

Our Mission:

The Workforce Development Board of Contra Costa County exists to promote a workforce development system that meets the needs of businesses, job seekers, and workers in order to ensure a strong, vibrant economy in Contra Costa County.

Wednesday, February 4, 2009
3:30 p.m. – 5:00 p.m.
2425 Bisso Lane, Conference Room A-D
Concord, California 94520

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE AGENDA

3:30 PM CALL TO ORDER

PUBLIC COMMENT

3:45 PM CONSENT AGENDA

C1 Approval of October 8, 2008 Minutes

3:50 PM

PRESENTATION ITEMS

P1 Presentation on Rapid Response Program.

P2 Presentation on Industry Sectors.

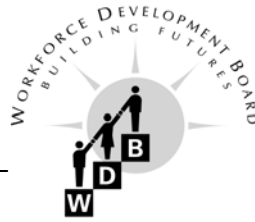
DISCUSSION ITEMS

D1 Receive an Update on the Business and Economic Development Committee
6-Month Objectives.

4:50 PM CO-CHAIRS' REPORT

4:55 PM SET NEXT MEETING DATE

5:00 PM ADJOURN



**Minutes
Business and Economic Development Committee
October 08, 2008**

COMMITTEE MEMBER ATTENDANCE:

Bob Brewer..... Goodwill Industries
David Gilbert..... U.S. Department of Energy, Joint Genome Institute
Norman Hattich..... Aspen Timco, Inc.
Jim Kennedy CCC Community Development Department
Priscilla Leadon..... Contra Costa College
Gretchen Medel..... Office Tech Staffing
John Montag..... City of Concord
Brad Nail.....City of Pittsburg

COMMITTEE MEMBER ABSENCES:

R. Todd Brantley..... First Republic Bank
Anthony De Venuta Cyberspace Technologies (Excused)
Aram Hodess..... Plumbers & Steamfitters 159 (Excused)
Jan Hunter..... John Muir Health (Excused)

WDB STAFF ATTENDANCE:

Nick Bocanegra WDB Staff
Tracey Brown-Carter..... WDB Staff
Laura Cassell..... WDB Staff
Linda Chandler WDB Staff

OTHERS IN ATTENDANCE:

Stephen Baiter Consortium/EASTBAY Works
Jeffrey Hall SBDC/WBD New Venture Training Program
Dane Pascoe..... Director, Strategic Communications Div., Balance Plus, Inc.
Judi Watkins..... The Workplace Learning Resource Center

CALL TO ORDER:

The meeting was called to order at 9:40 a.m. by Co-Chair David Gilbert.

PUBLIC COMMENT:

None

CONSENT AGENDA:

C1: Approval of July 2, 2008 Business & Economic Development Committee Meeting Minutes.

Correct reference to heading in first sentence of last paragraph on page 3 to read *Maximize Employment*. Correction has been made.

Motion:..... David Gilbert
Second:..... Priscilla Leadon
Action:..... Carried

DISCUSSION ITEMS:

D1: Receive an Update on the Layoff Aversion – Oak Park Shopping Center Project.

One feature of the Rapid Response program currently in place is helping laid-off workers find new jobs or get training for new careers. The Oak Park Shopping Center Project is a test model for a more proactive Layoff Aversion measure designed to identify and potentially assist struggling businesses before layoffs occur. Specific triggers which help identify those businesses are based on information gathered from various resources indicating financial hardship (e.g. delinquent lease, materials, or utility payments, non-renewed business licenses, etc.). The possibility of layoffs within Oak Park Center’s 26 businesses was further impacted recently by the closure and relocation of one of its tenants, the Back Forty Texas BBQ restaurant.

Business owners were interviewed and each has provided marketing information about their products, services and target customers, as well as total number of employees. A **Strengths, Weaknesses, Opportunities, and Threats (SWOT)** analysis was then completed to identify Oak Park Center’s strengths, weaknesses, opportunities, threats and to determine services available for the nearby community. Surrounding residents and customers were also interviewed to determine the degree to which Oak Park Center is meeting their needs as compared to other area business centers. A list of several recommendations was made consisting of overall business center and business-specific improvement ideas. To date, two meetings have been held with the business tenants, as well as the property manager, and a third has been scheduled for November. The manager has proven both empathetic and supportive and is currently making physical improvements to the center. The City of Pleasant Hill’s Economic Development department has expressed their interest in offering financial contributions towards marketing support and improved signage and banners. Also, business tenants were encouraged to form an association and work towards resolving some of their issues independently of outside assistance. Other suggestions included highlighting the center’s identity within the community, co-marketing and hosting both exclusive and on-going events.

There was some discussion concerning whether or not the Oak Park Shopping Center Project should be categorized under Layoff Aversion and if retail is an ideal target revenue. Continued monitoring of sales revenues and employee status during the next 12 months can help determine if the model and the program is a success. These results will be measured in a performance report, which will then be presented to the BED Committee on a quarterly basis.

D2: Discuss the Work Readiness Certificate Pilot Project.

In the 2006-2007 program year, the WDB contracted with the East County Business Education Alliance to conduct a survey to identify work-ready skills which employers are looking for. Ten essential skills were ascertained from the data provided, however this also posed a challenge in how to effectively implement the data into a process needed to identify those skills. At the Workplace Learning Resource Center Chabot – Las Positas CCD, the California Community College Workforce and Economic Development Initiative focuses on addressing basic skills and providing training and development solutions through KeyTrain and WorkKeys. The initiative is being funded for 5 years.

The National Career Readiness Certificate has been adopted in 19 states. Currently there are 5 to 8 assessments taking place around California, which focus on applied knowledge (reading for information, applied mathematics, locating for information) and differ from the matriculation process that would occur at a community college, CASI, STAR, etc. The greatest challenges data points to are unpreparedness to work, high school graduate incompetency and, for example, a person holds a bachelor's degree yet he/she is unable to do applied mathematics. The goal is to encapsulate and verify skills. Judi Watkins, who is hosting the center, and Stephen Baiter of EASTBAY Works, made a presentation on the WorkKeys National Career Readiness Certificate 2008-2009 Pilot started in March 2008. Some of the highlights include:

- Portable credential powered by WorkKeys
- Verifies core employability skills in:
 - Reading for information
 - Applied mathematics
 - Locating for information
- Offers individual employers and educators 3 levels of competency recognition (score 3 - bronze, score 4 - silver and score 5 - gold)

Tools for Pilot

- KeyTrain (pre-assessment tool)
- WorkKeys

Pilot Process

- Participate in pre-assessment
- Identify cohorts
- Receive scores
- Explore career opportunities
- Engage business and industry

Goals and Benefits of Certificate Program

- Businesses have meaningful tool with which to measure
- Job seekers can demonstrate skills
- Explore regional viability
- Enhance integration

The National Career Readiness Certificate measures competency scores and provides educators and potential employers with a specific job seeker's level of performance and work preparedness. KeyTrain will be used to allow a person to sample WorkKeys tests (which is based on a 10th grade application level) to determine their current competency level. Based on their initial assessment scores, each person will be assigned individually to continue on to reach their highest recognition score. That score will then be used in the WorkKeys database to find viable career pathways and occupations. The hope is to determine where the WorkKeys pilot can be most successful and if WDB can utilize certification.

The pilot program is currently being implemented with 250 participants, subdivided into smaller cohorts, who are being observed to gather data. Thus far, the program includes K-12, high schools, and apprenticeships, however, since the focus of the program is aimed at employers and businesses, an essential factor to making the program a success would, of course, involve participation of a business also. Further research of the best target industry for WorkKeys is needed as a specific sector has not yet been determined. The State of California is redesigning its workforce programs, which will include assessment of clients, enabling WorkKeys to then become a viable part of the work of the One Stop Centers.

D3: Discuss the Concord Naval Weapons Station Reuse Plan.

The most critical information that the WDB can offer to the Concord City Council in order to assist in the decision-making process regarding the Concord Naval Weapons Station Reuse Plan can be gathered by looking at workforce and job creation, as well as the second of two basic reuse themes, Alternative Plan #2 – Clustered Villages, which could provide a total of 26,450 jobs, versus Alternative Plan #1 – Concentration and Conservation, which calls for a lesser number of jobs at 21,260.

On October 21, 2008 the Community Advisory Committee will be meeting to make their recommendations, which will then be submitted to the Concord City Council on November 10, 2008. In January 2009, the Concord City Council is set to make its decision on the Concord Naval Weapons Station Reuse Plan. WDB is to discuss and report on the city's plan, what kinds of activities would involve WDB, and make recommendations for jobs.

Per Co-Chair David Gilbert, discussion will be extended to the December 3rd, 2008 BED Committee Meeting.

Motion:..... David Gilbert
Second:..... Norm Hattich
Abstain: John Montagh
Action: Carried

D4: Review the Business and Economic Development Committee 6-Month Objectives.

Several objective dates are coming due so it is necessary to make revisions on eight of a total of eleven objectives. With continued work taking place within the objectives and the rescheduling of future BED Committee meetings, staff will review the work and revise the activity schedule. The upcoming WDB luncheon will include an update and a featured speaker on "The State of the Workforce in Contra Costa County." BED and Board Committee members Brad Nail, Priscilla Leadon, Bob Brewer, and Bette Felton have agreed to volunteer to help plan the luncheon.

CO-CHAIR'S REPORT:

With regard to future meeting schedule, the uniform opinion of the BED Committee is that meetings be held every other month (bi-monthly).

OTHER COMMENTS:

None.

SET NEXT MEETING DATE:

The next meeting will be held December 3, 2008.

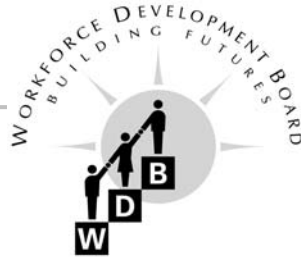
ADJOURN:

Motion to Adjourn:..... John Montag
Second:..... Jim Kennedy
Action:Carried

The meeting was adjourned at 11:17 a.m.

Respectfully Submitted,

Laura Cassell
WDB Support Staff



DATE: February 4, 2009

TO: Business and Economic Development Committee

FROM: Bob Lanter, Executive Director
Tracey Brown-Carter, Business and Economic Development Coordinator

RE: **The Contra Costa Rapid Response Program**

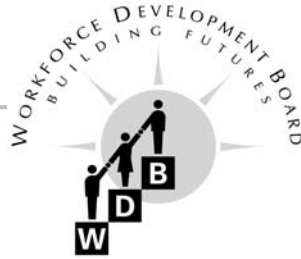
A. BACKGROUND

During 2008, our local economy was extraordinarily challenged with the economic downturn. The Contra Costa County unemployment rate rose from 5.1% in November 2007 to 7.1% in November 2008. Nearly every news report over the last six months highlighted local and/or regional businesses that were either closing their doors or downsizing their workforce. During that time our One-Stops were heavily impacted with individuals who had lost their jobs due to layoffs.

B CURRENT SITUATION

Businesses are closing, industries are shrinking, unemployment is increasing and job opportunities are declining. The unsteady and unstable nature of this unending cycle of decline has challenged all workforce practitioners to employ unconventional methods to create jobs and place workers. Though a seemingly insurmountable task – job creation during an era of severe downturn – opportunities that support workforce development are ahead. During discussion of the Rapid Response program Board members will be asked to offer solutions for serving those most affected by the economic downturn – the dislocated worker population.

Stephen Baiter, Contra Costa One-Stop Administrator, and Susie O'Bryant, Contra Costa Rapid Response Coordinator, have been invited to give a presentation on the Workforce Board's Rapid Response Program and advise us on how it is positioned to serve individuals affected by layoffs. The presentation will include: The function and purpose of Rapid Response, layoff trends, services offered through the program, initiatives and/or events that evolve from Rapid Response, as well as experiences of our customers using this valuable service.



DATE: February 4, 2009

TO: Business and Economic Development Committee

FROM: Tracey Brown-Carter, Business and Economic Development Coordinator

RE: **Presentation on Industry Sectors**

A. BACKGROUND

Job losses headline nearly every daily news report. Our current economic condition is portrayed through shrinking businesses, lost jobs and increasing unemployment. Industry decline has left many laid-off workers with even fewer opportunities to return to work. These desperate times challenge workforce development practitioners to focus on the core business of job creation. Targeted approaches to job creation, like those commonly found in a sectoral strategy, may support the workforce development systems' goal to serve the various populations affected by the shifting economy. In this economy, service may be defined as, *"the ability to move workers from a shrinking industry to one that is thriving or growing"*.

Much of the focus of a sectoral strategy is to develop viable industry sectors & clusters, and work ready candidates. Sectoral strategies are typically accomplished through strategic partnerships with industry, training providers, labor organizations, community-based organizations, economic developers and workforce developers. Essentially, sectoral work synchronizes the creation and support of healthy industries, the development of cutting-edge training curricula and the availability of competitive assets, i.e., qualified workers. Given the state of the current economy, strategic partners under the guidance of economic developers and workforce practitioners must work in synchronistic fashion, as all are faced with developing programs that attract and retain viable industries, support employers, guide training providers, and prepare workers.

From an economic development standpoint, one of the most competitive assets for attracting and retaining viable industry is the development of human capital – local talent. Workforce practitioners must now place even greater focus on the new economy and the ability to "transform" the workforce in order to create a stronger pipeline of skilled workers. Accessing and applying data containing industry, employer, workforce skills and training needs is key to accomplishing this goal.

The first step in undertaking a sectoral strategy is to review current and future industry data. This data will serve as a guide and provide the direction necessary for implementation of a sectoral strategy.

B CURRENT SITUATION

Today Gary Craft of Craft Consulting Group will provide insight on the future of Contra Costa's industries. Offered in his presentation will be an overview of the data contained in reports recently released by the Contra Costa Economic Partnership: "2008 Performance Index - Major Drivers of Contra Costa County's Economy" and the "East Bay Green Economy Industry Cluster Study".



D1

DATE: February 4, 2009
TO: BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE
FROM: Tracey Brown-Carter, Business and Economic Development Coordinator
RE: **Discuss Business and Economic Development Committee 6-Month Strategic Objectives.**

This report to the Business & Economic Development (BED) Committee is to discuss the Business and Economic Development Committee Six-Month Objectives.

BACKGROUND AND DISCUSSION

During the December 2007 strategic planning retreat, Workforce Development Board Staff & Executive Committee members developed the Board's six-month strategic objectives. Ultimately, the strategic objectives of the Board will navigate us down a path of connecting to the business community, targeting employment opportunities, coordinating programs & services, diversifying funding and further developing the Board. To this end, it is the aim of the BED committee to foster business success in order to sustain and grow a good base of jobs in our community.

Listed below are the Workforce Development Board's Three-Year Goals:

- A. Support Business Growth
- B. Maximize Employment
- C. Establish and Communicate a Coordinated System of Programs and Services
- D. Enhance Fiscal Health, Sustainability and Efficiency
- E. Engage Leaders From Key Industries and Organizations in the Work of the Workforce Development Board.

CURRENT SITUATION

Today the Business & Economic Development Committee will discuss the work and create timelines for the six -month objectives. After reviewing the Six-Month Strategic Objectives document, BED committee members and BED Staff will amend the objectives and proposed timelines in order to develop a realistic plan of action.

FISCAL IMPACT

The impact that this plan will have on the revenue levels of the Board is not known at this time.

SCHEDULE

If necessary, Staff will revise the current action plan to logically reflect objectives that are essential to achieving the goal. Working together, Workforce Development Board Staff and BED committee members will clarify and establish the 6-month goals and monitor their progress. Staff will provide monthly updates on the Work Plan during future BED committee meetings.

CUSTOMER IMPACT

The impact that this plan will have on the service levels of the Board's programs is not known at this time. However, a successfully executed plan could increase the effectiveness of delivery, the value of services and the number of customers we serve.

ATTACHMENTS

D1a – Workforce Development Board Six-Month Strategic Objectives

C O N T R A C O S T A C O U N T Y W O R K F O R C E D E V E L O P M E N T B O A R D

SIX-MONTH STRATEGIC OBJECTIVES

January 2009 through June 2009

THREE-YEAR GOAL: *SUPPORT BUSINESS GROWTH*

(e.g., THROUGH PARTNERSHIPS WITH ECONOMIC DEVELOPMENT, REDEVELOPMENT AND COMMUNITY INITIATIVES)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 31, 2009	George Carter, working with Bob, Tracey and One-Stops	Develop and implement a strategy to link regional and city economic development to WDB strategies – targeting job creation and placement				
2. June 30, 2009	Tracey Carter working with key service providers and BED Committee	Review accomplishments/challenges and implement any needed program design changes in Rapid Response and Layoff Aversion Programs.				
3. June 30, 2009	Tracey Carter working with key service providers and BED Committee	Assess NEG Grant activities, implement phase two, as well as any design changes through the partnership with Insight Consulting (Target a sector to study and serve “Women in Careers”; research, develop and design a model).				

THREE-YEAR GOAL: *MAXIMIZE EMPLOYMENT* (e.g., BY DEVELOPING AND MATCHING LOCAL TALENT TO INDUSTRY NEEDS)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. May 31, 2009	Tracey Brown-Carter-lead, Linda Chandler, working with the BED Committee and WDB	Analyze opportunities regarding CoCo Industry Sectors – present model/plan to expand existing or create new initiatives – include a work readiness component				
2. Apr 30, 2009	Terri Shields working with Youth Council	Discuss, develop and present to the Board for action a plan for youth employment for summer 2009.				
3. Mar 31, 2009	George Carter, working with Bob, Tracey, Linda, One-Stop Staff and EDD	Develop and implement a strategy to target job creation and placement activities through One-Stop Career Centers.				

THREE-YEAR GOAL: *ENHANCE AND COMMUNICATE A COORDINATED SYSTEM OF PROGRAMS AND SERVICES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Mar 30, 2009	Joyce Reynolds working with Bob Lanter and Jennifer Mitchell	Enhance the WDB System Performance Report (includes highlights, trend analysis, areas of strength and challenges regarding the performance of the all WDB programs and services) to include dissemination process to WDB and Committees.				
2. Feb 28, 2009	Joyce Reynolds working with Bob Lanter and Jennifer Mitchell	Renegotiate and execute MOU with One-Stop Consortium for 2008-09				
3. Mar 31, 2009	Joyce Reynolds working with Linda Chandler and Bob Lanter	Hold meeting with One-Stop Consortium Staff and EDD to review integration model and determine if there are desired activities to pursue – present findings to P3				

THREE-YEAR GOAL: *ENHANCE FISCAL HEALTH, SUSTAINABILITY AND EFFICIENCY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. June 30, 2009	All Policy Staff	All Service Provider Contract Renewals will be completed and incorporated into the new PY Budget				
2. June 30, 2009	Bob Lanter working with Bette Felton	Establish and Implement 501c3				
3. March 31, 2009	WDB Policy Staff	Identify funding opportunities and submit at least 3 proposals.				
4. February 28, 2009	Bob Lanter, working with Jennifer Mitchell and Exec Committee	Monitor WDB expenditures and develop contingency plans as needed to balance 08-09 budget				
5. June 30, 2009	Bob Lanter, working with Jennifer Mitchell and Exec Committee	Develop and Approve 2009-10 WDB Budget				

**THREE-YEAR GOAL: *ENGAGE LEADERS FROM KEY INDUSTRIES AND ORGANIZATIONS
IN THE WORK OF THE WDB***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. March 31, 2009	Linda Chandler, working with Exec Committee	Analyze openings and conduct targeted recruitment of WDB members.				
2. June 30, 2009	Terri Shields, working with Youth Council and partners	Develop plan for an apprenticeship prep program				
3. April 30, 2009	Bob Lanter, working with George Carter and Executive Committee	Develop plan to strengthen are relations and position of the WDB relative to key local, state and congressional leaders				