

Mayor's Workforce and Economic Advisory Committee
March 13, 2015
San Diego City College - Math and Social Sciences Building

Meeting Notes

Committee members present:

- Mark Cafferty, President & CEO, San Diego Regional EDC
- Constance Carroll, Ph.D., Chancellor, San Diego Community College District
- Mary Walshok, Ph.D., Associate Vice Chancellor of Public Programs, UCSD
- Reginald Jones, CEO, Jacobs Center for Neighborhood Innovation
- Jerry Butkiweicz, Manager of Workforce Readiness, SDG&E
- Cindy Maarten, Ph.D., Superintendent, San Diego Unified School District
- Lani Lutar, President, Responsible Solutions LLC
- Omar Passons, Senior Counsel, Stutz Artiano Shinoff & Holtz
- Peter Callstrom, President & CEO, San Diego Workforce Partnership
- Joe Shapiro (representing Elliott Hirshman), San Diego State University
- Shaina Gross, SVP & Chief Impact Officer, United Way of San Diego County
- Ben Motten, President, Conner Network

Committee members absent:

- Elliott Hirshman, President, San Diego State University
- Magda Marquet, Ph.D., Co-Founder, Ajinomoto Althea
- Jim Zortman, Senior Vice President, Northrop Grumman
- Ky Lewis, Vice President/General Counsel, SHARP Healthcare
- Don Rosenberg, Executive VP and General Counsel, Qualcomm

Others present:

- Mayor, Kevin L. Faulconer, City of San Diego
- Katherine Johnston, Policy Director, Office of the Mayor, City of San Diego
- Jaymie Bradford, Deputy Chief of Staff and Chief of Policy, Office of the Mayor, City of San Diego
- Efreem Bycer, Economic Development Manager, San Diego Regional EDC
- Anthony Beebe, President, San Diego City College
- Randal Hernandez, Director, Government Relations, Union Bank of California
- Cheryl Hibbeln, San Diego Unified School District
- Laurie Madigan, Board member, California Forward
- Patricia Dewar, Youth Coordinator, City of San Diego

The meeting was called to order by Mark Cafferty at 9:03 a.m.

Constance Carroll welcomed attendees and members around the table/room introduced themselves. Constance Carroll and Mark Cafferty then introduced Mayor Kevin Faulconer.

Mayor Faulconer thanked the group for coming together and stepping up to take on this important work. He reiterated that his hope in proposing this committee was to help bring forward needed actions, solutions and ideas that would help all San Diegans thrive in our growing economy. He talked about one of San Diego's greatest strengths being our collaborative spirit and willingness to work together. The Mayor shared that there is no more important issue for us to collaborate and work together on than training our workforce and educating and training our next generation of workers.

The Mayor concluded with a message about his desire to ensure that every neighborhood and every San Diegan has an opportunity to succeed, contribute and prosper within our city. Though he could only stay for the start of the meeting, he shared his intention to also attend the next meeting.

Following the Mayor's comments, Mary Walshok walked the group through a set of guiding principles for the committee's work, assembled by Mary, Mark Cafferty and Constance Carroll. Some of the particular areas she stressed were:

- A focus on strategies that support businesses that create good and high paying jobs in San Diego;
- Ensuring the development and/or expansion of education and workforce readiness pipelines;
- Working in a manner that is both regionally anchored and informed by data;
- Making certain that the group's efforts are employer-driven and practitioner-delivered;
- Emphasizing the need for leveraging, coordinating and accelerating programs that already exist; and
- Always taking into account the entrepreneurial nature of our residents and region.

Mary then asked the committee members for their thoughts, feedback and suggestions for any additional guiding principles that needed to be added. Suggestions and thoughts that arose during the conversation included:

- Strengthening alignment between the public workforce system, K-12 education, and the community college system;
- Increasing public understanding of the education and workforce training options available within the region; and
- Identifying legislative barriers and legislative reforms that would enhance opportunities for success, particularly as they pertain to the criteria for the selection under grant programs.

Other feedback that followed the discussion included:

- Jerry Butkiweicz: 1) We need to do some research on where Proposition 39 dollars have been flowing and focus on how well San Diego has or has not fared (Prop 39 refers to California's Clean Energy Jobs Act - <http://www.energy.ca.gov/efficiency/proposition39/>. 2) Create a matrix of possible grant funding opportunities and a regional network to put together grant proposals with

broad-based support. 3) Ensure large employers are committed to taking interns and employees from our workforce training programs.

- Mark Cafferty (in response to Jerry Butkiweicz's comments): Agreed completely that we need employer agreements for this to be successful.
- Mary Walshok: We should conduct a wide scan of workforce development financing options, especially as they pertain to non-college degree holders. We need to also look to employers and employer-funded programs/models for best practices.
- Shaina Gross: The State of California's Career Pathways Trust (CCPT) program provides some funding. As a region, we need to have a coordinated and aligned approach and we have to have a coordinated "ask" of businesses--otherwise they have too many requests and proposals coming at them from too many groups. (*link to State's CCPT program page: <http://www.cde.ca.gov/ci/ct/pt/>*)
- Reginald Jones: How do we connect these broad regional opportunities back to the community (level)? And in particular, how can we better serve and support the non-college educated constituents? Reginald reiterated that we need to strengthen alignment so there is a unified, coordinated ask of the business community.
- Ben Motten: Laws and regulations around interns can deter some companies, especially small businesses, from bringing students into the workplace. We need better information and support for small businesses in these efforts.
- Omar Passons: 1) Noted that parent/family input and engagement is critical in education programs and that we do not have any members who represent parent groups. 2) Perhaps there is a role for public sector entities to play with regard to interns in that they can be the co-employer and take on the liability and administrative functions that would otherwise be left up to the business alone.
- Cindy Marten: 1) We need to align both middle school and high school pathways with employer needs. 2) Reminded the group that our various sectors also use different definitions for interns, externs, pathways, etc., so we need to come up with consistent definitions and a common language.
- Mark Cafferty: Even though the Mayor and City don't control or oversee all of these resources, mayoral leadership is crucial, especially as it pertains to convening the right groups and providing centralized leadership and vision.
- Jerry Butkiweicz and Mary Walshok: Both stressed the importance of looking at existing best practices in workforce development and training, with a particular focus on union apprenticeship programs/models.
- Constance Carroll (in response to Jerry Butkiweicz's comments): Reminded the group that there is \$100 million for apprenticeship programs available at the federal level. (*link to the Department of Labor apprenticeship grants: <http://www.dol.gov/apprenticeship/grants.htm>*)
- Peter Callstrom and Constance Carroll: Stressed the importance of focusing on the advanced sectors that the San Diego Workforce Partnership and the San Diego Community College District have been analyzing and examining for growth, wages, career pathways, etc. Peter and Constance provided handouts and visuals of the existing partnerships within advanced manufacturing, healthcare, information technology/communications, life sciences and energy/clean technology. (*handouts attached separately*) There was some agreement and synergy in the room on the importance of these sectors. Additional information on the region's priority industries can be found at www.workforce.org.

- Cindy Marten: Ended with a strong statement on metrics and success. What exactly are we trying to accomplish? What do our markers look like? What does success look like?

Before ending the meeting, Mark Cafferty asked for the group's agreement to let him create a draft set of bylaws/ guidelines to help with committee procedures around voting, the posting of agendas/ minutes/ documents, processes for reviewing best practices, etc. The group agreed to have Mark create a draft and get it out to all members for review and feedback before the next meeting.

Mark also indicated that all documents would be posted on the San Diego Regional Economic Development Corporation website and shared via social media to ensure members of the public and other stakeholders always have access. The EDC website address is: www.sandiegobusiness.org

In closing, Mark suggested that his assistant, Catherine DeYoung and EDC team member Efrem Bycer, work with all of the committee member's offices to get standing meetings on the calendar for the next five months. Mark also asked for suggestions for future meeting sites, as it is the desire that the committee meet in a different setting each month related to its work and focus. Suggestions have included: Qualcomm's Thinkabit Lab, the United Way, one of the city's two career centers operated by San Diego Workforce Partnership, the Jacobs Center for Neighborhood Innovation, a local high school campus, etc.

Several committee members expressed their enthusiasm for the tasks ahead and the meeting concluded at 10:34 a.m.