

Goal A: Increase Bus. Member Engagement	Goal B: Det. Employer Needs & Address Skill Gaps	Goal C: Identify & Partner w/ Priority Sector Employers	Goal D: Collaborate w/ Bus & Industry & Ed community to develop innovative Training solutions
Increase Bus member participation in priority sectors	Partner more intentionally w Clusters (EVC) to connect w/ priority sector employers for the purposes of focus groups, surveys, & networking.	Procure economic analysis subscription for the purposes of identifying growth sectors.	Build awareness of worker training resources among industry & other workforce partners (i.e. community colleges, private training providers, etc.).
<ul style="list-style-type: none"> ✓ LMI for outreach to businesses 	<ul style="list-style-type: none"> ○ WIA Services Manager has requested inclusion in cluster workgroups as they address workforce ✓ Shared workforce analysis study with EVC 	<ul style="list-style-type: none"> ✓ Maintain a subscription to EMSI for LMI info for WIB ✓ Maintain EconVue subscription for LMI for AJCC ✓ Procured Economic & Workforce Analysis for local area ○ Need to issue RFP for consultant services to identify priority sectors for action 	<ul style="list-style-type: none"> ✓ Catalog worker training resources incl: <ul style="list-style-type: none"> - Funds/WIA resources, etc - Methods (cohort, IWT, OJT) - Additional training resources (ETP) ○ Identify partners that need to know of these options: <ul style="list-style-type: none"> - Community Colleges - Industry/Employer Associations - AJCC staff - WIB staff - BC members - Partners
Dev BC's capacity to fully utilize resources to better serve businesses	Business and Employer Advisory Group will develop timeline and project plan for implementing skill gap analysis, collecting employer input, and developing options.	Target training investments in these sectors via policy & outreach	Increase SLOWIB staff, service provider, & system capacity to maximize limited resources
<ul style="list-style-type: none"> ✓ Outreach to chambers, rotary ○ Dev. Speakers Bureau ✓ Dev. Glossary 	<ul style="list-style-type: none"> ○ Reconsidered Skill Gap Survey strategy ○ Recommend professional services contract for survey work. 	<ul style="list-style-type: none"> ✓ Pending consultant input 	<ul style="list-style-type: none"> ○ Train WIB staff and service providers on these resources.

<p>Formalize relationships among partners via MOUs to maximize opportunities to leverage resources</p>		<p>Increase labor market (LMI) literacy among board members, staff, & key stakeholders to ensure data-driven decisions/ investments.</p>	
<ul style="list-style-type: none"> ✓ Agreement in place with EDD for RR ○ Business Engagement Services plan pending 		<ul style="list-style-type: none"> ○ WIB staff assigned LMI duties, training is on-going, LMI report format finalized 	
<p>Establish metrics to gauge the BC's success</p>		<p>Increase system & collective capacity (awareness, commitment, & investment) in other customized training (CT) strategies.</p>	
		<ul style="list-style-type: none"> ○ Efforts on-going with AJCC, Community College & WIB staff 	
		<p>Convene industry partners (manufacturing association), education/training providers, & BC to address skill development among the specialized manufacturing employers.</p>	
		<ul style="list-style-type: none"> ○ Reconsidering industry to focus on. 	

		Implement CT to workers in the specialized manufacturing cluster in partnership with industry.	
		<ul style="list-style-type: none">o Attempt made in partnership between WIA/AJCC & Cuesta & Employer. Unsuccessful.	

**Business Council
INFORMATION ITEM
December 10, 2014**

AGENDA ITEM NO: 4.2

SUBJECT: Receive Overview of Strategic Initiatives for PY 14-15.

ACTION REQUIRED: Receive an overview of proposed strategic initiatives for program year (PY) 14-15.

SUMMARY NARRATIVE:

Local Area's are to expend 80% of their PY 14-15 funds by June 30, 2015. As part of the annual budget planning process, the Administrative Entity proposed uses for the majority of funds; however, the State issued a finding regarding the appropriateness of underwriting the countywide economic strategy and therefore some funding remains unobligated as of December 10, 2014. Additionally, implementation of the new Workforce Innovation and Opportunity Act (WIOA) which takes effect July 1, 2014 will require heightened focus on strategic areas such as layoff aversion and business engagement services, career pathways initiatives, and sector strategies in our local growth industries.

The WIA Services Manager and Administrative Entity are proposing securing professional consultant services for the following:

- Early Warning System (Rapid Response funds) – secure consultant services to assist the WIB in identifying what is required for such a system and the design for our local area.
- Business Services design (Rapid Response funds) - secure consultant services to identify the best strategy for approach, connection, engagement and services based on an existing environmental scan of service providers and the make- up of our local business community (small business, retail etc). This information would inform a subsequent business engagement request for proposal for PY15-16 service delivery
- Regional Business Services Approach(Rapid Response funds) – secure consultant services to recommend an approach that best meets the shared interests of the Santa Barbara County and San Luis Obispo County WIBs as it relates to ways to provide a regional approach to business services in SLO's south county area and the northern area of Santa Barbara county(Santa Maria).
- Career Pathways (Adult and Dislocated Worker funds) – secure consultant services to assist local staff in pulling together existing information to guide the WIB in coordinating its work with Cuesta's existing Career Pathways (CP) efforts as well as any new efforts

from pending CP applications submitted by local and regional educational institutions. Ideally, the WIB would be the conduit for communications and engagement between education and employer partners. A consultant could assist WIB staff in identifying the progression in positions within an occupation (career ladders) as well as the education and training part of occupations (career pathways) within the Health, Building Design, and ICT sectors.

- Sector Work (Adult/Dislocated Worker/Rapid Response funds) – secure consultant services to assist WIB staff focusing on regional sector strategies (growth industries in common with our northern and southern neighbors).

BUDGET OR FINANCIAL IMPACT:

Proposed projects will be funding with the \$25,000 in the Strategic Initiatives line item of the PY14-15 WIB Set-Aside budget, unspent Rapid Response funding, and remaining undesignated PY13-14 carryover. A spending plan will be submitted to the Executive Committee once final amounts are known.

STAFF COMMENTS:

The Administrative Entity for the WIB and the WIA Services Manager seek to ensure that the Business Council is aware of pending projects. Any resulting contracts will be brought back to the Business Council and Executive Committee for approval.