

MONTEREY COUNTY ECONOMIC DEVELOPMENT DEPARTMENT

Monterey County Workforce Investment Board

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Project Slingshot: Accelerating Income Mobility through Regional Collaboration Concept for Workforce Collaborative of the California Central Coast Consideration

“Slingshot” seeks to seed collaborative efforts by workforce, economic development, and education stakeholders within a region to identify and then work to solve employment challenges that slow California’s economic engine – with regionally selected solutions to regionally defined problems.

One regionally challenged employment issue the Workforce Collaborative of the Central Coast (W4C) faces is the ability to demonstrate – without equivocation – that our workforce is educated and at the levels of expertise in reading, writing, and locating information that business are looking for. The great recession is behind us but there are many workers still out of work. There are many businesses that are hesitant to hire. In part, businesses are hesitant due to the lack of a skilled workforce (that they are aware of). Many businesses spend exceptional amounts of time and resources to train an individual once they are hired, only for the employee to move on or not have the skill sets the employer thought they had at time of hire. One way to help both the job seeker and businesses is to provide certifications of the level of skills an individual has, at time of interview.

Therefore, the purpose of the Slingshot designation from the State Workforce Investment Board is to develop Policy and Practices to support community and economic development by better aligning education and workforce development efforts through demonstration of a skilled workforce – region wide. Once policy and practices are designed, the Collaborative will adopt strategies within the education; workforce and economic systems that help individuals identify and address skills gaps relative to specific career goals as defined in each counties strategic plans.

Some of the W4C counties have had the option of the National Career Readiness Certification as a means to identify the skill sets of job seekers. The purpose of the Certification is to identify to employers the levels of skill sets potential employees may have. As well to demonstrate to interested businesses to the region, the level of skill the workforce has been identified as holding.

The Workforce Collaborative of the Central Coast (W4C) is respectfully submitting a pre-proposal to the California Workforce Investment Board, seeking designation as a regional employment zone on California’s Central Coast. The W4C has been working together since 2009 developing opportunities for our region given the ‘likenesses to our challenges as well as our successes. We have applied for and received funding to support _____ (grants such as RICOG, etc) At times sections of counties that are the W4C will apply on behalf of certain specific funding opportunities that may meet two or three counties, but not necessarily six counties. However, at all times the six counties collaborative agrees with moving forward on applications that may not include the full six counties collaborative. The W4C meets every 1st and 3rd Monday of the month for a phone conference and more often when specific issues/opportunities arise.