



CALIFORNIA WORKFORCE INVESTMENT BOARD
Advanced Manufacturing and Workforce Development Council
MEETING NOTICE



Tim Rainey
Executive Director

Tuesday, April 8, 2014
10:00 a.m. – 1:00 p.m.

Edmund G. Brown, Jr.
Governor

Michael Rossi
Chair

Sacramento Employment and Training Agency (SETA)
Shasta Room
925 Del Paso Boulevard
Sacramento, CA 95815
(916) 263-3800

AGENDA

- I. Introduction and Chair/Executive Director Update**
- II. Action Item: December 3, 2013 and January 21, 2014 Meeting Summaries**
- III. Call to Action Implementation: Update on Action Steps/Action Plan**
 - a. Preliminary Survey Results
 - b. Mapping Regional Collaborations, *Jose Anaya*
 - c. Regional Convenings: *Goals, Key Players, Timeline*
- IV. Featured Item: Contra Costa Advanced Manufacturing Initiative/ East Bay Biomedical Manufacturing Network, *Stephen Baiter and Gregory Theyel***
- V. Discussion Item: Next Steps**
- VI. Public Comment**

Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Joelle Hurst for additional information.

Advanced Manufacturing Workforce Development Council
December 3, 2013
10:00 a.m. – 1:00 p.m.
Meeting Summary

Committee members in attendance (Sacramento Site):

John Brauer <i>California Labor Federation</i>	Linda Collins <i>Career Ladders Project</i>	Imran Farooq, Vice Chair <i>Omnious, Group, LLC</i>
Pamela Kan, Chair <i>Bishop-Wisecarver</i>	Mark Martin <i>Laney College</i>	Diane Ravnik <i>Division of Apprenticeship Standards</i>
Beata Richey <i>BAPAC</i>	Hanna Snyder <i>For Assembly Member Kevin Mullin</i>	

(Glendale Site):

Jose Anaya
California Community Colleges

I. Introduction and Opening Remarks

Pamela Kan opened the meeting by introducing herself as the new Chair and proposed an action-forward position for this group. She also introduced Dr. Imran Farooq as the new Vice Chair of this council.

II. Chair/Executive Director/Partner Updates

Executive Director, Tim Rainey gave a brief update:
The State Board, led by Mike Rossi have taken on a new initiative around more coordination at the regional level to define employment jobs problems and solved them regionally by a coalition of the partners in that region. Asking regional coalitions to develop a two-page strategy that defines the problem that needs to be solved, how it is going to be done, timelines and metrics for success. At the State level, we will be looking to invest in and/or removing barriers from existing funding to help accelerate the pace of change at the local level.

III. Action Item: September 16, 2013 Meeting Summary

The September 16, 2013 Meeting summary was motioned and approved.

IV. Discussion: Call-to-Action Implementation

Javier Romero gave background to the committee's Call to Action which was approved at the last meeting with three priorities. The goal today is to discuss rules of engagement and expectations moving forward.

Ms. Kan asked if the three goals are correct and are they listed in the correct priority order.

Clarifying Goal #2: The goal is to accelerate the *awareness* and *acceptance* of industry recognized credentials and certifications (as stated on page 2 of the Call to Action). Braiding resources and fostering the communication between entities is a way to do this.

It is agreed that the order the actions are listed is the priority for the council.

The role of this council is to provide support to the regions and align statewide efforts around advanced manufacturing. State Board should also take lead in educating regions in the resurgence in advanced manufacturing, job creation, and opportunities to capitalize on it. Good communication around this topic is needed.

Looking at Goal #1:

Ms. Kan suggested that we focus on 2-3 rather than 10-15 groups due to bandwidth. Mr. Farooq and Mr. Anaya both suggested that we leverage convenings that are already occurring rather than "reinventing the wheel." We need to support the Career Pathways Trust process and the GoBiz Enterprise Zones and plug in through those venues and help keep our goal moving through that work. Can we develop a template that gets incorporated into those meetings so that the information flows back to this council? Consensus on chosen occupations, consensus on preapprenticeship programs, and alignment on industry certifications are the types of feedback that should roll back up to this council. Feedback from local surveys would also be helpful to our understanding of what barriers need to be addressed. One way to help with alignment is to make sure that the deputy sector navigators (community colleges) are connected and have a good relationship with the local WIBs. An important role the council can play is to cross-walk and coordinate the linkages between the work that the sector navigators, local WIBs, GoBiz, etc. are all doing. As far as industry credentials, we need to interact with employers and find out what parts of which certifications are useful to them. Jose Anaya is currently working on this.

Once we are clear on consensus on the occupations and apprenticeship programs, we can use CMTA (etc.) to effectively engage the industry.

Give these groups some direction and small pieces to work on, get consensus, feedback to the council and move forward step by step.

While we are dually focused on regional and sector alignment, this council is sector focused. In order to do our job, we need to access and address the employer needs in order to develop the programs that will lead to good jobs.

Action Steps

For the Council

- Clarity around Goal #1
 - What is this council's role within these goals?
 - Apply a timeline. Roll back from 2017.
- How to foster communication and coordination between public entities.
- Communicate consistent message to employers while meeting employer demand
- Co-sponsored event to develop template. Invite local boards, navigators, etc. They will do the leg-work and we will help with the coordination and support regional efforts.
- Cross-walk the linkages.

Regional Engagement

- Know where occupational demand is – LMI data, talk to manufacturers, bridge programs to employers.
- Identify Point person locally/regionally at the WIB(s).
- Accelerate meetings between regional point people at the local WIBs with the Sector Navigators. Starting to happen regionally, but this council can support the effort.
- Use template for feedback to this council from various efforts.

V. Feature Items:

The California Network for Manufacturing Innovation (CNMI), Jose Anaya. *El Camino Community Colleges/CACTS*

Jose Anaya gave a presentation on the California Network for Manufacturing Innovation. The PowerPoint Presentation can be found on the State Board website [here](#).

Stanislaus Alliance Regional Initiative, Jeff Rowe, Executive Director, Stanislaus Alliance
Jeff Rowe with (Names) gave a presentation on the Stanislaus Alliance Regional Initiative. The PowerPoint Presentation can be found on the State Board website [here](#).

VI. Discussion Item: Next Steps

Next Steps were addressed within each agenda item. Additionally, please include update on previous next steps and times on the agenda.

VII. Public Comment

No Public Comment

Meeting Adjourned

Advanced Manufacturing Workforce Development Council
January 20, 2014
10:00 a.m. – 1:00 p.m.
Meeting Summary

Committee members in attendance:

Jose Anaya <i>California Community Colleges</i>	John Brauer <i>California Labor Federation</i>	Imran Farooq, Vice Chair <i>Omnious, Group, LLC</i>
Pamela Kan, Chair <i>Bishop-Wisecarver</i>	Bob Lanter <i>California Workforce Association</i>	Kimberly Parker <i>California Employer's Association</i>
Diane Ravnik <i>Division of Apprenticeship Standards</i>		

I. Introduction and Opening Remarks

Pamela Kan opened the meeting, welcomed the council and guests, and thanked SETA for the use of their meeting room. Ms. Kan noted that some agenda items would be tabled due to lack of quorum.

II. Chair/Executive Director/Partner Updates

Executive Director, Tim Rainey was not in attendance. This item was skipped.

III. Action Item: September 16, 2013 Meeting Summary

The approval of the December 3, 2013 Meeting Summary was tabled due to lack of quorum.

IV. Call-to-Action Implementation: Update on Action Steps/Action Plan

The Council reviewed and was pleased with the Action Goals and Recommendations document drafted by staff around Action Goal 1. The Council will concentrate on two to three regions that have strong existing programs. Regions and partners will be identified by a Regional Advanced Manufacturing Collaboration Survey that will be conducted between February 3, and February 24, 2014. Initially, the survey participants will include the local board directors and their board members, the advanced manufacturing deputy sector navigators, and the CSU system. The Council will coordinate with simultaneous initiatives conducted through GoBiz and the Employment Zone/Accelerator Program. Shared goals and rules of engagement will be a priority.

The state can help local boards better engage business. One way is to help facilitate an outreach program with the Employment Training Panel (ETP). Go-Biz has tax incentives to

market as well. Local board business representatives need training on how to talk to business and keep abreast of business incentives.

Next Steps:

- Put the work plan in chronological order
- Get the Regional Collaboration Survey out
- Engage with ETP, Go-Biz, Community Colleges to align efforts and agree on data based goals
- Have Go-Biz talk about new tax incentives at the next meeting
- Engage California Manufacturing Technology Association (CMTA) for positive outreach to the public

V. Feature Items:

Youth-Advanced Manufacturing Career Technical Education (CTE) Grants Community of Practice, *Career Ladders Project*

Luis Chavez and Anjana Richards gave a presentation covering the first Community of Practice convening of the Advanced Manufacturing CTE Grantees. A link to the presentation can be found on the State Board website [here](#).

VI. Discussion Item: Next Steps

Next steps are noted within the item above.

VII. Public Comment

No Public Comment

Meeting Adjourned

ACTION GOALS AND RECOMMENDATIONS

Action Goal 1: Mobilize a network of regional collaborations made-up of education, economic and workforce development systems to forge new partnerships with businesses to train workers for good-paying jobs in advanced manufacturing.

Collaborate with 2-3 economic regions to support linkages between industry, local workforce investment boards, K-12, community colleges, and apprenticeship training programs that target advanced manufacturing sectors to accomplish the following:						
Objective	Activities	Anticipated outcome	Timeline	Lead and Resources	Evaluation Method	Status
Align public and private resources to develop career pathways in manufacturing through K-12 and community colleges	Survey regional LWIB and Colleges regarding degree of collaboration on targeting Advanced MFG	Gather data on potential regional efforts that are targeting Advanced MFG to identify partnership opportunities.	Survey conducted 2/3-2/24/14	CWA, LWIBs, and Community College Navigators, CSU, CMTA	Develop baseline data regarding regional initiatives and will develop 2-3 formal pilot areas to engage.	COMPLETE
	Identify focus regions and regional partners	Survey (above) with suggested (e.g., community college model) regional alignment and request LWIBs designate regional counterpart.	Survey conducted 2/3-2/24/14	CWA, LWIBs, and Community College Navigators	Every regional according to Community College model will have a LWIB navigator counterpart	Will be completed by 4/8/14
	Hold 3 regional convenings hosted by AMWDC, CNMI, CMTA, Community Colleges Navigators, and LWIB to discuss shared objectives and establish linkage	Strengthen linkage between LWIB, navigators, educational system, and industry to support/shape regional initiatives. Also, market to partners and industry regionally appropriate credentialing	May –June 2014	CNMI, CA Community Colleges, LWIB, CWA, and CMTA	Will support regional consortiums that will be tracked regarding outcomes per additional measures	Draft plan: Where, when, who, how, goals/desired outcomes will be determined 4/8. Anticipating May/June convenings

	Develop template to gather information regarding regional initiatives and outcomes for 3 partnership regions.	Will convey expectations and/or “rules of engagement” among state, regional, and private sector engagement.	Draft presented at July 2014 AMWDC MEETING	CWIB, CNMI, and Navigators	Additional performance measures will be the indicator of success of approach. Evaluation may occur by 6/30/15	
Identify and champion industry recognized credentials for occupations in demand.	Achieve consensus within each region on occupations that are in demand by manufacturers. Create awareness campaign targeted at WIBs, Community Colleges and industry of the value of industry recognized credentials.	Resources allocated to meet the demands of those occupations. Secure commitments that partners will infuse industry recognized credentials into their programs.	TBD TBD	CA Community Colleges, LWIB, CWA CA Community Colleges, LWIB, CWA, and CMTA	Track jobs being filled in demand occupations. Track the utilization of industry recognized credential.	
Assist regional consortia’s to address skills gaps and identify resources to develop or improve programs to fill those gaps.	Pilot regional efforts that leverages WIA Rapid Response infrastructure, Governor’s Economic Development Initiative and ETP to market California’s: <ul style="list-style-type: none"> • New tax programs to manufacturers. • ETP incumbent worker training services 	Activity should result in more engagement of manufacturer that will be indicated by: <ul style="list-style-type: none"> • New earn and learn slots for career pathway programs (internships, apprenticeships, or paid work experience). • Develop ETP multi-employer contracts for workforce training. 	May 30 (Launch) June 2015 (Project end)	2-3 LWIBs, State Board, ETP, GO- Biz, DAS	Generation of new ETP contracts, utilization of tax credits, and new programs that include work based learning (apprenticeships, etc.)	