

Humboldt County Workforce Investment Board

Strategic Planning Retreat

Facilitators

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Environmental Scan

*WIB Members and staff offered the following observations following the presentation of the **Targets of Opportunity** Report completed by John Melville of Collaborative Economics and the employer panel.*

It's a new look at data
All businesses are growing
Need skilled workers at all levels---lots of opportunity

New news about healthcare>>>i.e. RNs need on the job training
Applications from HSU- no practical experience/ internships related to careers
Niche mfg>>>BIG! Tend to think about ourselves as local rather than national/international
Need to pay attention to these (Targets of Opp) industries - they are growing

Range of positions out there vs. image
Disconnect between employers' needs & getting the word out
(no employers...no opportunity)
Debunking myths to create positive message (not just image but REALITY)

Infrastructure needs- haven't focused on this enough
Internet- across all industries
Social services infrastructure also important
Health care- presents both a challenge & an opportunity. It is growing and threatened at the same time

Educating youth >>>they do see opportunity + growth. Youth are not passing exit exam... need to pay attention to them
Students don't think there are opportunities
Self-talk of low income youth -maybe is true? (Definition of entry level)

Implications of boomer generation- what will we look like in 10 years.
Market-driven on both sides. Employer and Employees

Things the Board found encouraging in the Report.

- Huge market
- Niche manufacturing largest among the region
- Nice distribution among targets of opportunity compared to other counties
- Glimpse of the future
- Change=dramatic (decline of timber required radical restructuring – positive story to tell)
- Employers committed to staying here
- Economy has done astonishingly well... no place but up
- Wage growth faster than state

Things we need to pay attention to in planning for the future.

- Decline and dilution of quality of life
- Rebuilding infrastructure in positive way
- Affordable housing
- Situation with CR... don't let it get out of control
- Shouldn't disregard government & non profit sector; representing 25% of total employment...sector grew 33%
- People here on public assistance (another "employer" don't really look at this "sector")
- Close to full employment (4.5% unemployment) now
- Have bubble right now 1600-1700 grades 10th-12th
- But 3-5 years out 20% drop in number of kids coming out of high school
- Local gov't – large tribes here in Humboldt
- A lot of growth in private sector comes from gov't contracts & spending
- Employer/ job seekers disconnect –where are they looking?
- Affordable quality child care
- Substance abuse treatment

Assets and resources we can mobilize to address these issues and help us do our work.

- Rich number of training resources i.e. HROP, College of the Redwoods. Meditech, HSU, State certified apprenticeship programs
- We are relatively small, making it easier to make connections
- Local organizations working on Internet RTC, RCRA, RREDC
- Create database of all employers (suggested resource that's needed)
- Strong vibrant groups of employer associations
- Interest and willingness of people in the county
- We embrace forward moving ideas
- High level of entrepreneurs here
- Culture of risk taking
- SBCD infrastructure excellent

ACCOMPLISHMENTS

Reduction in turf issues at the One Stop
Better connection between SBDC & WIB
Report on "Target of Opportunities"
Merger of WFD & economic development in the County

Successful Rapid Response in place
Responsive to employers "they are there when we need them"
Growth in # of visits at One Stop from 500-600/month to 2000/ month
Better collaboration between HCOE & WIB

One Stop has Business Services in place
We have a functional website we use
We are better getting our message out
Stabilized WIB membership and are able to attract WIB members

Consolidated youth programs- new initiatives by Youth Council
135 in the Nursing Program, including all medical occupations, RNs, CAN, etc. representing a multi-pronged effort
Collaboration leading to getting SBDC
Humboldt seen more as the center of the region

No issues in the room (among WIB members). Very collegial. Worked beyond those that were there.
Good Leadership on WIB
Center for Community and Economic Development is up and running
Good at landing competitive grants and contracts

Good actual results with employers & employees and met all performance standards
Got state to waive requirements

Things we can do even better or where we still need more progress.

- Getting our message out
- Deciding who we are and what we do
- More involvement of youth in what we do
- Lessening the disconnect between the economic reality and community perceptions
- (more clarity around) what we want to measure, what we want our impact to be
- Business services that really respond to employer needs
- Professional Growth Center needs work, no funding for the service, but adult schools and others have filled the gap
- Push to get services out to other parts of the county beyond Eureka

Workforce Crisis. Ken Dychtwald
EDGE Campaign. www.californiaedgcampaign.org

What We Want to See in Place in the next 2-3 Years as a Result of the Efforts of the Humboldt County WIB

An Attitude of Opportunity in the Community	A Job Market That Meets Customer Needs	Collaboration in and Identify of Region	Community Leaders Who Understand What Drives Targets of Opportunity & Respond Appropriately	Results Oriented Advocacy around Infrastructure	Improved Mechanism for Creating a Ready, Willing and Capable Talent Pool
WIB has positive established brand	One Stop outcome tracking in place	Regional educ. & workforce initiatives in play	Leaders who catalyze solutions	Back up infrastructure	Life Long career development
Communicate Targets of Opportunity	Employers & employables find each other thru the One Stop	Next <i>Targets of Opportunity</i> Growth + new sectors	Job market that works for employers connections	Alcohol & drug programs	Soft skills training in schools
WIB so fun & exciting, people compete for chairs	Virtual One Stop serving outlying areas	Actionable plans for community partners to support "TARGETS"	Develop WIB website resources for employers/ employees	Internet redundancy	Funding to help hire & mentor local nursing grads
75% of employers aware of one stop	Job Market becomes a business center	Focused voice of 5 County Region in SACTO to increase support we receive	Matching educ. w/ needs of employers in "targets" (data base)		Better understanding between employers & youth about work ethics
Regional branding	HR skills training for one stop staff		Survey employers/ meet needs		Variety of career pathway courses
Conversation about career opportunity not lack thereof	Outcome data track		Specific training as needed by local employers	IMPROVED MECHANISM>>> (continued)	Endowment to fund college/voc ed for all HS grads
Good story @ Humboldt that supports employers talent attraction efforts	Increase youth accessing the One Stop Center by 50%		(Staff) facilitating common business needs & solutions.** <i>A complete employer data base</i>	Parents & students active on Youth Council	Systematic approach connecting youth to industry careers <i>Middle school career education</i>
Change in perception/ messaging	One Stop businesses are operational, effective & well received		Further integration of services & econ development	Youth training/ internships (paid work?)	Strong emphasis on voc training ***** <i>Services for alienated youth</i>