



Pinal County Business-Education Summit

Convened on April 30, 2014

“The Summit provided an opportunity for business, education and community leaders to collaborate and discuss action for meeting Pinal County’s economic workforce and education goals, as well as to begin discussions on how to build capacity for business to partner effectively with education.” Jill Broussard, Pinal County School Superintendent

Pinal County Education-Business Summit

Final Report

Summit Planning Activities

January

The work to plan the Summit began in earnest in January. An agenda, general goals and outcomes, and a Summit information sheet were drafted for staff review and input; the Summit date and location identified and secured; and efforts began to secure a keynote speaker and panelists.

Work also began to develop communication and advertisement tools. A Save the Date, Registration Form, and Summit Invitation were drafted. A schedule of upcoming Chamber and other speaking opportunities was also drafted.

February

The agenda continued to be developed. Participants for three panels were identified, contacted, and confirmed. Efforts continued to ensure the agenda maintained a business focus and Dr. Lattie Coor was invited to be the keynote. Invitation flyer/materials were also vetted with staff. Efforts also continued to identify convening/funding partners. Co-Conveners include: Arizona Business & Education Coalition; 1Government Procurement Alliance; AccessArizona; and the Arizona Small Business Association.

Work continued to solicit participation in the Summit. An invitation email, postcard and the tentative agenda were finalized and submitted for publication to the website and distribution to prospective participants. Information was provided at the Apache Junction mixer, the Pinal Partnership Breakfast, and the AccessArizona luncheon. Work continued to identify additional Chamber and speaking opportunities.

March

Dr. Lattie Coor was confirmed as the keynote speaker and will provide remarks regarding “The Future We Want”. The agenda and Summit invitation have been finalized and distribution of this information began in earnest. Summit take-away/hand-outs were reviewed. A document listing Pinal County School and School District Business Partnerships and Projects was drafted and distributed to schools for review and additional input. News releases were prepared for the Casa Grande and San Tan Chambers of Commerce, and the Superintendent’s Office. A caterer was identified and the menu finalized.

Work continued to identify and speak at Chambers and various organizations around the County. Information was provided to the Casa Grande Rotary and Kiwanis and invitations delivered to Chamber presidents in Casa Grande, Eloy, Florence, and Apache Junction.

April

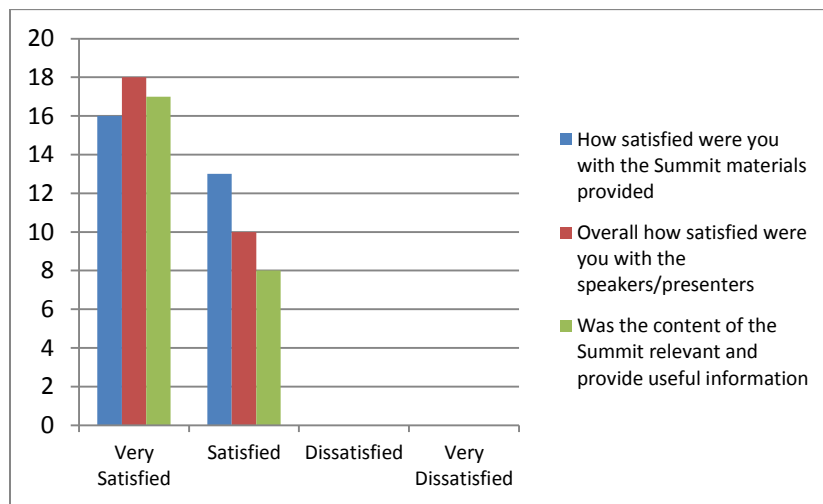
Work on the Summit continued at a frantic pace culminating with the event on April 30th. Work continued to identify and speak at Chambers and various community events around the County. Information was presented to the San Tan Chamber of Commerce and the Pinal County Partnership Breakfast. Other activities included:

- Finalizing Summit handouts;
- Preparation of panelists;

- Identifying and prepping table facilitators;
- Preparation and distribution of press releases to the local news media;
- Identifying additional funders; and
- Preparation of talking points.

All of this work culminated with the event on April 30th. The event was very well attended with approximately 70 business, education and community leaders in attendance. A cursory review of the Summit evaluations indicates that participants were:

- Satisfied with the Summit materials provided;
- Very satisfied with the speakers/presenters;
- Felt the Summit presentations were just about right;
- Very satisfied with the content of the Summit; and
- Believe that the Summit should be an annual event.



May/June

Consultant continued working to:

- Create the End of Project Report (completed);
- Develop press releases/articles for publication in newsletters; community newspapers; and Chambers of Commerce (completed);
- Create thank you notes for keynote speaker and panelists (completed); and
- Develop a participant database (completed).

Pinal County Education-Business Summit

Jill Broussard, Pinal County School Superintendent, and the Pinal County School Office Education Service Agency, in partnership with the Arizona Business & Education Coalition, 1Government Procurement Alliance, AccessArizona, and the Arizona Small Business Association, convened a Pinal County Business-Education Summit on April 30th. Keynote speaker for the Summit was Dr. Lattie Coor, Chairman and CEO of the Center for the Future of Arizona. Dr. Coor engaged Summit participants in a review and discussion on “*The Arizona We Want*”, which provided a common foundation to engage participant discussions. Go to www.thearizonawewant.org to read the full report and participate in the survey.

Susan Carlson, Executive Director of the Arizona Business & Education Coalition, facilitated the morning-long Summit. A key element to the Summit was three panel discussions led by Pinal County community, business and education leaders which also served to inform a roundtable discussion by participants.

The first panel included a discussion by Casa Grande Mayor Bob Jackson; Jim Dinkle, Executive Director of AccessArizona; and Lt. Governor Stephen Lewis from the Gila River Indian Tribe. This panel discussed respective visions for economic growth and prosperity in Pinal County. The Presidents and CEOs of three county Chambers of Commerce provided information on current workforce projects, partnerships and challenges. Panelists included Helen Neuharth, President and CEO of the Greater Casa Grande Chamber of Commerce; Lynn Parsons, Executive Director of the Coolidge Chamber of Commerce; and Larry Johnson, President & CEO of the Apache Junction Chamber of Commerce. Before beginning roundtable discussions, participants also heard from an education panel on current successes as well as challenges facing education today. Panelists included Allen Rogers, Superintendent of Picacho Elementary School District; Chad Wilson, Superintendent of the Apache Junction Unified School District; Dr. Amy Fuller, Superintendent of the Florence Unified School District; and Dr. Doris Helmich, President of Central Arizona College.

Panel discussions provided participants with in-formation on:

- Current and future economic/workforce goals and trends and the role of education in maintaining, changing, or accelerating these trends and/or needs;
- Current and future goals, trends and challenges facing the education system to effect change to meet the needs of a rapidly changing workforce; and
- Current collaborative efforts between education/business/economic partners.

Utilizing the information presented, participants had an opportunity to engage in roundtable discussions and to provide input on next steps for moving this collaboration forward.

NEXT STEPS

In the plenary session, and in the questionnaire responses, participants overwhelming agreed:

- Leadership to move the work forward must be vested in organizations with the ability to convene partners and effect change such as the Pinal County Education Service Agency, Central Arizona College, the Pinal County Partnership, Pinal County Chambers of Commerce, AccessArizona, etc.;
- A leadership team of the above organizations should be established to help guide the work started at the Summit; and
- The Summit should be held on an annual basis.

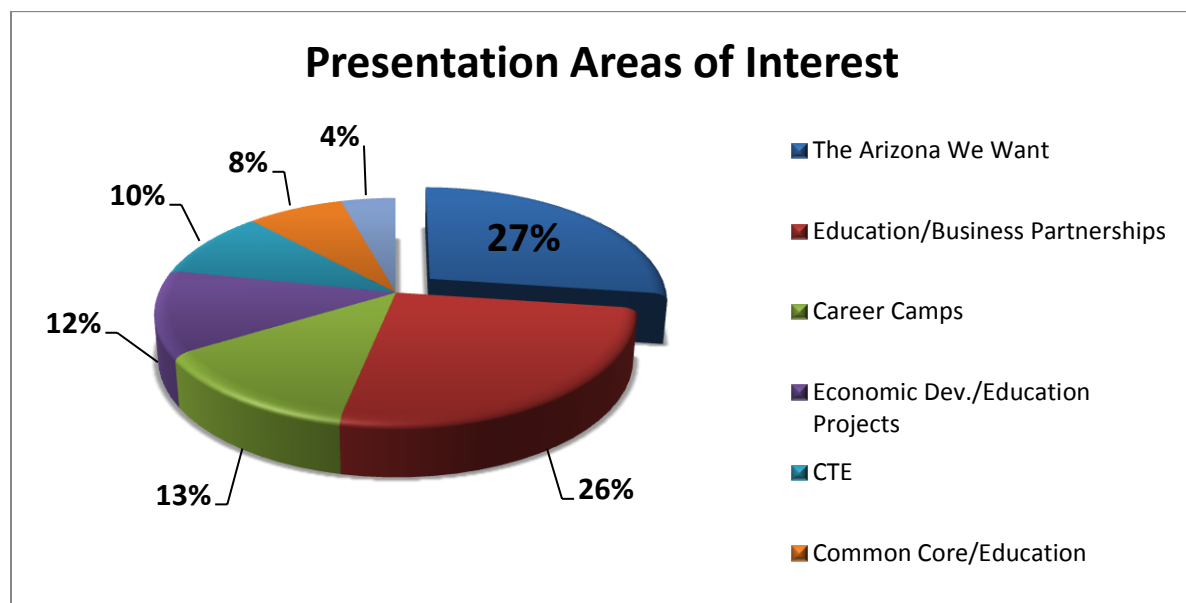
Summation of Participant Questionnaires

Summit participant were provided with a questionnaire that asked for responses in three areas. Below are the results to the questionnaire.

List three things you heard today that are of interest to you.

Responses under this category could easily be broken down into seven areas.

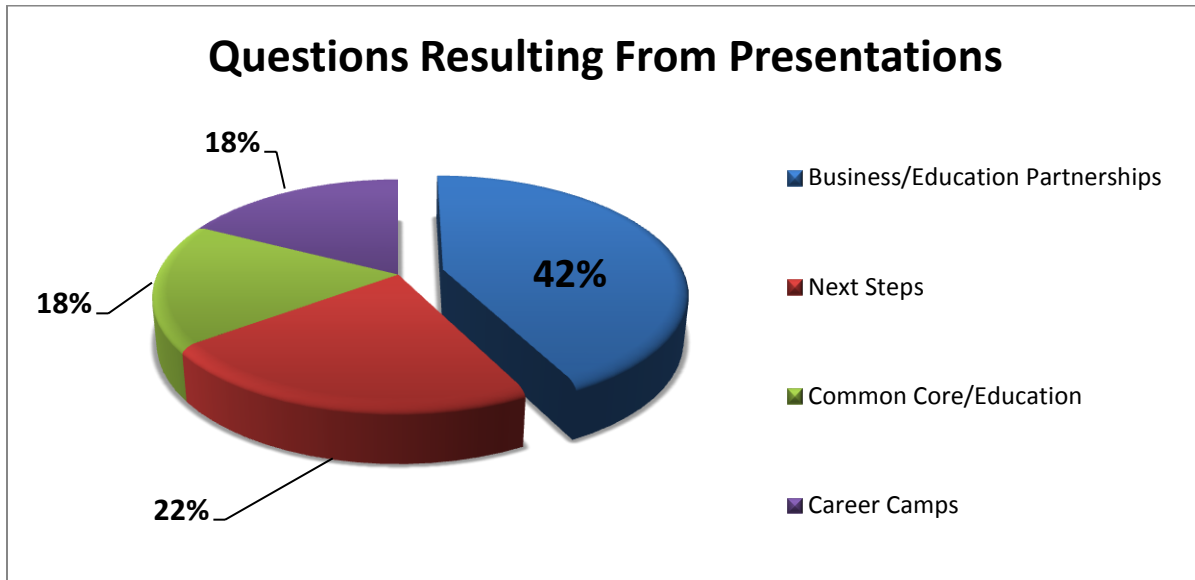
- The Arizona We Want
 - Comments ranged from surprise at the data on voter engagement; potential to impact change; and perceptions of community engagement and involvement.
- Education/Business Partnerships
 - Considerable interest in information regarding education and business partnership; economic development goals and work being done in education to achieve those goals; and how different the dialogue is today from just a few years ago.
- Career Camps
 - Participants were interested in information on successful education-business partnerships, and the information provided on the career camps in the Casa Grande Elementary School District.
- Economic Development/Education
 - Comments were mainly centered on the Coolidge North School project, the Coolidge Maker Movement Program, and Sea Change.
- Career Technical Education
 - Comments centered on the role of CTE in building a skilled workforce and application learning.
- Common Core/Education
 - Comments generally expressed the need to really understand the common core standards and challenges facing education.
- Gila River Indian Community
 - There was also interest (4% of comments) in the information shared by Lt. Governor Lewis.



List two questions you have resulting from the information you heard.

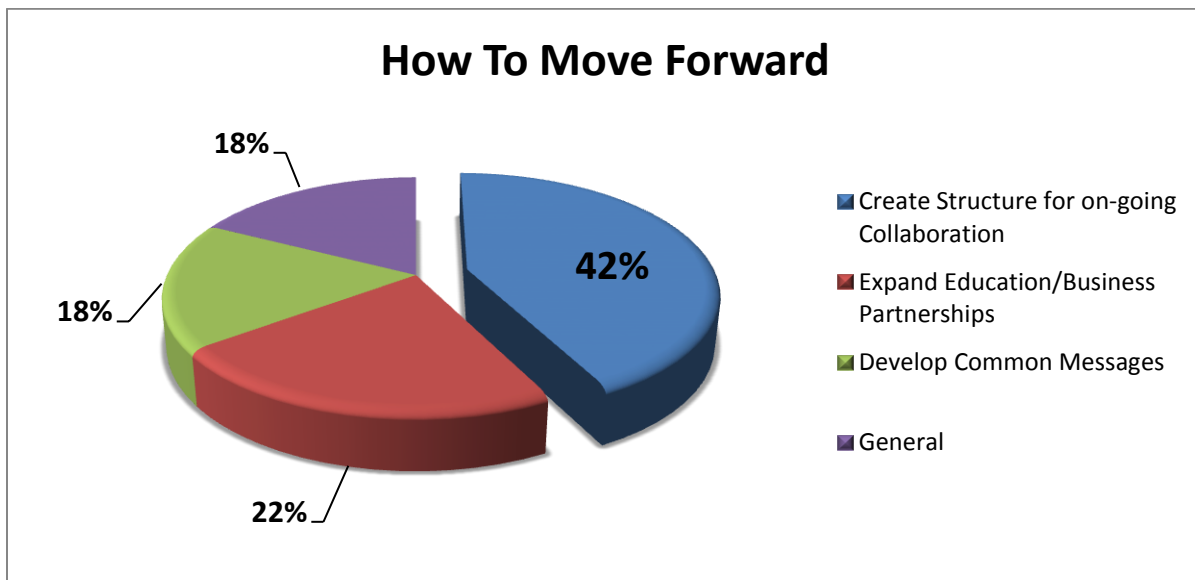
In this category, questions centered on:

- Business/education partnerships (and lack thereof). This is obviously an area that demands attention.
- Next steps. Participants were particularly concerned about how to move the conversation started at the Summit forward.
- Common Core and the Career Camps in the Casa Grande Elementary School District also garnered a number of questions and comments.



Identify one thing that should be done to move a business-education collaboration forward

- The overwhelming response was to create a structure for on-going collaboration.



BREAKDOWN OF RESPONSES TO SUMMIT QUESTIONNAIRE

List three things you heard today that are of interest to you

The Arizona We Want

- Engaging voters
- Dr. Coors comments on lack of community connection
- The lack of involvement by voters
- Only 10% of Arizonans believe elected officials represent them
- Helping parents understand importance of voting
- Lack of citizen voice
- The Arizona We Want (5)
- Goals for Arizona
- Civic health is driven by education
- People feel disconnected from elected officials
- Az poor connections to community
- Primary elections are key and so few voters vote
- Only 12% of Az residents believe their communities care about them
- Dr. Coor's presentation provided relevant and beneficial information that can be used as we pursue dialogue with business and community
- Political registration trend change
- 2.0 Case for Action
- Perception vs. actual community engagement and involvement
- Get more people engaged in the political process
- Getting people to vote in the primary not just the general

Education/Business Partnerships

- Would like more information on ABEC
- Mrs. Carlson's discussion on education gaps
- Superintendent's newsletter
- How do we get the educated workforce we need
- What are we looking for in a quality workforce
- Creating a speakers list
- Business provisions of leadership, expertise, advocacy and philanthropy
- Build more partnerships between business and education
- Getting the schools and business community together
- Building partnerships/find common ground
- How different the dialogue is from just a few years ago between business and education
- The problem of the difference between current jobs and future careers
- The quality of the education concern for solving problems and finding solutions
- Hearing the needs of the workforce regarding STEM Skills; students also need soft skills
- Business and industry need critical thinking skills more than anything else
- Education can provide workplace skills beyond the classroom, such as soft skills, professionalism, leadership, etc.
- CAC Foundation and its program with middle school students for scholarships

- CAC's commitment to future students
- Statistics on the future workforce
- Changes in education to make students better suited for workforce
- Educating all
- Promise for the Future
- Of 1200 jobs that Banner Health has, they were only able to fill 600
- Promoting economic development by supporting/developing human capital
- The ratio of counselors to students

Career Camps (12 Comments)

- Casa Grande Career Camps
- Career Camps (3)
- Career Camps – building partnerships with the business community to support career learning opportunities for children. How can these partnerships be expanded in other communities
- Information on CGESD Career Camps
- Summer Career Camps
- Creating career camps
- Found the information about the career camps in Casa Grande to be very interesting and would like to look at introducing this idea to our school district and community
- Possible areas for partnership between industry and education; students need relevance, support, experience, pathway to future; educators need trust, time and training
- Education builds community-partnerships
- Importance of inviting businesses to partner with schools. It is definitely a “win-win” for both parties

Pinal County Economic Development/Education Projects (11 Comments)

- Funding for the Coolidge North School project.
- The Coolidge North School project.
- The idea of tapping into I-8 as a platform for Pinal County economics.
- Interstate 11 – commerce
- Promoting I-8 x I-10 intersection.
- Maker movement – Artisan Village and Coolidge.
- Maker Movement Program – Coolidge
- Coolidge's program to develop talents and small businesses.
- “Sea Change”
- “Sea Change” preparing students for career readiness.
- Sea change – application learning

CTE (9 Comments)

- Work Keys and Work Ready communities – connect to ECAPs
- More information about EVIT/career technical education
- More institutions needed that supplement the systems by focusing educational efforts on career readiness (CAVIT, EVIT)
- JTEDs
- Integrating business community more directly into education/workforce development (real world applications)

- Application learning
- Business can provide relevance
- Collaboration between business and education
- Graduate students that are job ready

Common Core/Education (7 Comments)

- Common Core – very different from media reports.
- Dr. Wilson’s appeal for support from the business community for the transition to the college & career ready standards.
- Educators’ professional development necessary to help implement teaching shift.
- Helping people understand the teaching challenges with change.
- Educating communities about educational change and how they impact communities.
- Strong schools create talent. Educators need trust, time and training.
- We need to make sure we communicate to all citizens why education is important – seniors say “I already paid my dues”.

Gila River Indian Community (4 comments)

- Engagement of the Gila River Community on education and economic development needs.
- Partnerships to be developed with Gila Community.
- Gila River doing STEM programs.
- Included the Native American community and the information the Lt. Governor shared.

List two questions you have resulting from the information you heard.

Business/Education Partnerships (21 Comments)

- How can rural districts get involved with the business community?
- What kinds of partnerships are area businesses interested in?
- How do we get people connected so they support local education?
- How can we address the long term workforce needs in teaching?
- How can we bring the colleges and businesses together?
- How can we communicate more effectively with our citizens to encourage education support?
- How do we pay forward as business and individuals to promote for education?
- Direct support for public schools to move education.
- How can conversations be evolved to go beyond school have great programs and need for money; business needs a qualified workforce.
- What are the assets available throughout the region.
- It is important to identify how to strategically approach businesses and establish effective partnerships.
- What specific steps can we take to attract high paying jobs to our area.
- How can business support schools through supporting infrastructure e.g. technology, grant writing and marketing.
- How will advances in technology impact education and the needs of the workforce.
- How is technology impacting the development of personal skills?
- What are local businesses doing now to invest in and collaborate with education?
- Are local businesses engaged with local school boards and their curriculums?

- What can be done collaboratively to increase Arizona voter participation?
- Will economic development plans drive educational initiatives or vice versa?
- What is the focus on training?
- How do we move beyond “economic justice” and perception that labor and trades is only for poor on minority students?

Next Steps (17 Comments)

- How do we continue this conversation and put it into action?
- Why is there a disconnect in communications?
- How to change priorities of elected representatives?
- How can I help our community become more involved in voting and electing individuals that will embrace and support public education?
- Who are AZ advocates?
- How can we create an ongoing collaborative network?
- How can we use Pinal County partnership?
- Will this business/economic development summit be an annual event?
- Could we partner with Pinal Partnership for future summits?
- How can Pinal Partnership as an organization help with Summit/goals (throughout the coming year)?
- What can be done to make Arizona a destination for young, talented people?
- How can we pay forward the compromise necessary for our leaders and policy makers to champion change?
- Where does the financial fulcrum lie; how can we identify it; where does overhead (study body and labor) and revenue shift to and from red and black?
- Speakers for fall education breakfast
- How can we continue to work together (business and education) to build productive partnerships that are mutually beneficial.
- How do we create a standardized performance based incentive program for educators?
- How do we become a “workforce ready” community.

Common Core/Education (12 Questions)

- How do we get people to support common core?
- How can we communicate common core with parents?
- How do we prepare students/education system for jobs ED will bring?
- Is there a policy change at the state for highly qualified teachers and CTE teachers?
- How can we get message across to students about their decisions today affect them in the future?
- Closing the gap between elementary education and high school preparation.
- What about Pre-K education?
- Common Core?
- How will Coolidge pay for its North School project?
- How do we improve our self-esteem?
- Would community colleges be willing to partner in summer school remediation courses?
- Training for teachers/educators? Embracing changes in standards?

Career Camps (5 Questions)

- What kind of interest is there for career camp?
- How do we continue to educate middle school students?
- How are career camps being received?
- What is the best way to identify job shadowing/work experience opportunities in small communities (where transportation may be a challenge).
- How can we coordinate efforts to be more effective?

Identify one thing that should be done to move a business-education collaboration forward.

Create Structure for on-going collaboration (17 Comments)

- More gatherings such as this.
- Identify who is the organization to lead this effort and create a plan to move forward.
- Need more dialogue.
- Identify lead organizations to convene collaboration.
- Formally schedule follow-up dialogues.
- Identify a leading organization to expand on the work started at the Summit.
- Establish work-ready community
- Continue collaboration and find ways for industry to help support resource-limited schools.
- We need to create a structure for ongoing business-education collaboration.
- Continue summits – collaboration more often.
- Continue to offer these summits for collaboration and networking.
- Who is going to “be in charge?” Create plan to move forward.
- Connect with Pinal County Partnership.
- Engage with Pinal County Partnership.
- Would like to see more business people at the summit. Perhaps invite one or more business people to speak.
- Business leaders have a powerful voice and we need them to speak out about their support of these educational shifts.
- Should have more elected officials and business people here.

Expand Education/Business Partnerships (9 Comments)

- Business leaders to have more meetings with education related personnel.
- Schools should have a business liaison; get businesses to engage with school boards
- Collaborate on grant writing.
- The Arizona We Want.
- School-business committee to explore collaboration opportunities.
- More career camps.
- [Conduct] community tours in collaboration with Chambers to help “connect the dots” and identify the needs of existing businesses.
- Development of a platform (web portal, etc.) to facilitate the business-education collaboration
- Have private industry sponsor workshops within each community in cooperation with the school districts/community colleges.

Develop Common Message (7 Comments)

- Identify what business can do e.g. business as support staff; business collaborations; spread meetings around the county then bring them back together.
- How can the education community help the business community be better informed?
- Make a proactive common vision and consistent messages that are agreed upon and delivered.
- Proactive common vision and messages agreed upon, acted upon and delivered that meets the needs and fills the voids noted in students upon high school graduation.
- Biggest challenge is disconnect. Pro-active common vision and messages agreed upon, acted on to move forward.
- Additional communication to help businesses understand what the shifts in education mean and the importance of having the support from state leaders and parents regarding these shifts.
- Increase parent engagement in education.

General (7 Comments)

- Repackage common core and get the word out about what it really is.
- How to pull community into voting block to educate elected officials.
- Funding
- Assist with K-12 preparation for college and career preparedness.
- Look at NCLB for high quality teacher certification changes.
- Dual credits for students.
- Do a Sci-Tech festival.