

**Advisory Committee Meeting
Economic & Workforce Development
Tuesday, January 29, 2013**

I. Ms. Cris McCullough, Dean, Policy Alignment & Outreach, CCCCCO, opened meeting at 12:00 p.m. with introductions of Advisory Members.

II. Members Present, WEDPAC:

- ✓ Ms. Van Ton-Quinlivan, Vice Chancellor, Workforce & Economic Development Division, CCCCCO
- ✓ Dr. Parminder Jassal, Executive Director, ACT Foundation (via phone)
- ✓ Ms. Debra Jones, Dean, Career Education Practices, CCCCCO
- ✓ Dr. Deborah Malumed, Board of Governors (via phone)
- ✓ Mr. Wheeler North, Academic Senate, San Diego/Miramar College (via phone)
- ✓ Mr. Omid Pourzanjani, Ed. D., Dean, Enrollment Management & Scheduling, Career & Technical Education, Golden West College

Members Present, EDPAC:

- ✓ Mr. Jerry R. Avila, Regional Manager, Export Solutions Group Office of International Trade, U.S. Small Business Administration
- ✓ Ms. Cynthia Bagwell, Director of Training, Taco Bell Corporation
- ✓ Ms. Beth Devin, EVP, Chief Technology Officer, Manilla, LLC
- ✓ Mr. Chris Flask, Vacaville Business & Operations Support Senior Manager, Operational Excellence, Genentech, Inc.
- ✓ Ms. Pat Fong-Kushida, President/CEO, California Asian Chamber of Commerce
- ✓ Mr. Bernie Kotlier, Executive Director, Sustainable Energy Solutions, Labor Management Cooperation Committee, CA (via phone)
- ✓ Ms. Cathy Martin, Director, Workforce, California Hospital Association
- ✓ Mr. Dave Meisel, Director, Transportation Services, PG & E
- ✓ Mr. Rob Sanger, Manager, Training Services, California Manufacturing & Technology Association
- ✓ Dr. Sunita Cooke, President, Grossmont College
- ✓ Dr. Dennis Gervin, President, Columbia College
- ✓ Ms. Sylvia Amitoelau, M.S.I.T., Coastline Community College
- ✓ Mr. Jack Buckhorn, Business Manager, IBEW Local 551
- ✓ Mr. Jeff Cummings, Dean, Career & Technical Education, College of the Redwoods
- ✓ Ms. Cris McCullough, Dean, Policy Alignment & Outreach, CCCCCO
- ✓ Mr. Phil Smith, ASCCC Representative at Large, Mathematics, American River College

Other Attendees:

Ms. Rona Sherriff (representing Mr. Tim Rainey, Executive Director, CWIB)

III. Overview of WEDPAC/EDPAC, Vice Chancellor Van Ton-Quinlivan

- Advise on the Doing What Matters Framework.
- Seven Points that led to Framework
 - Training skilled workforce by sector.
 - Reskill and up skill workforce.
 - Align capacity in Allied Health with needs of economic growth.
 - Solution needed for mismatch in process and policy for workforce mission.
 - Provide stability and respond to industry needs.
 - EWD and SB70 reauthorization pledged administrative changes.

- Likely themes in federal funding shifts: consortia, competition, sectors, regions, pathways, outcomes, authentic partnerships.
- Challenge of California, not monolithic; have 15 regional economies.
- Under Governor Brown, a set of agencies developed to refocus to train by sector by region.
- Develop community colleges to align and repurpose resources to achieve these goals.
- Resource allocation strategy, braid funds for unified framework called Jobs and Economy.
- For regions to thrive, allow regions to braid these resources with private, public, foundation, federal, state, regional, and local.
- Three sets of common metrics will measure success.
- Once focused on common accountability metrics, there are three fixes.
 - The first fix identified is administrative fixes as continuum for increasing system's responsiveness to workforce needs.
 - Second fix identified is to empower regions.
 - Third fix identified is to rethink funding to incentive productivity.
- The Advisory Committee will guide on the approach of the conversation to braid knowledge and capability to go further in the state.
- The 2013 Advisory Committee is structured to align as joint advisement; advancing the workforce mission, not just EWD.
- The EDPAC is a statutory advisory body for EWD funding stream with conjoined advisory that rounds out world view, WEDPAC.
- Two responses from WEDPAC/EDPAC:
 - Concerned on what is not currently working; measurement on outcomes
 - Measurement of success is a cohesive and collaborative of both community colleges and state.

IV. Panel: How Sector Navigators and Regional Chairs Work Together

- Initiate and communicate.
- Divide state into regions and ten sectors.
- Priority sectors and emerging sectors have begun work.
- Driving Community Colleges to work together.
 - Use regional power, put together regional system.
 - Engage with regional organizations.
 - Share and pool resources and information.
- Challenges of community colleges.
 - High collaborative costs.
 - Facilitation and project management.
 - Technical assistance.
- EWD is link to regional work base.
- Sector Navigators provide subject expertise.
- Regional programs will need to connect to rural communities, curriculum alignment.
- Sector Navigators working with Regional Consortia as a strategy, use resources and apply across state.
- The Bay Area is a model for regions.
- The WEDPAC/EDPAC can assist in enforcing regional efforts.
 - Efficiently engage CIOs and CEOs to come together.
 - CIOs and CEOs encourage their Deans and knit programs together.
 - Start new programs by working in policy arena.

V. Implications for WEDPAC/EDPAC Roles and Responsibilities

- Make valuable time most effective, present opportunities, suggest efficiencies, and propose integrated surveys by geography in which colleges will see program shifts and efforts, market opportunity.
- Help with small businesses to build capacity and colleges to provide curriculum.
- Mechanisms needed by industry, curriculum base and very specific training needs.
- Provide core curriculum and apprenticeships through community colleges.
- Share ideas of complexities and needs.
- In industry there many more needs, don't have such a small focus. Prepare people already in jobs for other jobs in the company.
- CEOs articulate to peers.
- Take information learned from Advisory and make useful.
- Industry can learn from community colleges and colleges can learn from industry.
- Teach students risks and how to address risks.
- Being aware of current resources, open mind.

VI. Round Robin: Industry Representative Updates

- Health: Priority in skill gaps, soft skills. Shortage in laboratory personnel (CLS and MLT). Surveys will provide incoming demands.
- Small Business: Through the SBDCs, community colleges have gained capacity. Need to have a better way of leveraging and collaborating in taking a more regional approach to work already done. The contract readiness program will connect the technical assistance training programs to opportunities; need to have community colleges share in this opportunity.
- Information Communication Technology: Change in technology on very fast pace. Examples of services needed in Cloud and mobile computing. Shortage of qualified staff because roles have become more diverse. Jobs in technology are vast. A lot of competition and innovation in market place to address the problem of keeping up with technology.
- Retail: Known as entry level job; today looked at as career. Skill gaps in writing, math, and technology. Soft skills are critical. Management piece missing, critical thinking skills. Resources that corporations are interested in are in national partnerships. Looking for partnership with education to provide employees with remedial training and broad expansive business training.
- Advanced Manufacturing: Training in small and large manufacturing need skills specific to technology and product change. Need of soft skills. The skills gap shortage in highly skilled and flexible workers. Problems in California with taxation and energy costs.
- Biotech: Investment shrinkage in 2012 but opportunities in California are growing. California accounts for 23% of MMEs. Positives of locating in California are the availability of skilled workers. Leading areas of weakness, reading, writing and math skills.
- Global Export & Logistics: California is one of largest players in exporting. No one representing California to bring in businesses, need Foreign Investment Office. Opportunities in the "made in America" push; California has highest rate of subsidiaries in foreign companies. SBA established a program to bring companies back to U.S. China is making loans to companies to come to U.S.
- Advanced Transportation: Very regional. Biggest drivers for utility industry are in California. The community colleges can expand needed skill set. A lot of entry level jobs, there are opportunities for these employees to be trained for growth.

VII. Brainstorm: Approach to Task Force on Workforce Responsiveness, Van Ton-Quinlivan

- Council of the Advisory is requested to set right incentives and metrics for the rethink funding of \$5.5 billion; how to start the conversation.
- Three key questions asked – responses from Advisory collected.

- First question: What do your stakeholders need to hear/understand/learn in order to be on board with a task force’s process and recommendations? Responses: recommendations need to be comprehensively discussed and vetted; be open and learn; understand taskforce; have familiarity with workforce development; understand the “Doing What Matters”; understand legislation and regulatory barriers; need direction of system stated by the Chancellor; CTE, EWD, and regional partnerships add value; how CTE funded; training delivered in costly and effective manner; the challenges/issues faced and the applications to resolve need to be clearly defined; consider apprenticeship model; state problem statement/intent; know how to measure; companies need to learn community colleges engagement and employers need to provide skills for demand jobs; true commitment to realignment; tear down silos and community colleges partner with business; focus on demand and make it a sustained model; incentivize industry and constant communication evolve.
- Second question: Who has to be on board for your constituents to believe/agree to align with the body of work? Responses: has to make sense to faculty, particularly CTE faculty; CIOs, CEOs and Academic Senate; strategic planning groups; taskforce members and openness to input by field and industry; major line of business (gas, electric, power generations, customer care); Union and management representatives; Human Resources; Art Pulaski and Robbie Hunter; the Governor; leadership SCIS; Sector Leads; industry consortium; key regions for ICT/Digital sector; legislative champions; PG&E, SCE, SDG&E, and SoCal Gas.
- Third question: What other advice do you have for us? Responses: Try a pilot program; involve all voices; show/measure how “Doing what Matters” is working; need quantifiable practices outside of Health; create deep curriculums at fewer locations; case study as a learning process; industry help finance CTE; need customer service data; provide the portion of regional community college funding dedicated to meet LM needs and retention; solve sustainable model – stay connected with demand by industry and be flexible to quickly address needs; beta test with measurable results; be transparent and start with focus group/area to test impact and clearly define objective; private sector can be impatient so do not be absent; action rather than continued discussion.

VIII. Consent Items, Cris McCullough

- Minutes from August 29, 2012 EDPAC moved and approved.
- Plus Delta: commended on WEDPAC/EDPAC experience, need informational system on funding.
- Note: Next WEDPAC/EDPAC on May 22, 2013.

IX. Wrap Up, Cris McCullough

Adjournment

Meeting adjourned at 4:10 p.m.