

Executive Summary

Building a bridge to the future is the work of a joined community. Through Pipeline AZ, a revolutionary platform, Greater Phoenix is optimizing how job seekers and companies connect in our ever-evolving, competitive, and fast-paced job market.

With the combined strength of local businesses, as well as civic and education leadership, Pipeline AZ has united our community through a public platform to not only ignite collaboration between workforce partners, but empower a skilled and enriched talent pipeline for substantial regional growth and prosperity for all area residents.

In recent years, the digitization of talent acquisition has left more and more people disengaged from the workforce. The gap between companies and people seeking employment has only widened. For employers in high-growth, high-demand sectors, filling open positions is increasingly difficult without a systematic approach to effectively develop, identify, and match current and future demand for talent. Employers are left to manually comb through piles of ill-matched résumés or scour the Internet in the hopes of finding the right talent.

Today, thanks to the generous funding of the Maricopa County Industrial Development Authority (MCIDA), Pipeline AZ will now provide the essential link between job seekers and employers this community needs, establishing the region as a self-sustaining workforce ready to lead 21st-century careers. As the nation's first comprehensive, end-to-end talent optimization platform, Pipeline AZ is offered at no cost and provides universal access to all area employers and job seekers, along with the capacity to fully integrate with the region's existing educational and workforce development resources.

Through the formation of dynamic skills-based communities utilizing the Pipeline AZ ecosystem to maintain both awareness of job market developments and the professional skills required to ensure job readiness, Pipeline AZ serves both job seekers and employers alike.

Once registered on the Pipeline AZ platform, participants are able to explore local career pathways or be individually matched to jobs, internships, apprenticeships, and mentorships based on their current skills. Pipeline AZ gives access to education and training programs that directly align to careers of interest, and supports career pathway progression through connection to workforce offices and other organizations that offer on-site guidance. Additional tools such as assessments for skills and interests, resume refinement assistance, and profile creation across desktop and mobile devices are available.

Employers who register on the Pipeline AZ platform can create a profile page that highlights not only their current employment opportunities, but unique information about upcoming events, perks and benefits, and their company culture. Once an employer posts a position on the platform they are immediately matched with potential candidates that align to the skills the employer designates are important. The services to both job seekers and employers are offered at no charge.

Streamlining the pathway between talent supply and talent demand, Pipeline AZ is a true public-private partnership designed to grow alongside the initiatives of today and tomorrow. Built for the community – by the community and ensures our future at the not-so-far end of the bridge is a bright one indeed.



Pipeline AZ

Pipeline AZ Officially Launches Online Career Site to Maricopa County

**Revolutionizing the Way Job Seekers and Companies Connect,
Pipeline AZ is a Community-Built Initiative that is Bolstering Maricopa County's
Fast-Paced Job Market**

PHOENIX (January 15, 2019) - Pipeline AZ, a robust career exploration tool funded by the Maricopa County Industrial Development Authority, has officially launched in the Arizona market. Dedicated to keeping top talent in the state, Pipeline AZ focuses on connecting our community of job seekers with local pathways to education or directly to employment that specifically matches personal skills and interests.

The regionally created job search platform provides real-time labor market information and insights, and uncovers options that allow people to make better decisions about their career. Using skills latticing, Pipeline AZ seamlessly connects job seekers, career counselors, educational institutions and government entities to improve employment opportunities and outcomes in Arizona. Pipeline AZ helps Arizonans transform their lives by empowering them to explore their passions, obtain necessary skills and secure a role in their desired field.

"We want our community investments to have a wide and lasting impact," said MCIDA Executive Director Shelby Scharbach. "In many cases, the programs we are funding through community grants will be feeding Pipeline AZ, providing users of all incomes and backgrounds a single place to access support services such as career training and additional education."

Unlike typical job boards and staffing companies that facilitate job placements on a transactional basis, Pipeline AZ helps job seekers find their passions and supplement their education based on each applicant's personal interests and skills. Using intelligent matching, this online tool connects candidates with employers in Arizona that are looking for their specific skill set.

By bringing together the community workforce stakeholder groups such as career counselors, educators and government entities, Pipeline AZ helps Arizonans transform their lives and make more informed decisions by empowering them to explore local opportunities to fulfill their passions, obtain necessary skills, and secure a role in their desired field of interest while filling vital employment gaps in the County.

"Pipeline AZ was created to keep top talent in Greater Phoenix, facilitate faster placement for high-growth businesses, and simplify the job-search process for job seekers," said Katherine Pappas, Pipeline AZ Director. "From a skills translator for our veterans looking to transition to civilian life, to our ability to match students with jobs that fit their career goals, to tools that assist those looking to rescale or upscale, this is a true community initiative."

Pipeline AZ provides a wealth of support and services to job seekers. Starting with assessments to gauge an applicant's skills and interests, the platform will then present customized results based on the data entered, focusing on career results that are projected to have high demand in Maricopa

County. Job seekers are shown industries and specific job opportunities for which they match the job requirements. The platform also provides a case manager for each applicant (upon request), who can suggest specific steps for bridging gaps between their current skill set and required skills for their desired job. Pipeline AZ provides access to educators, mentors, and internships when needed.

Brian Fischer, COO of Futures Inc., a technology partner of Pipeline AZ stated, "Pipeline AZ is set up to be the most successful solution of its kind. They are uniquely positioned to be the Switzerland that is the connective tissue between job seekers, industry and schools. No one in the country trying to solve workforce development challenges, connects everyone in the community the way Pipeline AZ does. We are excited and honored that Futures can be their technology partner."

Ultimately, the system is built to streamline the hiring process and fill jobs more quickly. With Pipeline AZ, job seekers don't have to feel alone in their job search, or worry whether their résumé will ever be seen by a hiring manager. At the same time, employers see a crop of applicants that are pre-qualified from the beginning. That combination is not only a positive for the employers and job seekers, but by keeping top talent in the region, it's a win for the state of Arizona.

For more information on how you can get involved with Pipeline AZ go to pipelineaz.com.

Initiative Origin

Pipeline AZ began over seven years ago as a concept within a much larger plan. **Far more than just a technology platform**, it was built to offer a collaborative intersection through which programs, partners and practices can align to enhance our community's workforce ecosystem.

When the recession hit in 2008, business, education and civic leaders gathered to conduct a very honest and thorough assessment of the region. The findings suggested building a more diverse economic base less susceptible to cyclical economic downturns. A Metropolitan Business Plan was developed, called Velocity, which laid out the foundation for **three pillars that could transform the Greater Phoenix region into an economy based on innovation and technology**:

- 1 Implement a plan to bridge the gap between ideation, commercialization, and a connected workforce.
- 2 Enhance the entrepreneurial ecosystem.
- 3 Expand the exports of small and medium-sized businesses in the market.

In support of this third pillar, a three year, \$5.8M grant was provided by the Maricopa County Industrial Development Authority (MCIDA) to fund an online, technology-based job connection platform that connected job seekers to employers, using skills matching - not keywords - to connect people with jobs. Through partnership with regional community colleges and universities, Pipeline AZ offers validated program suggestions for exploration.

The platform would also pull resources from regional community colleges and universities to show pathways for the top 100 in-demand careers in the Greater Phoenix region, so if an individual explored an in-demand career, they could find the right programs to meet the requirements.

...this platform was named Pipeline AZ.

Today, Pipeline AZ defragments the region's job marketplace, streamlining the pathway between talent supply and talent demand. As the nation's first comprehensive, "end-to-end" talent optimization platform, Pipeline AZ provides free, universal access to all area employers and job seekers, with the capability of fully integrating with the region's existing educational and workforce development resources.

Pipeline AZ's ultimate purpose is to drive area economic development and increased prosperity for all county residents through the formation of dynamic skills-based communities utilizing the Pipeline AZ ecosystem to maintain both awareness of job market developments, and the professional skills required to ensure job readiness.

Pipeline AZ is revolutionary solution for how people will prepare for - and remain engaged in - the world of work over an entire career lifespan. It addresses critical challenges faced by today's employers and job seekers, and will showcase Maricopa County as the nation's most forward-thinking, progressive community in preparing itself for the competitive realities of the 21st century.

Frequently Asked Questions



What is Pipeline AZ?

Pipeline AZ is a collaborative public platform where job seekers can be matched to jobs based on current skills, explore career pathways and find education and training to supplement, and connect with local businesses – and employers can locate potential candidates in real time by specifying the skills most important to them. A first-of-its-kind platform, Pipeline AZ aligns programs, partners and practices by using skills as the connection to enhance our community's ability to connect our workforce ecosystem.

Who does Pipeline AZ serve?

Pipeline AZ, links the region's job marketplace through the use of one tool, therefore streamlining the pathway between talent supply and talent demand. As the nation's first comprehensive, "end-to-end" talent optimization platform, Pipeline provides free, universal access to all area verified employers and job seekers, with the capability of fully integrating with the region's existing educational and workforce development resources. Pipeline AZ serves the community, specifically both the supply and demand sides of job fulfillment

- The supply side includes job seekers, students, educators, workforce offices (case managers/career services), veterans, and displaced youth.
- The demand side includes regional employers in industries such as Aerospace, IT, Healthcare, Advanced Manufacturing, Energy, Construction, and more.

How is Pipeline AZ unique?

Pipeline AZ is an initiative built by the community for the community and will continuously grow with the local market to surface the right content and connect workforce participants. Unlike typical job boards and staffing companies that facilitate job placements on a transactional basis, Pipeline AZ helps job seekers find their passions and offers ongoing resources to expand their education in pursuit of those passions through the ability to explore career pathways. As candidates register onto Pipeline AZ and complete a profile, we immediately match and connect them with local employers and opportunities based on their unique skills and interests. Conversely, we've also advanced the way employers search and source talent in our marketplace by allowing them to identify the key attributes they're seeking in prospective candidates.

What does Pipeline AZ cost?

Pipeline AZ is offered at no cost for job seekers, educators, mentors, and participating companies.

How did Pipeline AZ come to fruition?

Pipeline AZ began as a concept within a much larger plan and in response to identified needs and stakeholders in our region. Far more than just a technology platform, it was built to offer a collaborative intersection through which programs, partners and practices can align to enhance our community's workforce ecosystem. When the recession hit in 2008, business, education and civic leaders gathered to conduct a very honest and thorough assessment of the region. The findings suggested building a more diverse economic base less susceptible to cyclical economic downturns. A Metropolitan Business Plan was developed, called Velocity which laid out the foundation for three pillars that could transform the Greater Phoenix region into an economy based on innovation and technology. Led by Katherine Pappas, Director of Workforce Strategy for the Partnership for Economic Innovation, (PEI) Pipeline AZ was created to develop and retain top local talent, facilitate faster placement for high-growth businesses, and simplify the job-search process for job seekers.

Who operates Pipeline AZ?

Pipeline AZ is operated by the Partnership for Economic Innovation (PEI), funded by the Maricopa County Industrial Development Authority, and supported by Futures Inc. – a talent optimization company providing analysis, tools, and reporting. Pipeline AZ also receives support and insights from many community partnerships that represent regional public, private, workforce, business, industry and academic organizations.

Where do the jobs posted on Pipeline AZ come from?

Jobs posted on Pipeline AZ are refreshed daily and are sourced from an aggregated local job feed -- a combination of job boards, available APIs, public company feeds, and API integrations within our platform. As employers join Pipeline AZ, their internally created job posts will be matched to job seekers with greater specificity based on skills and the matching logic that underpins the platform.

Will Pipeline AZ expand statewide?

Pipeline AZ's current focus is on Maricopa County, as this is where funding for the initial implementation was sourced. However, Pipeline AZ is eager and able to expand to other regions across Arizona as additional support becomes available.

How does Pipeline AZ help job seekers?

Pipeline AZ provides a wealth of support and services to job seekers. Following an initial assessment to gauge an applicant's experience and interests, the platform uses artificial intelligence to present customized results based on the data entered. Job seekers are introduced to various industries and job opportunities best suited for their skills. On-site résumé and

cover letter builders make the use of the platform simple.

The platform also pairs applicants with career navigators also called case managers who can suggest specific plans for bridging any gaps between their current skill set and the skills required for their desired job. They can also help introduce applicants to employers or suggest positions based on their experience. When needed, Pipeline AZ offers connections to education programs, internships, and mentors, as well as skills translators to aid veterans looking to transition back into civilian life.

Why does Pipeline AZ require me to provide my phone number, city and zip code?

Pipeline AZ requires your zip code during registration in order to pinpoint your location to match you to jobs near you! Your phone number is optional in the résumé builder, so employers are able to contact you if they are interested in your résumé. Your city will populate in the résumé builder based off of the zip code entered at registration! We take privacy very seriously, and you decide whether employers or case managers can see your information by making your profile either private or public. We use industry-standard security measures to protect personal information and data.

Where does the information on Pipeline AZ industry and career pages come from?

Pipeline AZ gathers relevant information for you from many different locations for the industry and career pages (pipelineaz.com/sources).

Work Environment: bls.gov
Salary Breakdown: bls.gov
Projected Job Openings: projectionscentral.com
Top Expected Tasks: onetonline.org
Skills and Abilities: onetonline.org
Related Careers: onetonline.org

How does Pipeline AZ help Arizona businesses?

Pipeline AZ automatically matches applicants with job postings to provide validated businesses with the most qualified candidate pool in the state. The hiring process is streamlined based on the employer's specific needs – filling jobs faster. Arizona businesses enjoy unlimited free job postings through Pipeline AZ, and are given a built-in platform to advertise their company – their culture, their benefits, and any other additional perks that may help capture the interest of applicants.

How does Pipeline AZ help educators and workforce offices?

Educators and workforce offices can use Pipeline AZ as an invaluable resource to help guide job seekers through job exploration at any stage in their career lifecycle. It is geared towards helping job seekers make more informed decisions

about pathways to education and/or employment in real time. The platform provides a unique database of up-to-date local job listings, offers free candidate assessments, information on internships and mentors, and enables a direct line of communication to the job posters themselves.

How does Pipeline AZ help Arizona's economy?

As a community solution and initiative, Pipeline AZ brings Arizona educators, businesses, nonprofit agencies, and government entities all together in one system with one shared goal: to develop and keep talented people right here. The platform also captures essential community input that reflects local workforce conditions – these insights, when shared among stakeholders, are an enormous help in forming policy decisions that can better serve the veterans, students, and displaced youth of our community. Community participation also increases the market's awareness of talent, skills and distribution of workforce assets in our region; Pipeline AZ offers a flexible opportunity to evaluate and quantify an important driver for economic development: talent.

How can I get involved?

- Job seekers: register at pipelineaz.com today and get started exploring local careers or taking the free assessment. You will immediately be presented with available job openings aligned to your interests and skill set.
- Arizona-based businesses: register on our platform at pipelineaz.com and make Pipeline AZ your primary resource for posting jobs and hiring new employees.
- Educators: familiarize yourselves with the Pipeline AZ platform so you can recommend it as a resource to students you're helping to skill for jobs.
- Community organizations: contact the Pipeline AZ team to see if Case Management access to the platform would benefit your clients and job seekers.
- Industry experts: provide feedback and suggestions to regionalize Pipeline AZ insight into career exploration content for Job Seekers.
- Follow us on social media:

 [linkedin.com/company/pipelineaz](https://www.linkedin.com/company/pipelineaz)

 [facebook.com/pipelineaz](https://www.facebook.com/pipelineaz)

 twitter.com/pipelineaz

 [instagram.com/pipeline_az](https://www.instagram.com/pipeline_az)