Admin - Workforce Development (Goals)

**Mission:**
Workforce Development offers industry responsive, flexible and cost-effective 21st century workforce education/training and services to students and employers in sectors with career pathways and upward mobility to ensure a pipeline of skilled workers for the region as a means of keeping California competitive.

**Description:**
The department focuses on (1) curriculum and training development, (2) not-for-credit technical training and community education; (3) for-credit and not-for-credit closed cohort training for incumbent workers through contract education; (4) support services and referrals to community partners; (5) internships and placement assistance for program completers. While the Workforce Development department services a broad range of industry sectors the primary focus for the department is Advanced Transportation & Logistics, Healthcare, and Advanced Manufacturing/Engineering Technology.

**Primary Functions - LAC:**
Workforce preparation programs and services which prepare people for work or career enhancement; includes technical preparation, basic skills, and employability skills driven by industry demand, CTE program development support through faculty professional development, articulation and career pathway support, and curriculum development support.

**Primary Functions - PCC:**
Workforce preparation programs and services which prepare people for work or career enhancement; includes technical preparation, basic skills, and employability skills driven by industry demand, CTE program development support through faculty professional development, articulation and career pathway support, and curriculum development support.

**Internal Conditions (see Help for list):**
The internal condition impacting the department is the current reorganization. This restructuring provides a more unified team and establishes a solid foundation for the Workforce Development Department, rather than the reactive, grant driven, silo structure that has existed. This has required that several new positions be created, posted and filled. To date, six positions have been filled and each of the new team members is currently in the process of being trained and on-boarded.

**External Condition- Regulatory/Legislative Changes:**
The recent reauthorization of Workforce Investment & Opportunities Act (WIOA) will impact the department, college and partnerships moving forward. Currently the impact of the legislation is unknown as agencies work to determine how they are required to respond and what levels of partnerships are needed.

**External Condition- Grants Available:**
The workforce development team was awarded two Department of Labor TAACCCT grants and this has resulted in an immediate need and significant workload for the new team.

**External Condition- Accreditation Recommendations:**
N/A

**External Condition- Advisory Committee Input:**
The primary advisory committee is the HTA Truck Driver Training Program Advisory. The most recent feedback from this advisory is the recommendation to bring the full driver training program in-house. The industry partners agreed to provide support for this transition and will be working with the college to facilitate the needed equipment and curriculum. A primary focus moving forward is to establish an advisory committee for the Regional Deputy Sector Navigator – Global Trade and Logistics, as well as a general Workforce Development Advisory Committee.

**External Condition- Community Outreach/Partnership:**
Partnership activities are currently focused in three key areas:
1. Workforce Investment Boards – driven by the WIO Reauthorization, this effort is to understand and implement an enhanced partnerships structure with the regional workforce investment boards which will support the new legislative mandates;
2. Employer Partners – driven by the current WFD programming, the push from the Mayor’s office to support expanded internship opportunities and the need to ramp up contract education, a key focus is the placement of all program participants; to support this the department is focused on expanding partnerships with regional employers ;
3. Community Organizations – driven by the need to recruit new trainees for the TAACCCT grants and the HTA Driver Training program, the department is working to enhance partnerships with referral agencies and support agencies that provide wrap around services;

**External Condition- Industry & Labor Market Trends:**
The department maintains a strong focus on data and labor market trends. This is accomplished through Advisory Committees, access to real-time labor
The Workforce Development department works to support student learning through (1) CTE program and faculty development support; (2) direct training to new workforce entrants and incumbent workers; and (3) access to industry certification preparation and exams in multiple industry sectors.

**2011-2012 Accomplishments:**
Secured additional SB70 funding for the 2012-13 fiscal year to continue to build our partnership with Long Beach Unified School District. Trained over 250 incumbent workers in Alternative Fuels, and placed over 100 CalWorks students in unsidized employment.

**2012-2013 Accomplishments:**
N/A

**2013-2014 Accomplishments:**
Awarded and launched two Department of Labor TAACCCT grants for $2.5 million and $1.9 million in the areas of Engineering Technology and Supply Chain Logistics.

**Goals and Resources Needed**

**Goal: Strengthen and Build the Regional Economy**
Provide a full range of workforce solutions that support the regional economic industries as evidenced by a range of data sources.

| N/A: | 2012-2015 Cycle |
| Goal Status: | In Progress |
| Start Date: | 07/01/2012 |
| End Date: | 07/01/2017 |
| Goal Priority: | Medium |

**Rationale:**
In order to achieve sustainable economic growth, meet the demands of global competition in the modern economy, and improve the quality of life for all the workforce in California, the community college must have a comprehensive workforce development system of education and workforce preparation linked to economic development that sets the standard for the nation and the world.

**Strategies:**
- Identify regional industries
- Identify which workforce solutions we are targeting
- Publish a portfolio of training
- Publish full marketing plan

**Responsible Parties:**
Workforce Development Director and Staff
Goal: Support Program Growth, Viability and Sustainability

Maintain a corporate training unit that generates a minimum of one million dollars a year in contract sales.

N/A:
- Goal Status: In Progress
- Start Date: 07/01/2012
- End Date: 07/30/2015
- Goal Priority: Medium

Rationale:
The community college must have a world-class system of corporate education and training linked to economic development in order to meet the demands of global economic competition, as well as funding to support regional partnerships in developing regional workforce preparation systems linked to their regional economies.

Strategies:
- Establish a margin/business model
- Establish infrastructure design
- Establish incremental goals
- Identify resources that support Contract E
  - LERN
  - GCC
- Establish a work plan for goal achievement

Responsible Parties: Workforce Development Director and Staff, Contract Ed Staff

Campus supported by this goal/project/strategy: Both

Other Area impacted by this goal/project/strategy: Community Relations & Marketing

Level of Support Needed: School or VP

Related Higher Level Goals

1. Related Resources Needed

<table>
<thead>
<tr>
<th>Resources Needed name:</th>
<th>Sales Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources Needed Description:</td>
<td>This position/consultant would focus their time on working with industry partners to sell contract training.</td>
</tr>
</tbody>
</table>

Inter-Level/ VP Level Group Decision: NEW
### Fiscal Year: 2013 - 2014

### Duration: On-going

### Estimated Cost: 50000

### Type of Resource Requested: Other

### Justification for Resource Request: To generate the level of sales needed to support and grow the area a focused effort on sales needs to be maintained, with the appropriate staff to support it.

### Department Code: 705000 Contract Ed

### Requested Funding Source: Other

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**Goal: Cultivate and Maintain Mutally Beneficial Relationships with Stakeholders**

Maintain a partnership network that consists of key workforce agencies, all major regional employers, community organizations, and other regional stakeholders.

**N/A:**

<table>
<thead>
<tr>
<th>Goal Status:</th>
<th>In Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start Date:</td>
<td>07/01/2012</td>
</tr>
<tr>
<td>End Date:</td>
<td>07/30/2017</td>
</tr>
<tr>
<td>Goal Priority:</td>
<td>Medium</td>
</tr>
</tbody>
</table>

**Rationale:**

It is imperative to development workforce development partners form a statewide collaborative network to address the skill development needs of the workforce.

**Strategies:**

- Plant relationship seed now with partners
- Identify list of partners
- Define partner roles
- Employer advisory board, WIB sector convening
- WFD Advisory Board

**Responsible Parties:** Workforce Development Director and Staff

**Campus supported by this goal/project/strategy:** Both

**If specific to a functional unit, indicate here:** Workforce Development

**Other Area impacted by this goal/project/strategy:** Institutional Resource Development (Grants)

**Level of Support Needed:** Department

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**Related Higher Level Goals**

**College Advancement and Economic Development**

<table>
<thead>
<tr>
<th>Goal Type:</th>
<th>Goal: Communication &amp; Marketing - Develop and implement a fully integrated internal and external communications &amp; marketing plan to: 1) Ensure that LBCC attracts students to meet its growing enrollment targets and 2) Convey the value, activities, purpose, need and accomplishments of LBCC’s instructional programs and key initiatives including CAED’s economic and workforce development programs</th>
</tr>
</thead>
</table>
Goal: Provide Training & Support Services Leading to Economic Self-Sufficiency

Achieve 100% employment placement for all workforce development completers.

N/A:
Goal Status: In Progress
Start Date: 07/01/2012
End Date: 07/30/2017
Goal Priority: Medium

Rationale:
Developing employer partnerships will be a critical component for implementing effective training systems in contract education and workforce development programs, thereby ensuring students who complete workforce development programs will have success in obtaining sustainable employment.

Strategies:
Establish client services standards and systems: Filter, data retention, satisfaction
Identify required components
Identify partners
Placement program options/model: OJT, service learning, internships
Data Systems

Responsible Parties: Workforce Development Director and Staff

Campus supported by this goal/project/strategy: Both

If specific to a functional unit, indicate here: Workforce Development

Level of Support Needed: Department

Related Higher Level Goals

College Advancement and Economic Development

Goal Type: Goal:
Student Success - Acquire funding to support student success initiatives, pilot program development, student support services and securing resources for program improvement.

1. Related Resources Needed

<table>
<thead>
<tr>
<th>Resources Needed name:</th>
<th>Client Tracking System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources Needed Description:</td>
<td>Need to identify a client tracking system that will support effective case management of all workforce training participants, through to placement.</td>
</tr>
</tbody>
</table>

Inter-Level/ VP Level Group Decision: NEW

Fiscal Year: 2013 - 2014

Duration: One-time

Estimated Cost: 15000

Type of Resource Requested: Software

Justification for Resource Request: Currently all of the tracking of clients is via paper files. This limits access and across department/agency support.
Currently all of the tracking of clients is via paper files. This limits access and across department/agency support.

Department Code: 684000 ERD

Requested Funding Source: Other