

Workforce

By Lauren Serrato

Gone are the days when the West Valley struggled to keep a strong and talented workforce in the region. As the West Valley continues to grow, more employers and employees are choosing to forfeit the long commute and now live and work in a closer proximity.

In fact, the West Valley is proving to build a workforce necessary to continue the growth the region is experiencing. Organizations focused on workforce are leading the stride in highlighting recruiting and employment opportunities, as well as making retention a priority.

WESTMARC is proud to partner with said institutions, including Career Connectors, Pipeline AZ, School Connect and Arizona Technology Council.

WESTMARC recognizes the importance of workforce. In fact, three of the determined goals for 2023 are workforce focused, including: Positioning the West Valley as a tech forward region for business attraction and workforce development, continue to promote the West Valley's talented and diverse workforce, and attract employers to the West Valley.

Additionally, WESTMARC launched the West Valley Workforce section on the company website, which features the [West Valley Pipeline](#), [Industry Employer Collaborative](#), [West Valley Workforce Success Series](#) and the [Business Resource Guide](#).

In the midst of the region's growth, the West Valley is home to many businesses that are deemed some of the best places to work in the state.

Denise Gredler, CEO/Founder of [Best Companies AZ](#) confirmed she's seen the increase in the number of businesses coming up on BCAZ's radar.

"On a local level we have seen a few West Valley companies recognized on the 2022 Top Companies to Work for In Arizona list such as Credit Union West, Starwood Custom Homes, Larry H. Miller Hyundai, and Arizona Charter Academy. On the 2022 Arizona Most Admired list we have Desert Financial Credit Union (branches in west valley hiring) and USAA. As the West Valley continues to grow, we'd love to see more companies participate in these local awards and get recognized for the great things they are doing for their employees," she said.

Gredler said employee satisfaction and Diversity, Equity and Inclusion (DEI) heavily overlap.

"An employees' perception of their company's DEI efforts definitely have an impact on their job satisfaction. When organizations implement DEI strategies that include accessibility and belonging, employees feel seen and heard and they want to be engaged. Belonging is the intersection of DEI and engagement," she said.

"The most important part is taking the employees survey results to the next level showing your employee you are listening to what each individual employee has to say and then that you are implementing action plans to show you are invested in their well-being long term."

Linda Luman, Executive Vice President of Human Resources at Achieve, a company that is consistently ranked as one of the Best Places to Work said a focus on DEI allows for her employees to come to work as their "full selves."

“Over 65% of internal career advancement opportunities, promotions, and transfers to new positions are women and 53% are diverse employees,” Luman said.

“Our employee-led Employee Resource Groups (ERGs) continue to grow in numbers and are open to all employees, whether a member of the ERG community or an ally of the group. We have six steering committees that lead our ERG groups (Black/African American, Military, LGBTQ+, Hispanic/Latinx, Asian American & Pacific Islander, Women in Leadership).”

As West Valley companies continue to impress and stake their claim as some of the best places to work, WESTMARC continues to place workforce development as a priority and believes a strong workforce benefits the region as a whole and its quality of life.