



VISION: The Workforce needs of employers and job seekers in San Luis Obispo County are met.

Business Council Agenda

Date: Tuesday, August 18, 2015
Time: 9:00 AM – 10:30 AM
Location: Department of Social Services, 3433 S. Higuera Street, San Luis Obispo, Room 101

MEMBERS:

Pam Avila, Chair
 Paso Robles Chamber
 of Commerce

Dawn Hinchman
Vice Chair
 Central Coast STEM
 Collaborative

John Cascamo
 Cuesta College

Chuck Jehle
 Mission Community
 Services Corp.

Phillip Koziel
 Coast Hills FCU

Kevin Kuhn
 Westport
 International

Allison Schiavo
 Goodwill Central
 Coast / AJCC

**Verena Latona-
 Talhman**
 Cannon Corporation

Thomas Wood
 Martin Resorts, Inc

1. **Call to Order and Introductions** *Avila*
2. **Public Comment**
3. **Consent Items:** *Avila*
 - 3.1 Approve the June 16, 2015 Minutes
4. **Action/Information/Discussion:**
 - 4.1 Discussion and Data Review to Identify and Select Industry Sector for PY 15/16 *Hayter/Bear*
Activities – Discussion/Action Item
 - 4.2 Discussion and Development of PY 15/16 Goals *Bear*
5. **Next Meeting:**
 October 20, 2015 at 9:00 AM
 Department of Social Services, 3433 S. Higuera St, San Luis Obispo, Rm 101
6. **Adjournment**

Public Comment: Members of the public may address the committee on items appearing on the agenda. The public may also address items of interest to the committee which are within the jurisdiction of the WIB. However, in compliance with Government Code section 64954.3(a), the committee shall take no action on any item not appearing on the agenda. Speakers are asked to limit their remarks to a maximum of three minutes.

Equal Opportunity Employer/Program/Service. Auxiliary aids and services available upon request to individuals with disabilities.
 California Relay Service 888-877-5379.

**WORKFORCE INVESTMENT BOARD
of San Luis Obispo County**

BUSINESS COUNCIL MINUTES

Date: Tuesday, June 16, 2015
Time: 9:00 a.m.
Location: Department of Social Services, 3433 South Higuera Street, 1st Floor, Room 101

Present: Kirk Coviello, Dawn Hinchman, Chuck Jehle, Phillip Koziel, Verena Latona-Tahlman, Allison Schiavo, Thomas Wood
Excused: Pam Avila, John Cascamo, Kevin Kuhn
Guests: None
Staff: Reva Bear, Sarah Hayter, Michael Coughlin

1. Call to Order:

Chair Kirk Coviello: called the meeting to order at 9:02 A.M. **Quorum.**

2. Public Comment:

Chair Coviello: opened the floor to public comment without response.

3. Consent Items:

- 3.1** Approval of April 21, 2015 Minutes
 Motion: Dawn Hinchman
 Second: Thomas Wood
 Abstentions: None
Motion Passed Unanimously

4. Information/Discussion/Action Items:

4.1 Discussion of Officer's Responsibilities and Interest

Reva Bear (Staff) presented the discussion item, which is available as part of the agenda, noting that Business Council (BC) Chair Kirk Coviello has accepted the appointment of Vice-Chair to the Workforce Investment Board (WIB), effective July 1, 2015. Consequently the WIB now seeks a successor Chair for the BC. Additionally it has been deemed prudent to create a Vice-Chair position for the BC. Ms. Bear then explained the roles and responsibilities of the positions as well as the appointment process.

Chair Coviello: opened the floor to public comment without response.

Chairperson:

Chair Coviello: opened the nominations for Chairperson.

Chair Coviello: closed nominations.

Result: No Member accepted the nomination as Chairperson.

Vice-Chairperson:

Chair Coviello: opened the nominations and nominated Dawn Hinchman as Vice-Chairperson.

Chair Coviello: closed nominations.

Result: The Council nominates Dawn Hinchman as Vice-Chair.

4.2 Discussion and Data Review to Identify and Select Industry Sector for PY 15-16 Activities

Sarah Hayter (Staff) presented the item which is available as part of the agenda as well as a Industry Sector Report which is available as an addendum to the agenda. Ms. Hayter noted that the report

focused on three sectors: manufacturing, health services and information and communication technologies (ICT).

Chair Coviello: opened the floor to public comment without response.

The Council decided that further research and discussion is required before selecting an Industry Sector for PY 15-16 activities.

The Council made the following recommendations:

- Include Industry Sector Data from Northern Santa Barbara County in the report
- Explore the possibility of including Industry Sector Data from self employed positions
- Expand the report to include the Building Design and Construction Industry Sector
- Invite representatives from the Manufacturing Sector to attend future meetings

5. Next Meeting:

August 18, 2015 at 9:00 AM
Department of Social Services
3433 S. Higuera Street, First Floor, Room 101
San Luis Obispo, CA

6. Adjournment:

Chair Coviello: adjourned the meeting at 10:42 A.M.

I, Michael J. Coughlin, Administrative Support Clerk of the Workforce Investment Board of San Luis Obispo, and its committees, do hereby certify that the forgoing is a fair statement of the proceedings of the meeting held Tuesday, Tuesday, June 16, 2015 by the Business Council of the Workforce Investment Board of San Luis Obispo County.

Michael J. Coughlin, WIB Administrative Support

Dated: June 23, 2015

BACKGROUND

The Business Council considered labor market information (LMI) on priority sectors over the year to ensure data-driven decision making with regards to allocating training resources and supports for local demand sectors. A workforce and economic analysis completed by BW Research in November included recommendations for focus industries (see below). Members requested additional consideration of sectors outside BW’s recommendations to include manufacturing (see below). In addition to discussions during Business Council meetings, conference calls were scheduled with committee members focused on providing an answer to the following questions: 1) Does the data warrant an investment? 2) What type of investment? Input was also solicited from the Economic Vitality Corporation (EVC) and with employers from the manufacturing sector as well. The table below highlights considerations identified from the aforementioned sources.

	Health Services	Manufacturing	Knowledge, Information, Communication & Technology	Building Design & Construction	Green Energy	Uniquely SLO			Comments
						Ag	Recreation & Accommodation	Wine	
Workforce & Economic Analysis (BW Research Study)	X		X - Information, Communications, & Technology	X	X				<ul style="list-style-type: none"> • Career Ladders • higher wages (even when in Tier 3) • greater mobility to Tier 2
Regional/EDD LMI	X – Healthcare services		X – Education & Training X -Business Services X – Professional & Technical Services			X	X – Hospitality & Tourism	X	SLO & SB by Industry
EVC Input	*	Says layoffs may be related to specific companies rather than the industry.	*	*					<p>*<u>Health Services</u>: grant opportunities in telemedicine and enhanced broadband capacity could impact this sector.</p> <p>*<u>K&I</u>: Entry point for these jobs is higher, requiring a base level of education and knowledge, making the opportunity less accessible for unskilled job seekers.</p> <p>* <u>BD&C</u>: data does not account for “significant growth” proposed in SLO (i.e. large hospitality projects and Cal Poly Housing).</p>
COE Career Pathways	X - sports medicine	X- Manufacturing & product development	X - Applications development & software design X - public services/legal practices	X - Engineering Design		X*	X		*Templeton Career Pathways project specific to Agriculture

	Health Services	Manufacturing	Knowledge, Information, Communication & Technology	Building Design & Construction	Green Energy	Uniquely SLO			Comments
						Ag	Recreation & Accommodation	Wine	
Cuesta Career Pathways	X		X			X			Formalizes partnership structure between H.S. & Cuesta to construct high-demand career ed programs incorporating input from local teachers, industry reps & Cuesta faculty/staff
Employer Input		X - Manufacturing employer from WIB stated: growth not necessarily interesting to small manufacturers - Layoffs routine due to economic volatility & reliance on project based work. Routine for manufacturers to increase/decrease staff by 10% dependent upon projects – practice institutionalized							*Data shared with 3 employers from EVC's Manufacturing Cluster: <u>ZURN</u> (hiring is slow/flat across industry, would like to see growth increase). <u>Trust Automation & ACCUAIR</u> (questioned accuracy of data since many manufacturing employers are counted in other industry classifications such as computer system design, motor vehicle parts, or engineering services, which means that data does accurately reflect Manufacturing industry in SLO County.).
BC Conference Call		X – Manufacturing is pathway to economic diversity in North County		X –Electrical Engineers needed, X - Collaboration w/ K-12 on CTE via Career Pathways encouraged					
Monterey County	X – Allied Health		X – Education & Research			X	X-Tourism		
Santa Barbara	X		X – Business Support Services X- Technology & Innovation	X	X – Energy & Environment	X	X– Tourism	X	
Santa Cruz	X – Health & Fitness	X – Food Processing & Production X – Advanced Manufacturing	X-Software				X - Tourism		

		X – Sports & Recreation Manufacturing							
Community College Sector Navigators	X		X – Information, Communications, and Technology X - Digital Media						Small Business is 3 rd Sector for DSN focus

TRENDS

Health Services

- Allied Health sub-cluster is large, growing, and high tier 2 employment
- Residential Care & Rehab Services sub-cluster is extremely low wage (tier 3) and low skill
- SLO City is the largest employer of Health Services at 2x larger than the next largest (north county)
- Job openings in Health Services saturate the market in comparison to other clusters

Manufacturing

- Growth is in North County
- Decline is in South County
- Commodity Manufacturing sub-cluster is small, low wage, minor growth
- Regional partnership in this cluster does not appear to be mutually beneficial
- Lompoc appears to be outlier (small, extremely high wage, negative growth)

Information, Communications, & Technology (ICT)

- All occupations within Array fall within Tier 2 mid pay/mid-skill
- The Array overall is small but crosses industries
- SLO City is the hub of employment for ICT array occupations
- Growth is maintainable

Building Design & Construction:

- Design sub-cluster is small, slightly decreasing, and low tier 2 employment
- Regional view shows comparable growth
- Self-employment is substantially decreasing
- Self-employment although modestly above the national average and decreasing is a substantial # of jobs (40% of the size of the employee jobs)

A side by side comparison is attached (see 4.1a).

RECOMMENDATIONS

Key features of the WIOA include:

- Emphasizing the use of career pathways and sector partnerships to promote employment in in-demand industries and occupations:
 - Recommendation to support all sectors prioritized in local Career Pathways projects.

- Encouraging work-based learning through incumbent worker training and on-the-job training:
 - Recommendation to support manufacturing via targeted outreach for OJT and incumbent worker training
 - Recommendation to support hospitality/tourism/recreation/accommodation through targeted outreach for Job Center services such as targeted recruitment, screening, and the provision of essential employability skills to promote retention.

- Regional planning and collaboration in the delivery of services:
 - Recommended regional industry focus - Allied Health (a subset of the Health Services cluster) as all four counties that make up the Central Coast regional planning area under WIOA identify health services as a growth industry.

All remaining data sets will be shared with the EVC's cluster workgroups in September. Workforce board staff will bring additional recommendations/discussions forward for BD&C, K&I, and Manufacturing at the October Business Council meeting.

SLO County Industry Clusters of Opportunity & Sub-cluster Data Review
Data source: EMSI 2015.2 Employee

Cluster & Class of Worker	Total Jobs	Actual Change 2010-2015	Projected Change 2010-2020	Avg. Earnings Per Job
Building Design & Construction Cluster Employees	7,772 jobs 14% above national avg.	20.2% 1,314 jobs	27.9% 1,811 jobs	\$63,516 Nation \$70,151
Building Design & Construction Cluster Self-Employed	3,198 jobs 38% above national avg.	-3.1% -102 jobs	-8.7% -281 jobs	\$27,202 Nation \$24,967
Building Design & Construction Cluster Combined	10,971 jobs 27% above national avg.	12.5% 1,211 jobs	15.7% 1,529 jobs	\$52,930 Nation \$62,056
Design sub-cluster Employees	2,154 jobs 8% below national avg.	-6.8% -152 jobs	-13.1% -294 jobs	\$58,179 Nation \$76,822
Building & Construction sub-cluster Employees	6,540 jobs 29% above national avg.	34.1% 1,671 jobs	46.1% 2,260 jobs	\$63,074 Nation \$64,940
Health Services Cluster Employees	12,532 jobs 9% below national avg.	26.5% 2,716 jobs	42.1% 4,323 jobs	\$52,542 Nation \$56,324
Health Services Cluster Self-Employed	727 jobs 15% above national avg.	10.8% 72 jobs	14.4% 93 jobs	\$53,798 Nation \$57,993
Health Services Cluster Combined	13,258 jobs 10% below national avg.	25.5% 2,788 jobs	40.4% 4,419 jobs	\$52,611 Nation \$56,372
Residential Care & Rehab Services sub-cluster Employees	5,030 jobs 10% above national avg.	70.4% 2,154 jobs	91.9% 2,810 jobs	\$27,243 Nation \$30,989
Allied Health sub-cluster Employees	7,502 jobs 18% below national avg.	7.8% 562 jobs	21.0% 1,514 jobs	\$69,504 Nation \$68,893
Specialized Manufacturing Cluster Employees	3,405 jobs 45% below national avg.	16.5% 409 jobs	25.3% 757 jobs	\$65,606 Nation \$85,666
Specialized Manufacturing Cluster Self-Employed	235 jobs 92% above national avg.	-10.2% -26 jobs	-20.8% -52 jobs	\$34,790 Nation \$52,510
Specialized Manufacturing Cluster Combined	3,640 jobs 44% below national avg.	14.5% 469 jobs	21.7% 705 jobs	\$63,620 Nation \$85,249
Commodity Manufacturing sub-cluster Employees	487 jobs 60% below national avg.	6.4% 29 jobs	2.5% 11 jobs	\$52,062 Nation \$68,617
Advanced Manufacturing sub-cluster Employees	2,919 jobs 41% below national avg.	18.3% 466 jobs	29.3% 746 jobs	\$67,864 Nation \$89,844
ICT Array Employees	1,992 jobs 31% below national avg.	21.0% 363 jobs	40.5% 700 jobs	\$28.48/hour Nation \$35.95
ICT Array Self-Employed	272 jobs 19% above national avg.	2.5% 7 jobs	3.7% 10 jobs	\$16.72/hour Nation: \$21.01
ICT Array Combined	2,265 jobs 28% below national avg.	+18.5% 369 jobs	+35.6% 709 jobs	\$27.03/hour Nation: \$35.22

*Earnings in ICT Array reflect *Median Earnings per hour*

Occupation	Education Required	Work Experience Required	Training Required
------------	--------------------	--------------------------	-------------------

Construction Laborers	Less than H.S.	None	Short-term OJT training
Electricians	H.S. diploma or equivalent	None	Apprenticeship
Carpenters	H.S. diploma or equivalent	None	Apprenticeship
First-Line Supervisors of Construction Trades and Extraction Workers	H.S. diploma or equivalent	5 years or more	None
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	H.S. diploma or equivalent	None	Short-term OJT training

Personal Care Aides	Less than H.S.	None	Short-term OJT training
Registered Nurses	Associate's degree	None	None
Medical Assistants	Postsecondary non-degree award	None	None
Nursing Assistants	Postsecondary non-degree award	None	None
Medical Secretaries	H.S. diploma or equivalent	None	Moderate OJT training

Team Assemblers	H.S. diploma or equivalent	None	Moderate-term OJT training
Machinists	H.S. diploma or equivalent	None	Long-term OJT training
Helpers – Production Workers	Less than H.S.	None	Short-term OJT training
Packers and Packagers, Hand	Less than H.S.	None	Short-term OJT training
Electrical and Electronic Equipment Assemblers	H.S. diploma or equivalent	None	Short-term OJT training

ICT Segment	Occupation	Typical Entry Level Education	Work Experience Required	Typical on-the-job training
ICT Analysts	Computer Systems Analysts	Bachelor's Degree	None	None
	Information Security Analysts	Bachelor's Degree	Less than 5 years	None
Multimedia & Design	Graphic Designers	Bachelor's Degree	None	None
	Web Developers	Associate's Degree	None	None
Network & Support	Database Administrators	Bachelor's Degree	Less than 5 years	None
	Network & Computer Systems Administrators	Bachelor's Degree	None	None
	Computer User Support Specialists	Some college, no degree	None	Moderate-term on-the-job training
	Computer Network Support Specialists	Associate's Degree	None	None
Technical & Software Development	Computer Programmers	Bachelor's Degree	None	None
	Software Developers, Applications	Bachelor's Degree	None	None
	Software Developers, Systems Software	Bachelor's Degree	None	None

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 ○ Need to identify business members for participation ○ Outreach to non-WDB members from relevant industries 	<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 WDB 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/WIOA resources, etc - Methods (cohort, IWT, OJT) - Additional training resources (ETP) ○ Need to update for WIOA ○ Identify partners that need to know of these options: <ul style="list-style-type: none"> - Community Colleges - Industry/Employer Associations - AJCC staff - WDB staff - BC members - Partners
Develop Business Council'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 SLOWDB 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 	<ul style="list-style-type: none"> ✓ Consultant provided input ○ Pending data review by BC members, employers, & economic development 	<ul style="list-style-type: none"> ✓ Train WDBstaff and service providers on these resources.

	work.		
Formalize relationships among partners via MOUs to maximize opportunities to leverage resources	Note: Group no longer exists.	Increase labor market (LMI) literacy among board members, staff, & key stakeholders to ensure data-driven decisions/ investments.	
<ul style="list-style-type: none"> ✓ Agreement in place with EDD for RR ✓ Contract with AJCC for Rapid Response completed. ○ Business Engagement Services plan pending 		<ul style="list-style-type: none"> ✓ WDB staff assigned LMI duties ✓ LMI Report format for SLO Chamber & North County Chambers finalized ✓ LMI Report format for AJCC finalized ✓ Cluster Snapshots developed based on EVC identified clusters 	
Establish metrics to gauge the BC's success		Increase system & collective capacity (awareness, commitment, & investment) in other customized training (CT) strategies.	
		<ul style="list-style-type: none"> ○ Efforts on-going with AJCC, Community College & WDB staff 	
		Convene industry partners (manufacturing association), education/training providers, & BC to address skill development among the	

		specialized manufacturing employers.	
		✓ Reconsidering industry to focus on.	
		Implement CT to workers in the specialized manufacturing cluster in partnership with industry.	
		✓ Attempt made in partnership between WIA/AJCC & Cuesta & Employer. Unsuccessful.	