

**Work Group: Higher Education and Workforce Development**

**Higher Education**

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**Work Force Development**

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**Description of Activity: Workforce Development**

**Goal 1: Create a demand-driven workforce investment system that supports target clusters.**

**Objective A: Align workforce development resources to support target industry clusters.**

This umbrella objective will be accomplished through meeting the following supporting objectives:

**Objective B: Conduct occupational analysis of key jobs in target industries.**

The final analysis has been compiled. Each WIB was provided a County

2,742 companies, in the five target industry clusters, completed the regionwide survey. These surveys provided real employment demand needs in each of the target industries. The Central California Workforce Collaborative (CCWC) has considered adding automotive technology, information services and trade industries to future regionwide surveys.

Data suggest the following:

Total No. Employer Surveys	2,742
Total No. Current Employees	119,286
Current No. Unfilled	6737
Current Percent Unfilled	5.6%
Projected 1 year needed	11,116
Projected 3 year needed	15,209

Final Analysis suggests the following:

- Overall captured employment demand for 299 occupations ranging from CEO's to general labor
- Three sectors require very similar job requirements – manufacturing, agri-business and logistics resulting in minimal diversity of overall occupational job demand Majority of the jobs entry level.
- Renewable Energy not a major employer.
- Difficulty accessing Healthcare forecasting current and future needs.
- Largest Growth was seen in the following jobs:
  - Production Helpers
  - Graders, Sorters Ag
  - Packers
  - Truck Drivers
  - General Farm workers
  - Laborers Freight and Stock
  - LVNs
  - Maintenance and Repair

- Other Significant Growth was seen in the following jobs:
  - Machinists
  - Medical Assistants
  - Customer Service
  - Billing/Cost/Acct Clerks
  - Supervisors/Mgrs
  - Office Clerks/Secretaries
  - Welders
  - Auto/Bus/Truck Mechanics
  - Industrial Truck/Forklift
  - Stock Clerks/Ship Rec/Movers

Survey asked two EDC questions:

- 1) What are major obstacles facing your business today? Top five were:  
Labor availability/cost, Cost of doing business, Market conditions, Regulatory constraints, and State and federal regulations
- 2) Are you planning to expand, if so what are the obstacles? Top five were:  
Labor availability/cost, Market conditions, Cost of doing business, State and federal regulations and Regulatory constraints

Employers communicated significant concern with maintaining a competitive position during this period.

Significance of Study

- Surveying only 5 sectors provides a very limited view of occupational employment opportunities.
- More outreach needed for Manufacturing, Logistics – Large employers and the Healthcare industry. We are working with the Northern and Central Hospital Councils for additional Healthcare employment data.
- Need to expand beyond the five sectors surveyed to be more reflective of current and future employment.

**Objective C: Develop Web-based inventory of vocational training and “gap analysis.”**

Information compiled from the regionwide employment survey (Objective B) and an inventory of existing education is now online and listed by county at [www.careersinthevalley.com](http://www.careersinthevalley.com). The Web site provides information with respect to jobs projected demand, wages, training and education required, and availability of training programs.

CCWC continues to refine the information available on [careersinthevalley.com](http://careersinthevalley.com) and also is seeking additional funds for spidering capabilities on this site. Two companies who provide this type of capability will present to CCWC members at the next meeting. Marketing and outreach for this site also is being planned.

Furthermore, each county will work with their respective educational programs to ensure that capacity is available to train for demand occupations. If significant gaps exist, CCWC partners will work with educational partners.

**Objective D: Implement regionwide business intelligence tool.**

Executive Pulse

All eight county WIBs have been using Executive Pulse (EP), a software program that allows various entities to submit critical information regarding individual business hiring, training, expansion, relocation needs, etc., that can be shared by all who have access to the program. It has been nearly a year since initial training sessions took place; however, training sessions continue to take place as LWIAs fully implement EP.

EP was recently updated with the addition of document attachment, business closure and new contact directory. The appointment scheduler has been expanded. EP is presently working on a follow-up/customer service evaluation module to be installed later this summer.

The Connectory

San Joaquin County, lead on this project, has developed sample outreach letters to invite chambers to participate as a partner, sample press releases, and flyers explaining the Connectory to businesses. CCWC members were provided samples of each at the August 2008 CCWC meeting and were invited to attend a Connectory orientation session being held on Oct. 9, 2008 at San Joaquin County Worknet.

The Connectory is a Web site portal that will allow businesses across the supply chain to provide essential information on the goods and services they produce, allowing buyer and supplier connections to be made across the region. First round training has been completed.

**Objective E: Create a just-in-time training fund.**

This objective has been accomplished through the ETP grant with Bakersfield College. Kern Community College District (KCCD) has recently designated John Means, associate chancellor of Economic and Workforce Development, to lead the ETP grant. KCCD will reapply for the grant in December since the current grant is set to end on Oct. 31, 2008. KCCD will make an effort to ensure the grant funds are utilized. Mr. Means has been invited to attend a future CCWC meeting.

**Objective F: Address workforce supply on a regional basis.**

Career Readiness Certificate and WorkKeys Implementation

CCWC's 14 partners continue to use the WorkKeys standardized assessments and are using the Central California Career Readiness Certificate.

A regionwide Work Ready Certificate using WorkKeys was developed and adopted by CCWC last year. The certificate verifies to employers that an individual has essential core employability, skills in Reading for Information, Applied Mathematics and Locating Information. Furthermore, regionwide collateral materials, such as folders and brochures, have been developed for use by each county.

Manufacturing Skills Standards Certification (MSSC)

MSSC provides a process for ascertaining that an individual has the specific skills necessary to be recognized as a Certified Production Technician. Merced County continues to work with two large employers for the MSSC project. Tulare County Workforce Investment Board (TCWIB) has launched its collaboration with two employers. Both are advanced manufacturing businesses which are beginning to implement and integrate WorkKeys and MSSC into their hiring and training processes.

TCWIB expects to initiate the MSSC testing by mid-November.

**Objective G: Align vocational and career technical education with target industries.**

The work group has been talking with various stakeholders to learn more about SB 70 and the interest of partners of the California Partnership for the San Joaquin Valley (Partnership) to submit regional applications. Four subregional CTE Community Collaborative applications to the Governor's Career Technical Education (CTE) Initiative were submitted. Some funding for 2008-2009 is anticipated as well; but that remains in question given the state budget situation.

Each partner continues to update their information on the careersinthevalley.com Web site; once this work is completed, further coordination of all the players will occur to achieve this objective.

**Objective H: Establish San Joaquin Valley Workforce Consortium.**

CCWC Local Workforce Investment Area (LWIA) partners include San Joaquin County, Stanislaus County, Merced County, Madera County, Tulare County, Fresno County, Kings County and the Kern/Inyo/Mono Consortium. CCWC met July 11, Aug. 22, and Sept. 26, 2008 in Madera during this quarter. A new Executive Pulse Memorandum of Agreement was written, and signed, for May 2008 to May 2009.

**Objective I: Align the efforts of the San Joaquin Valley's economic development corporations, the San Joaquin Valley Workforce Consortium and the California Community College Central Region Consortium.**

Members of the Economic Development, PreK-12, Higher Education (Community College) and Workforce Development (Workforce Boards) work met for a joint session on Oct. 15, 2008. The session was facilitated by Joel Simon, senior consultant, The Council for Adult and Experiential Learning (CAEL). The goal of this session is to share and integrate regional work among various work groups.

CAEL is a nationally recognized expert in regional development and has an exceptional record of facilitating meaningful, productive collaborations among educational providers, employers, and public workforce agencies. CAEL is a workforce intermediary and national leader in the fields of adult learning and workforce development. Their mission is to pioneer learning strategies to advance partnerships. Mr. Simon has helped lead the City of Chicago's efforts to integrate workforce

and economic development, developing new program and funding models for employer- and sector-driven workforce strategies.

### **Other Work Group Projects**

#### San Joaquin Valley Workforce Funding Collaborative (SJVWFC)

The Fresno Regional Foundation (FRF) was notified that the National Fund for Workforce Solutions (NFWS) team was not as yet prepared to make a final commitment to approve investment for SJVWFC. However, the promising news is that NFWS extended some additional time to refine and hone SJVWFC strategy. FRF has been invited to reapply without having to wait for the new grant cycle. NFWS has invited three SJVWFC participants to attend the Peer Learning meeting in San Diego, Nov. 19-21, 2008. It also has helped clarify the thinking of the investors committee regarding key issues through conversations with NFWS representatives.

FRF is still waiting to hear from The California Endowment.

SJVWFC is an effort that convenes funders and leverages its workforce-related grant making to support innovative initiatives that target the employment development needs of low-skilled, low-income workers to improve their economic stability.

#### CCWC Phase II Grant Application Update

The Central California Workforce Collaborative (CCWC) recently learned that the CCWC Phase II grant application will need to be revised because of changing WIA 15% grant funding priorities. A CCWC sub-committee was developed to rewrite the Phase II grant application to meet the state's new WIA 15% priorities. This sub-committee met on Oct. 9, 2008, to rewrite the grant application. We are requesting the Partnership board support a second round of funding to support ongoing CCWC activities.

#### Planned Activities for next 3-6 months

- Schedule meeting for Oct. 15 joint session debrief with work group consultants.
- Continue work to update careersinthevalley.com.
- Plan marketing and outreach for careersinthevalley.com
- Research spidering companies for careersinthevalley.com
- Revise grant application to the state for 15% WIA grant.
- Support SJVWFC grant applications and attend planning sessions.

#### Next Steps

Find more funding to continue the work of the Consortium

#### Challenges/problems/bottlenecks

Identifying additional monies for the continuation of the Consortium