

Work Group: Higher Education and Workforce Development

Higher Education (Goals 2, 3)

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Work Force Development (Goal 1)

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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.

Central California Workforce Collaborative (CCWC) is seeking funds to continue the studies in 2009-2010.

Objective C: Develop Web-based inventory of vocational training and "gap analysis."

- By February 2009, CCWC partners received training as Web site administrators to assist both job seekers and employers to best utilize the Web site.
- Marketing efforts were launched to include a jingle promoting the Web site that was developed and played for two weeks on major radio stations in each county. The careersinthevalley.com icon was provided to public partners for their use.
- CCWC purchased a spidering system from EmployOn LCC. Since the San Joaquin Valley has more than 3,300 job portals, EmployOn uses its technology to aggregate the job content. Job postings on those sites will now be available in one place at careersinthevalley.com. EmployOn "creates real-time search-and-match technology services for the Human Capital Management marketplace." (<http://www.employon.com>).
- CCWC continues to discuss the sustainability of this Web site.

Objective D: Implement regionwide business intelligence tool.

Executive Pulse

All eight county workforce investment boards (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, which 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 as Local Workforce Investment Areas (LWIAs) fully implement EP.

The current CCWC Executive Pulse contract ends May 16, 2009. WIB Directors were notified at the last CCWC grant meeting that they needed to decide if they would like to continue working EP. Each LWIA will need to have an individual contract with EP because the CCWC grant will no longer be paying and coordinating this effort. The feedback received was that most of the CCWC partners would not renew unless a good group rate or good individual rates could be negotiated. Jeff Rowe, Stanislaus County WIB director, and John Solis, San Joaquin County WIB director, indicated they would renew with EP even if the other partners did not renew.

Recently, EP provided a revised per county renewal fee structure. The regional referral fee was allocated on a per county basis (based on percentage of total population that each county represents). They also made a modest reduction in the

renewal fee for many of the counties to achieve parity for similarly sized counties and in recognition of the budget constraints that everyone faces.

Many of the counties have made considerable progress using the EP platform to manage their internal staff interactions and external interactions with company officials. They will continue to provide: 1) remote online training at no cost; and 2) normal and customary changes agreed upon by all participating counties.

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

This objective has been accomplished through the ETP grant with Bakersfield College.

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 Central California Work Ready Certificate verifies to employers that an individual has essential core employability, as well as skills in Reading for Information, Applied Mathematics and Locating Information.
- CCWC has been working with the State Workforce Investment Board (State WIB) to move forward on a State Career Readiness Certificate. The State WIB director is considering the option of pursuing this through the state's Green Jobs Subcommittee.

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. It was determined that Tulare County will continue to work with two large employers for the MSSC project. Merced County has completed the pilot project and plans to make it available to employers if funding becomes available.

Working closely with its local WIB, Merced County Department of Workforce Investment and a consortium of employers, Merced College proposes to conduct a Merced Industrial Automation Technologies, Programmable Logic Controls (PLC) pilot project. The proposed education and training is aligned with the nationally recognized industry credential of the National Association of Manufacturers, Advanced Manufacturing Industry competency model, developed in conjunction with the Department of Labor/Employment and Training Administration. This project builds toward the industry-recognized associates in science degree.

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

Four subregional Career Technical Education (CTE) Community Collaborative applications to the Governor's CTE are currently in progress at State Center Community College District, Sequoia Center Community College District, Yosemite Community College District, and Kern Community College District. Each subregion is applying for additional funding.

Objective H: Establish San Joaquin Valley Workforce Consortium.

CCWC 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 November 2008 in Madera during this quarter in addition to preparing for the 15% Workforce Investment Area (WIA) state grant.

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 Education and Higher Education and Workforce Development Work Groups had a conference call to discuss future joint meetings. A meeting is being planned for June 2009.

Other Work Group Projects

San Joaquin Valley Workforce Funding Collaborative (SJVWFC)

- San Joaquin Valley Workforce Funding Collaborative (SJVWFC) is an effort that convenes funders and leverages its workforce-related grantmaking to support innovative initiatives that target the employment development needs of low-skilled, low-income workers to improve their economic stability.
- The Fresno Regional Foundation (FRF) submitted a proposal to the National Fund for Workforce Solutions (NFWS) in March. NFWS invited six SJVWFC participants to attend the Peer Learning meeting in Bellevue, Wash., April 15-17, 2009.
- The California Endowment awarded \$300,000 to SJVWFC. This provided seed funding to hire a program officer, who joined FRF staff in early March.

Central California Workforce Collaborative Phase II Grant Application Update

Phase 1 CCWC grant ended on March 31, 2009. Phase II grant proposal was submitted to the state; CCWC is awaiting feedback.

Planned Activities for next 3-6 months

- Plan 2009 joint session.
- Continue promotion of careersinthevalley.com.
- Follow up with the state regarding 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

Goal 2, Objective A: Develop a College Going Culture

Description of Quarter's Activity/Impact on Partnership

From February through March 2009, high school students from Washington Union, El Diamante, Riverdale, and Hoover high schools launched the Save Me A Spot in College Campaign and developed advocacy activities as part of the Higher Education Work Group's (HEWG) efforts to coordinate the Youth Ambassadors for College Opportunity. As a result of the HEWG's efforts, more than 100 students are now trained as peer college coaches. In March, HEWG launched Embark: A Guide to Higher Education in the Central Valley. The publication was distributed to middle school counselors who attended the College Making It Happen Event. More than 70 middle school counselors were represented.

- The College Place, the HEWG's seed grant project, reached its peak serving more than 1,400 students through the newly developed e-mentoring project. www.myspace.com/thecollegeplace.
- HEWG supported the Valley Coalition for UC Merced Medical School and the California Partnership for the San Joaquin Valley expressed support for the Washington Advisory Group (WAG) report's phased approach to establish a medical school, and passed resolutions in support of an expedited time line whereby the independently accredited UC Merced medical school is established by 2015. Frank Gornick, president of the Central Valley Higher Education Consortium, Frank Gornick signed a resolution on behalf of the Presidents and Chancellors of the regions' colleges and universities.

Planned Activities for the next 3-6 months

- April 30: Partnering with California Dollars for Scholars to host a mixer to support national scholarship endeavor – A Dollar A Day in May
- May: The College Place, as a national model, will be presented at national education conference National College Access Network
- May 6: HEWG to meet for strategic planning. Two guest speakers to attend via web conference: Terry Hartle, ACE, and Dr. Janice Eaton, National Accreditation for Higher Education.
- June: HEWG launching new campaign – Ask Me How to Go to College

Goal 3, Objective A: Establish a UC Merced medical school within 10 years.

Action: Work with UC Merced to identify and engage key leaders to champion effort.

Description of Quarter's Activity/Impact on Partnership

- In January 2009, consultants with the Washington Advisory Group (WAG), who were retained by UC Merced, submitted a final report to Chancellor Steve Kang after reviewing background materials and meeting with numerous individuals on campus, at sister campuses, at the UC Office of the President, representatives from potential clinical affiliates in the San Joaquin Valley (Valley), academic planning partners at UC Davis and UCSF Fresno and leaders of Valley Coalition for UC Merced Medical School.

- The principal recommendation contained in the report suggests planning for a fully independent medical school in three stages:
 1. Establish an undergraduate program in biomedical education to attract exceptional students to pursue a BS degree that emphasizes the health needs of the Valley and prepares students for advanced study in all of the health sciences, medicine included.
 2. Start as a “branch campus” in conjunction with the UC Davis School of Medicine as early as 2012 provided key milestones are met (e.g., 16-24 students would be admitted into a UC Merced-specific program of medical study with learning experiences on the Davis campus and at UC Merced and in the Valley).
 3. Establish a fully independent UC Merced medical school after having functioned as a successful branch campus after a period of time and seek Regent approval when the economy is more favorable, ideally no later than 2020.
- In early February 2009, the simultaneous development of phases one and two as recommended by WAG was encouraged by UC President Mark Yudof.
- Valley Coalition for UC Merced Medical School and California Partnership for the San Joaquin Valley expressed support for the WAG report’s phased approach to establishing a medical school, and passed resolutions in support of an expedited time line whereby the independently accredited UC Merced medical school is established by 2015.

Planned Activities for the next 3-6 months

Next Steps

- Valley Coalition for UC Merced Medical School, whose leadership consists of several Partnership board members, will initiate an outreach campaign in spring 2009 designed to educate and develop support among Valley community members (at a grassroots level) about the need for a UC Merced medical school in the Valley and engage them in the planning process.
- Continue advocacy and fundraising activities
- Planning – driven by faculty – will continue at UC Merced in collaboration with academic partners primarily at UC Davis and UCSF Fresno and with the UC Office of the President.

Challenges/Problems/Bottlenecks/Feedback

- Securing state funding to help establish the planned medical school at a time when California is experiencing a deficit more than \$40 billion continues to be a challenge.

Goal 3, Objective B: Establish Central Valley Nursing Education Consortium

Description of Quarter’s Activity

- The San Joaquin Valley Nursing Education Consortium was not funded in 2009; there will be no further activity at this time.