workforce Education/Training Using WIRED Funds
- Number Attained Degree, Certificate, or Industry Certified Credential as a Result of Workforce
- Number of Individuals Participating and/or Completing Workforce Education/Training Using WIRED Funds
- Placed in Target Industry Employment
- Total Investment in Incumbent Worker Training

Category 2: Capacity Building

- Educators prepared for instruction in STEM and projected number of additional students trained as a result
 - Project Lead the Way
 - K-8 STEM teacher training college
 - K-12 IdeaFair training
- New curriculum developed and number of additional students that will be trained annually as a result
 - Community college core tech competency
 - Community college career ladder specializations
 - Defense intelligence
 - Integrated engineering
 - Border pre academy
 - Entrepreneurship training
- Work-Based Strategies Developed/Implemented
 - Border-contextual workplace literacy
 - STEM Internships (leveraged only)
- Career Guidance Strategies Developed/Implemented
 - Career ladder map for IT and engineering technology and border
 - Career counselor education
 - Border-related employment needs assessment
- Instructional Equipment Purchased with WIRED Funds and Projected Number of Additional Students That Will Be Trained Annually as a Result

Category 3: Economic Indicators

- Number of new jobs created by occupation/industry
- Average Wage
- Unemployment Rate
- Academic Achievement on No Child Left Behind Test Scores
- Number of New Business Startups or Expansions
- New Seed and Venture Capital Investments
- Government Investments
- Patents



Category 4: Common Measures

Entered Employment Rate (adult common measure)
Employment Retention Rate (adult common measure)
Average Earnings (adult common measure)

Additional work is needed to define data sources and benchmarks and how each measure will be calculated. A focused “dashboard” summarizing progress on key performance goals would help the IFA partnership communicate key performance information. Regional success measures need to be aligned with DOL reporting requirements and Gen III evaluation activities. Pima County has requested technical assistance on this work from the Employment and Training Administration.

Section III: Challenges to Project Progress

Innovation Frontier Arizona did not experience any unusual challenges during this reporting period.

Section IV: Promising Innovation Processes and Success Stories

A. Promising Approaches, Processes, and Lessons Learned

The CBJT award this quarter underscored the lesson that regional collaboration and system alignment pay off. All of the partners who worked on the grant felt that the proposal was more competitive as a strategic, inter-jurisdictional partnership. Rather than focusing on institutional needs, it addressed itself to a genuine gap associated with the economic priority to develop the region as a logistics hub.

B. Sharing “Success Stories”

Please see the attached story which appeared in the Arizona Daily Star on March 20, 2008, regarding the CBJT award.

Fields where jobs go begging

\$2 million federal grant goes to training in truck driving, warehouse work, logistics

By Gabriela Rico

ARIZONA DAILY STAR

Practically everything we consume, wear or build is brought to us by a logistics worker.

Those at the wheel of the big rigs or monitoring merchandise in warehouses are in demand by Southern Arizona employers who are scrambling to find workers for the fast-growing industry.

Now, with the boost of a \$2 million U.S. Department of Labor grant, a Southern Arizona partnership is creating a work force development program to fill the skills gap.

That's welcome news for Juan Carlos Seldner, chief operating officer of The ILS Co., which handles more than \$1 billion in manufacturing trade each year at its Southeast Side operation.

"We're fortunate to be located where we are, but we haven't been able to maximize our opportunities," Seldner said. "We lack an adequate work force."

The Regional Logistics Workforce Initiative, made up of public, private and education officials, will train 2,380 students in truck driving, warehousing and supply-chain management, said Dorothee Harmon, grant writer for Pima County One Stop.

The four counties involved in the initiative are Cochise, Pima, Santa Cruz and Yuma.

"Employers have told us there's a lack of awareness of the field itself," she said. "We want to promote logistics as a career goal."

Displaced workers and school dropouts can find an opportunity in the field, where workers in Pima County make an average of \$34,500 per year, according to state figures.

Harmon said the bulk of the training will take place in the last two years of the three-year grant.

The partnership will depend on existing programs, such as the Pima Community College Truck Driver Training Program.

Each year, up to 150 students receive their certification through PCC, which has a 100 percent job-placement rate upon completion, said Ramona Garcia, the program's coordinator.

Six trucking companies hire the Pima College students. Those interested don't need a high school diploma or GED to enroll, and they can earn between \$37,000 and \$57,000 in their first job, she said. Some national trucking companies offer tuition reimbursement for the program, which costs \$3,200 for 160 hours, Garcia said.

Once he looked into the program, former car salesman Michael Caster de Oro decided on a career change.

He left his 20-year car-sales career and enrolled in the PCC program, graduating on Dec. 24. About two weeks later, he started his new job, driving a cement mixer for Spurlino Materials.

Caster de Oro, 53, makes up to 15 trips a day from the Vulcan Materials cement plant on Old Spanish Trail to the site of the upcoming Target.com fulfillment center near Rita Road and Interstate 10.

"It was a little scary, at my age, to start a second career," he said. "But I highly recommend the field to anyone. I'll always have a job, and opportunities are going to soar."

MORE INFORMATION

For information on the Truck Driver Training Program at Pima Community College, call 206-2744 or e-mail tdtp@pima.edu.