



WEST VALLEY WORKFORCE

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INTRODUCTION

The West Valley of Greater Phoenix continues to be one of the fastest growing regions in the country. Comprised of 15 communities encompassing 3,000 square miles west of Interstate 17, the region is home to 1.8 million residents ranging from established corporate executives to an up-and-coming millennial workforce. The median age is 36.2 years with 64% of residents being workforce age. The West Valley is also one of the most culturally diverse regions in Arizona and well known for our minority-majority population of 58%.

Over the past two decades, this region has attracted young families, an experienced work force, Fortune 500 companies, luxury housing communities, world-class sports and entertainment amenities, all adding to a high quality of life for residents and continued growth. To meet the employment needs of this region, WESTMARC has worked with economic development teams, the business community and education partners to develop and implement a regional strategic plan for workforce development – West Valley Pipeline Workforce Development Strategy. This plan was developed in 2017, with an updated version (West Valley Pipeline 2.0) recently completed in 2023.

PURPOSE

The West Valley Regional Workforce Development Strategy – West Valley Pipeline – covered the years 2018 - 2023 to qualify and quantify the region's current workforce, and to work with industry to ensure the ongoing development of a workforce pipeline to attract more high quality, high paying career opportunities for regional residents.

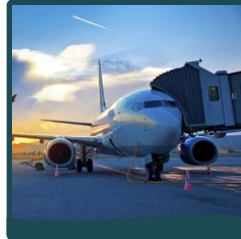
The Strategy was updated (version 2.0) for the years 2024 – 2028 with the continued emphasis of ensuring that local businesses have access to quality talent pipelines that will allow for profitability and expansion. Additionally, quality of life and family goals such as access to childcare, housing, and transportation have been added to ensure workforce solutions are approached holistically.



TARGETED INDUSTRIES



CONSTRUCTION



**AEROSPACE, AVIATION
& DEFENSE**



**BUSINESS
SERVICES**



EDUCATION



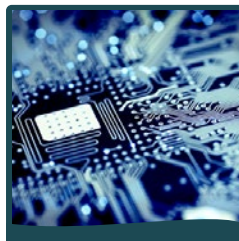
**HEALTHCARE &
SOCIAL ASSISTANCE**



MANUFACTURING



**RETAIL, HOSPITALITY,
& TOURISM**



TECHNOLOGY



**TRANSPORTATION
& WAREHOUSING**



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WEST VALLEY PIPELINE 2.0

STRATEGIES INCLUDE:

- Address skills gaps through industry education and workforce partnerships
- Engage businesses to support STEM, CTE, and Work-Based Learning programs
- Operate a regional collaborative business outreach program
- Integrate professional skills

HOW CAN YOU GET INVOLVED?

WORK-BASED LEARNING EXPERIENCE

Connect through the WESTMARC Foundation with Education and Workforce partners to provide career exploration, job shadowing, internships, apprenticeships and other training opportunities to ensure that West Valley youth and adult job seekers obtain the skills you need.

INDUSTRY EMPLOYER COLLABORATIVE

Participate in industry Employer Collaborative discussions to share your input, expertise, and industry workforce challenges. Network with your industry peers and help identify the best solutions to those challenges that will help your business succeed.



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

ECONOMIC RECOVERY CORPS FELLOWSHIP

ADDRESSING WORKFORCE TALENT GAPS THROUGH TECHNOLOGY SOLUTIONS

WESTMARC is working with West Valley businesses to identify opportunities to integrate technology solutions to address workforce needs.

WHAT IS IT?

65 Fellows across the nation will spearhead projects that advance new ways of doing economic development to build more resilient, inclusive, and equitable economies.

WHY DO IT?

To identify opportunities to leverage AI and other technologies to solve workforce challenges, locate areas to upskill our current workforce, increase digital literacy and technology adoption, in order to establish the West Valley as a tech-forward, innovative region.

HOW CAN YOU GET INVOLVED?

Connect with our team to learn and identify the most valuable opportunities for your company/organization. To learn more, visit: westmarc.org/erc-fellowship.

WESTMARC FOUNDATION

The WESTMARC Foundation ensures West Valley business success by convening partnerships and projects between West Valley business, education, government, and non-profit stakeholders to build a resilient talent pipeline aligned to local business needs. The WESTMARC Foundation, a 501c3 organization, manages the charitable initiatives of WESTMARC under the pillars of workforce development, education, and data.

WORKFORCE DEVELOPMENT

The WESTMARC Foundation convenes industry employer collaboratives in nine targeted industries to address skills gaps and workforce needs of West Valley businesses. Each industry employer collaborative results in employer-identified solutions that are shared with appropriate education, workforce, and community-based partners to provide those solutions.

EDUCATION

The WESTMARC Foundation aligns business needs with West Valley K-8 education, high school / Career & Technical Education (CTE), and post-secondary education / workforce training programs, with a focus on work-based, project-based, and skill-based learning, ensuring that every student and every job seeker has a pathway to career success.

DATA

The WESTMARC Foundation publishes data-driven research on labor analysis, economic impacts, public policy, and community issues to inform business leaders, education leaders, policy makers, and the general public.

Join the conversation!

To engage with the WESTMARC Foundation activities, or to become a member, contact:

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westmarc.org/westvalley-workforce

WESTMARC FOUNDATION

MEMBER BENEFITS

	Executive (50 or more employees)	Corporate (Fewer than 50 employees)	Non-Profit/ K-12 Education/ Professional (1 - 5 employees)
Business highlight in Workforce Wednesday newsletter	✓	✓	✓
Detailed Industry Employer Collaborative report/insights	✓	✓	✓
Detailed Industry data report with analysis, updated annually	✓	✓	✓
Three custom Workforce Data requests per calendar year, with analysis and qualitative interpretation	✓	✓	✓
Connectivity to West Valley education providers (Colleges and Universities, Community Colleges, High School districts, West-MEC / Career & Technical Education programs)	✓	✓	✓
Two seats at one of the following WESTMARC events: <ul style="list-style-type: none"> • Economic Development Summit • Healthcare Summit • Business Technology Summit 	✓	✓	
Opportunity to attend ongoing and/or present at one (1) of the following WESTMARC Issue Committee meetings: <ul style="list-style-type: none"> • Education and Workforce • Economic Development • Healthcare • Infrastructure • Quality of Life 	✓	✓	
Complimentary attendance to Workforce Forum	✓	✓	✓
Member pricing to all other WESTMARC events	✓	✓	✓
WESTMARC Foundation website exposure	Hyperlinked Logo	Hyperlinked Logo	Company Listing
	\$5,000	\$2,500	\$1,000

IN PARTNERSHIP WITH

