



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



April 3, 2013
9:30 a.m. – 12:00 p.m.

California Workforce Investment Board
777 12th St., Suite 200
Sacramento, CA 95814
WebEx

AGENDA

- I. Introduction and Opening Remarks**
- II. Chair/Executive Director Update**
- III. Legislative Update**
- IV. Discussion Item: Proposed Call to Action – Report and Recommendations**
- 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 Daniel Patterson for additional information.

California Workforce Investment Board invites you to attend this online meeting.

Meeting information

Topic: Advanced Manufacturing and Workforce Development Council

Date: Wednesday, April 3, 2013

Time: 9:30 am, Pacific Daylight Time (San Francisco, GMT-07:00)

Meeting Number: 743 222 273

Meeting Password: cwib777

For help, Contact: joelle.hurst@cwib.ca.gov

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**CALIFORNIA WORKFORCE INVESTMENT BOARD
ADVANCED MANUFACTURING WORKFORCE DEVELOPMENT COUNCIL**

**January 25, 2013, 2:00 p.m. – 4:00 p.m.
Laney College, Oakland, CA 94607**

MEETING SUMMARY

Council members were invited to tour Laney College's Machine Technology Program facilities from 1:00 – 1:45 p.m. The tour was led by department chair Louis Quindlen. The tour was informative and helped provide context for those who attended.

I. Introductions and Opening Remarks

California Workforce Investment Board (State Board) Executive Director Tim Rainey opened the meeting and welcomed everybody. Mr. Rainey asked that the Advanced Manufacturing Workforce Development Council (AMWDC) members introduce themselves. Council members/designees who were in attendance are listed below:

Jose Anaya – *California Community College*

Mark Martin – *Laney College*

Steve Baiter – *Contra Costa Workforce Investment Board*

Brian McMahon – *Labor & Workforce Development Agency*

John Brauer – *California Federation of Labor*

Lisa Mortenson – *American Biodiesel, Inc. dba Community Fuels*

Josie Camacho – *Alameda Labor Council/AFL-CIO*

Diane Ravnik – *Department of Apprenticeship Standards*

Linda Collins – *Career Ladders Project*

Beata Richey – *Black American Political Association of California*

Michael Gallo – *Technical Employment Training Inc.*

Nick Schultz – *Alameda Workforce Investment Board*

Pamela Kan – *Bishop Wisecarver Corporation*

Bruce Stenslie – *Economic Development Collaborative, Ventura County*

Ro Khanna – *Wilson Sonsini Goodrich and Rosati*

II. Chair/Executive Director/Agency Updates

Mr. Rainey briefed the council members on the purpose of the State Board and the purpose for convening a sub-council of the State Board to discuss workforce and economic development of the advanced manufacturing industry sector. Mr. Rainey also updated the council on the following:

- February 13th, 2013 State Board meeting

- *Shared Strategy for a Shared Prosperity – California’s Strategic Workforce Development Plan 2012-2017*
- Regional technical assistance forums
- The progress of the State Working Group

III. Discussion Item: AMWDC Scope and Objectives

Mr. Rainey introduced State Board support staff manager Javier Romero who explained the scope of the meeting agenda. The Council was provided a draft framework document titled “Why Manufacturing Matters in California” to help frame the discussion. Fact sheets of economic data from a Brookings’s Institute report titled *Locating American Manufacturing: Trends in the Geography of Production*, detailing the manufacturing industry sector in 11 of California’s metropolitan statistical areas (MSAs), was also provided.

a. Vision statement

The following statement was offered for discussed to further develop the AMWDC vision statement:

The Advanced Manufacturing Workforce Development Council (AMWDC) seeks to increase the number of industry recognized credentials for highly skilled incumbent workers as well as entry-level workers from certified training programs; meet employers’ long-term skills needs through experience-based “learn and earn” training programs; and help grow good paying jobs by supporting best practices within regional workforce and economic development networks.

Michael Gallo thought the credentialing focus was a positive, but the emphasis should be on greater technical literacy in workforce development because the current workforce does not possess those skills. Mr. Gallo also suggested that science, technology, engineering and math (STEM) skills training should be included in the vision statement.

Mr. Rainey offered a suggestion that the AMWDC could follow the Board’s Health Workforce Development Council by identifying *real* skills shortages as well as identifying occupations corresponding career pathways. The Council could focus on short-term goals that work toward long-term goals.

Bruce Stenslie asked how the council could define “advanced manufacturing” even though there is a present anxiety about the manufacturing industry sector.

b. Rebranding of manufacturing

The definition discussion overlapped with how the Council addresses the public perception of manufacturing. There were numerous themes that arose that helped further

frame both the definition of “advanced manufacturing” and how to address public and network partnerships perceptions of the industry sector.

Vice Chair Pamela Kan stated that “advanced manufacturing” from an industry perspective is more of a “buzz word” than what the manufacturing sector is, but that the concept is appropriate if it change public perception.

Josie Camacho identified the themes of job growth, retirement of an aging workforce, and career paths. Ms. Camacho asked if it is the council’s job to identify trends and push ideas forward.

Diane Ravnik thought the draft framework was broad yet helpful; the “why” being most helpful. Ms. Ravnik suggested that it is the council’s jobs to identify trends as well provide a larger definition with themes relating to: employer demand; good jobs; pathways; and credentials.

Lisa Mortenson stated that she typically fields questions from out of state manufacturers who are skeptical and apprehensive about doing business with the state. Ms. Mortenson suggested that there should be an emphasis on California’s comparative advantage of efficiency and responsibility when engaging with employers, that when manufacturers comply with environmental legislation greater cost savings are achieved through efficiency.

There was discussion about efforts to de-mystify employer uncertainty. Other council members support a two-tiered rebranding of state manufacturing, such as public outreach and education and employer engagement and demystification. Mr. Rainey made a commitment to reach out to the Governor’s Office of Business Services (GoBiz) and bring them to the table for future discussions.

John Bauer suggests that a skills gap analysis is a priority.

Ms. Kan recommends that the framework document continue to be a living document, so that it can address the constant change of the industry sector.

Ms. Ravnik suggests that within the definition of advanced manufacturing, there should be an attempt to identify the new application of manufacturing; that it is process and practice driven; and innovation is constant.

Mark Martin thought “advanced” works as a signifier, a term that is useful to compare traditional, factory manufacturing with the definition of advanced manufacturing. He also wanted to share that the manufacturing industry sector is the largest multiplier of non-industry employment.

There is a suggestion that the industry sector is synonymous with geography, or region, because of the way industry sector employers rely on one another, through competition, for skilled workers and innovative practices.

Ms. Kan asks the council what the desired outcome of the branding strategy should be, and does the education and outreach begin at the K-12 level.

Linda Collins offered as an example the work Laney College does with the Oakland Unified School district, which is informed by the Chicago-based Austin Polytechnical Academy framework. The coordinated efforts place an emphasis on STEM education.

There are concerns about how the media continues to portray manufacturing in a negative way. Council members ask how this perpetuation of a negative stereotype may be addressed.

There is a suggestion that there is more than the K-12 system audience, such as the regional networks who do the work to engage employers and help raise awareness among partners. A further suggestion is that the council seeks to reproduce successful networks that are currently doing this work.

Nick Schultz recommends that the narrative for rebranding focus on high skilled workers, wages in the 35th percentile, skills gap, competitive advantage, and best practices.

Stephen Baiter recommends that the narrative should also differentiate between the regions by focusing on the particulars of each region with actionable data.

Brian McMahon shared that there has been a dramatic decline in manufacturing applications through the California Employment Training Panel in the last 18 months.

c. Industry recognized credentialing programs

Mr. Gallo informed the Council that the National Institute for Metalworking Skills (NIMS) has fully accredited Technical Employment Training Inc. in San Bernardino, and Mark Martin added that Laney College is nearing completion of their NIMS accreditation process. NIMS is a national leader in workplace training credentialing with accredited training programs throughout California.

d. Distilling objectives into achievable recommendations.

Mr. Khanna requested the production of a four to six page report that builds from the framework document, incorporating the council's comments from the meeting, along with a one-page summary of the Brookings' Institute fact sheets. The report will support three to five recommendations for discussion at the next meeting and provide actionable steps for the State Board's consideration.

Ms. Kan suggested the Brookings' data be fashioned into a "visual info graph."

Mr. Khanna asked the council for voluntary assistance to produce the report. State Board support staff along with Stephen Baiter, John Bauer, Linda Collins, and Mark Martin volunteered their assistance.

IV. Public Comment

There were no public comments.

V. Council Member Updates

There were no council member updates.

VI. Adjournment

The meeting was adjourned at approximately 4:00 p.m.