

The REAL Work of Workforce Boards

By Bob Lanter

Pittsburg, CA





The Beginning....

CAREER
COUNSELING



piccolo

***“I doubt whether working on your tan can be counted
as seasonal employment.”***

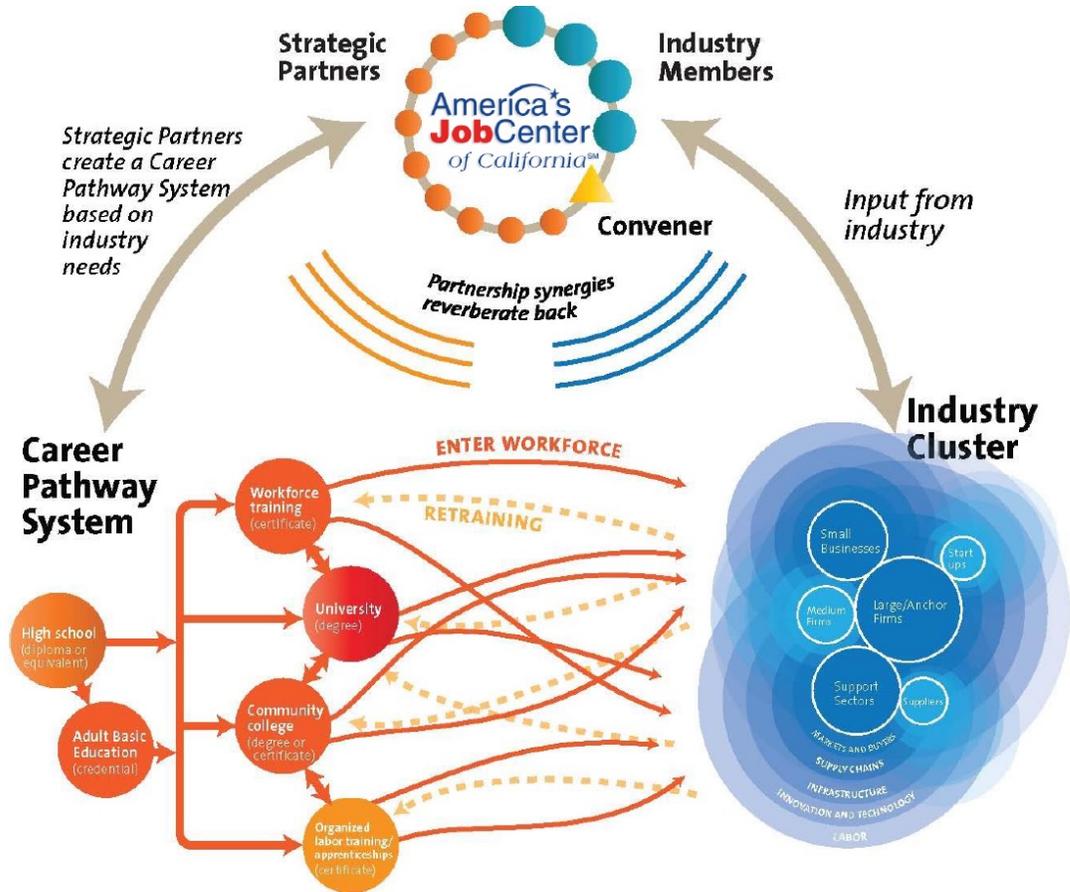
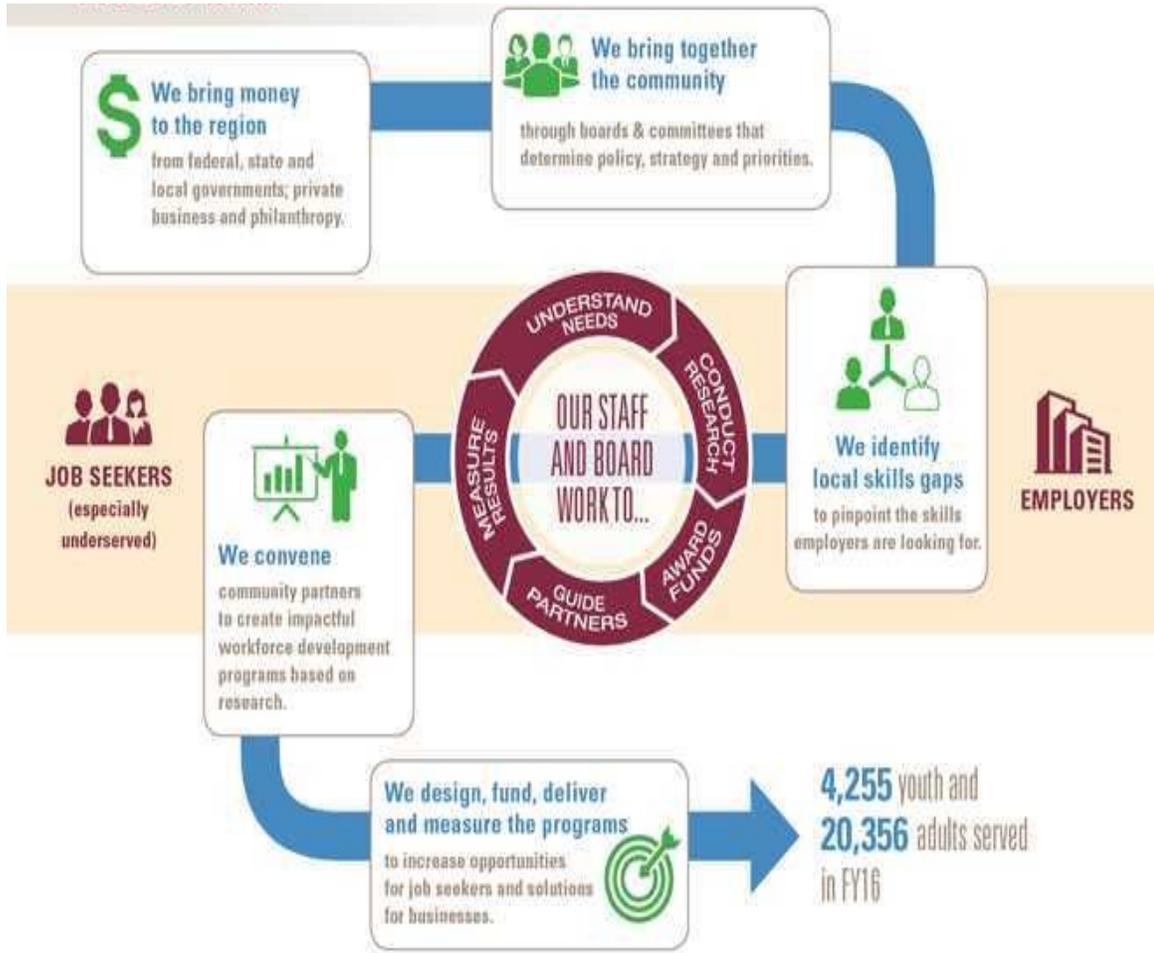
Gunman
Obsessed With
Ex-Boss / Cops
say he took her
hostage, forced
her to shoot him
Published
4:00 am PST,
Wednesday,
March 27, 1996

Jociel Galamay Bulawin believed that Mary McIntyre was controlling his dreams, so he took her hostage and forced her to live out a nightmare, authorities said yesterday.

In a bizarre episode played out in a Concord trophy store on Monday, Bulawin forced McIntyre to put a pistol to his head and to pull the trigger. Doing so ended a horrifying five-hour ordeal during which he repeatedly threatened to kill her if she didn't kill him first.

"It was a fatal attraction," said Concord police spokesman Maurice Jennings. "He felt she controlled his life, that she was a psychic and had this power over him and his destiny. It's very surreal."

SF
GATE



WHAT IS THE WORKFORCE SYSTEM





The Present of Workforce Development WIOA

Opportunity to improve job and career options for our nation's workers and jobseekers through an integrated, job-driven public workforce system that links diverse talent to businesses.

Supports the development of strong, vibrant regional economies where businesses thrive and people want to live and work.

3 Critical Hallmarks of WIOA Excellence

- The needs of business and workers drive workforce solutions;
- One-Stop Centers (or American Job Centers) provide excellent customer service to jobseekers and employers and focus on continuous improvement; and
- The workforce system supports strong regional economies and plays an active role in community and workforce development.



Business Drives Workforce Solutions

- Businesses inform and guide the system
- Shape regional investments and build a pipeline of skilled workers.
- Engagement includes leadership and participation in the development of
 - Education and Training, Curricula Development
 - Apprenticeship and Work-based learning,
 - Career Pathways,
 - Industry Sector Partnerships.

Support Strong Regional Economies

- Aligns education and training investments
- Promotes local alignment with labor markets and economic development activities.
- Supports regional strategic planning





Workforce Boards Focus on Strategy

- In partnership with governors and chief elected officials, facilitate public-private partnerships
- Support sector strategies and career pathways that advance opportunities for all workers
- Work on the socioeconomic issues and future of work
- Foster innovation; and ensure streamlined operations and service delivery excellence

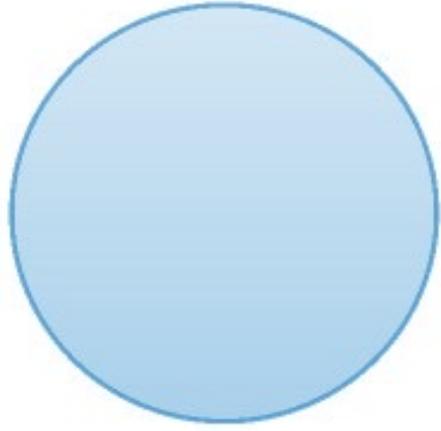
Workforce Boards Focus on Strategy

13 Functions Of A Workforce Board

- Local and Regional Planning
- Research and Labor Market Analysis
- Convening, Brokering, Leveraging
- Business Engagement
- Career Pathway Development
- Proven and promising practices
- Use of Technology
- Program Oversight
- Negotiations of Performance
- Selection of Providers/Operators
- Coordination with Education Partners
- Budget and Administration
- Accessibility: Program and Physical

What
then....is the
Real role of
workforce
development
boards??

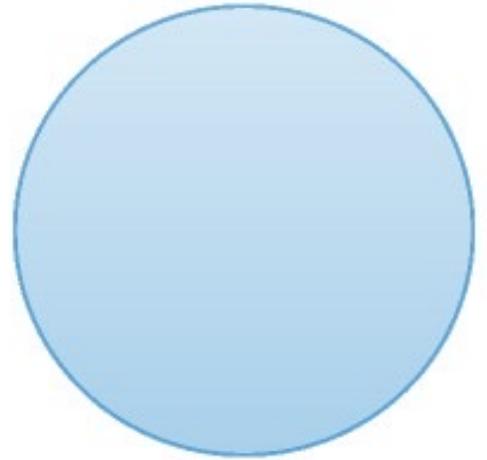




Jobseekers and
Workers
with the

- skills
- knowledge
- resources

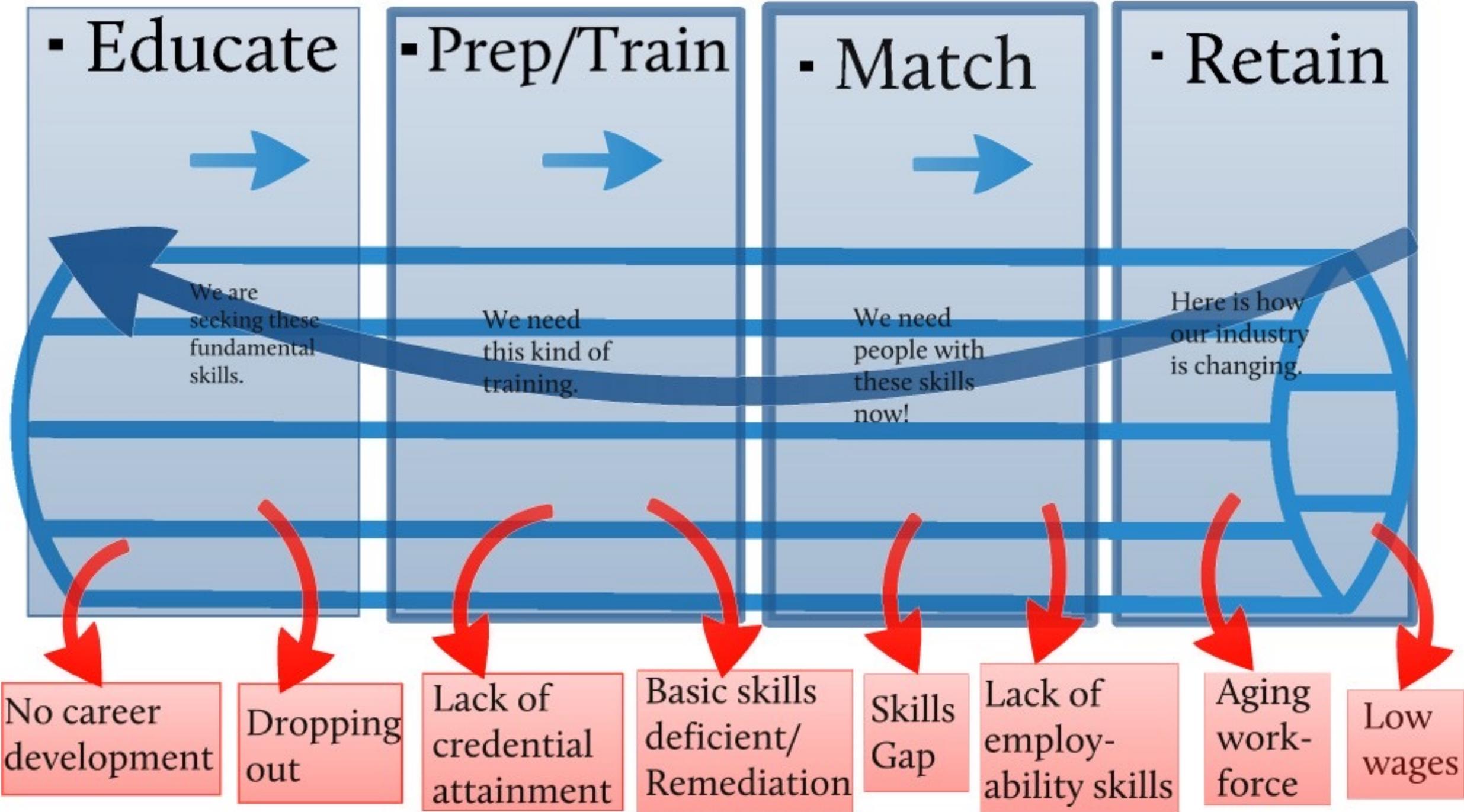
to find and retain
quality employment



Businesses
and Employers
with the

- talent
- pipeline
- proactive/reliable
workforce system

to sustainably and
competitively grow



How do we do
this? Magic?





Workforce Boards Focus on Strategy

Who is on your workforce board? Sec 107(b)(2) of WIOA

- Selected by Chief Local Elected Official
- Majority must represent biz in local area (2 members must rep small biz)
 - Be owner, exec., hiring authority
 - In-demand sectors or occupations
- Local Boards must include representatives of:
 - Labor organizations - 2 or more (CA this is 20%)
 - Registered Apprenticeships - 1 or more
 - Adult Ed and Literacy
 - Higher Education
 - Economic Development
 - EDD/Wagner-Peyser
 - Vocational Rehabilitation

Economic Opportunities within Local Workforce Area: Example #1

\$107 Million estimated – ARPA Funding

17 Opportunity Zones have been approved in the County- these places receive tax breaks

5.7% UI in March 22 – compared to 9.9% a year ago

Transportation Access – two interstates and two deep water ports

Industry Clusters:
Agriculture (#5 in CA)
Manufacturing
Warehouse and Logistics
Healthcare

AgTech Cluster Initiative – Attract new biz, keep top talent, develop and leverage technology

Economic Development Plan will create pathways for county residents to achieve economic mobility by building an economy that is diverse, inclusive, connected, vibrant and sustainable.

Local Workforce Area Socio-Economic Challenges: Stanislaus

21.2% of Adults over 25 have no HS Diploma

13 % of jobs are considered “good” jobs, meaning they provide a self-sufficient wage of about \$27 per hour, benefits and more. Around 22 % of jobs in the area are considered “promising,” while the remaining 65 % are classified as “other.”

13.5 % of the population in poverty
\$25,100
74,472 people

Estimated 13,605 farmworkers in the County average roughly 15.50 per hour

Home Affordability Ratio is 5.8 – goal nationally is 2.4.

*wells fargo/NAHB

24% of residents commute 50 miles or more. Residents commuting out of the County earn considerably more per year [e.g. those commuting to the Bay Area earn an average of \$35,700 more] economic strategy report

Economic Opportunities within Local Workforce Area: Example #2

\$301 Million estimated – ARPA Funding

- Employment rose 2020-2021 led by gains in gov and tech jobs.

April 15, 2021: Transportation projects across region received \$198M from ACOG – 74 projects funded.

County UI Rate stood at 7%, down from a 9.9 UI rate a year ago.

Regional EDA and its partners have 21st Century Workforce Initiative: Developing a Ready Workforce, Future of Work, and Digital Skills.

A future is emerging for some of Big Aero Space Company land holdings, with an early-stage proposal for a 105.5-acre industrial park in

ScaleUp Initiative identifies region's growth opportunities by prioritizing new strategies to help create economic mobility. The City Council adopted on January 26, 2021. ”

Key Industry Sectors:

- Healthcare and Life Science
280k jobs
- Ag/Food Manufacturing
- Clean Tech and Energy
- Education and Knowledge

Local Workforce Area Socio-Economic Challenges: Example #2

Leisure and hospitality (up 11,500 jobs) led emp. growth for the region. Accommodation/food services added 8,500 jobs.

County shortfall 58,383 affordable homes for lowest-income renters = shortage for retail workers, janitors, child-care workers, home health aides, etc. Renters must now make twice the state's min wage, or nearly \$27/hr to afford the average rent of \$1,392.

Thousands of Afghans facing the challenge of finding a new home, will resettle in this region

5,500 people homeless any night in County. An increase of nearly 20% from 2017. In 2020, more than 4,600 complaints received, from businesses owners to residents, from April through December.

Hispanics in region likely to lack health insurance, live at or below poverty, and receive SNAP benefits more than other ethnic groups. Hispanics likely to work jobs that could not be completed remotely during the COVID-19 pandemic"
Hispanic Chamber

Region has a major digital equity and skills gap, especially for the region's majority minority population of youth.
"Brookings" SCDI

Community Centered Workforce Boards

- **Small Business** – Partners with SBDC and merchant assns. Assist with access to capital and capacity
- **Entrepreneurship** – Works to offer training for entrepreneurs and microbusiness
- **Economic Development** – Aligns with local agencies, assist in business attraction and retention, works to take proactive measures to drive economic activity.
- **Business Focused** – Recognizes business as a primary customers, incorporates sector strategies and works to coordinate business outreach.
- **Career Pathways** – Identifies key occupations and builds, maps and articulates pathways to community

Community Centered Workforce Boards

- **Worker Mobility** – Knows where the low wage workers reside and works to increase wage mobility and job quality. Utilized IWT as needed.
- **Apprenticeship** – works to establish earn and learn models within key industry sectors.
- **Vulnerable Populations** – works to incorporate targeted population in service design. Uses HCD to ensure programs are effective.
- **Childcare, Transportation, Support Services** – Considers availability and importance of wrap around services in increasing available talent pool.

Community Centered Boards

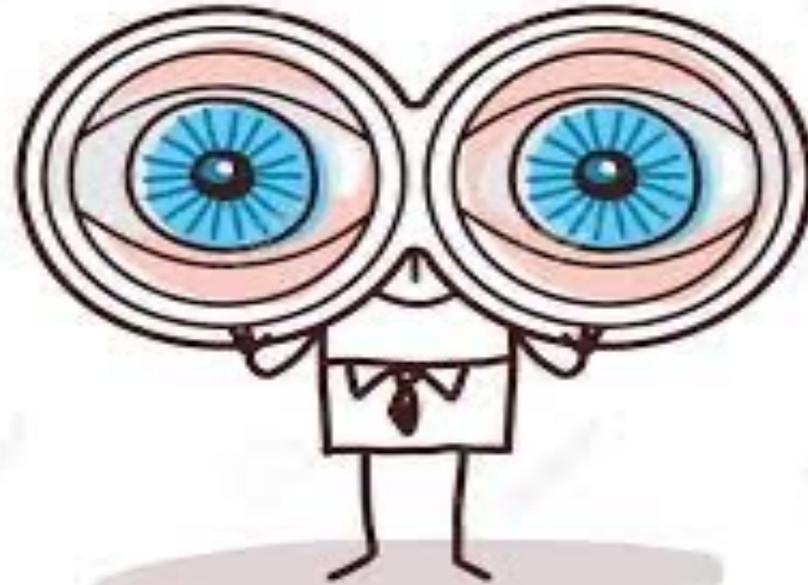
- **Race, Equity, Diversity and Inclusion** – Intentionally incorporates REDI strategies in program design and measures progress.
- **Resource Diversity** – Has a budget where WIOA is no more than 50% of funding.

Moving Forward



Concepts	Strategic Planning	Action Planning
Time Period	3-5 years	Next year or two (12-24 mos.)
Modification	Not often – Annually	Regularly - Monthly
Goals	Outline Vision-Broad in Scope	Applies to specific deliverable-how do we get them done
Plan Generation	High-Level Leadership	Committees, staff, etc.
Reporting	Annually or Qtly – High Level	Monthly, this keeps on organization on track

How does this
look when it
comes
together?





Greater Sierra Forestry Corps



Career Pathway Articulation



Aero-Flex Sector



Y4 Youth Event



High Road Construction Careers



Grow Manufacturing Initiative



Recycling Lives

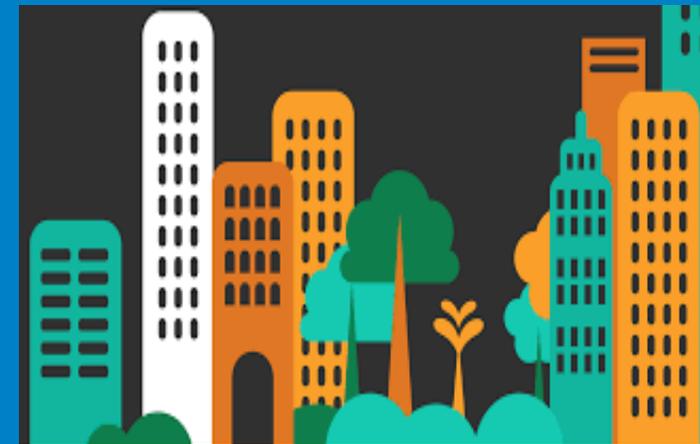
Was formed with Kern Alliance of Business, the not-for-profit entity of Employers' Training Resource with the intent to break the cycle of homelessness, poverty and incarceration by recycling lives and glass in Kern County. Recycling Lives installed a Glass Pulverize System to turn volumes of waste glass into fine sand and glass cutlets to be sold in bulk to private businesses, local cities and to the County of Kern to be used in public work projects.

Through a unique partnership between Bakersfield Adult School, BARC, County of Kern and Kern Alliance of Business, Recycling Lives offers a classroom training program that provides adult learners with the principles of the recycling process, including entrepreneurship and business fundamentals. The Recycling Lives program includes classroom training on basic safety and equipment operation (which includes certification on Skidsteers and different types of forklifts), soft skills, basic work readiness, basic accounting, warehousing, sales and marketing. The participants will also learn goal setting, resource allocation, organized structure and management techniques.

Transitional Jobs Programs



Experts in the Room



- What are economic opportunities or socio-economic challenges that you are interested in working on in your capacity as a Board Member?

Questions?
&
Adjournment

