

APPENDIX B: WORKFORCE DEVELOPMENT - CURRENT AND PLANNED INITIATIVES

Workforce Development Board (WDB)– Overview

The Workforce Innovation and Opportunity Act (WIOA) went into law in 2014. WIOA is the replacement to the Workforce Investment Act of 1998 and is meant to better “match employers with the skilled workers they need to compete in the global economy.” WIOA offers a real platform to allow economic developers to engage with local Workforce Investment Boards in a new and more comprehensive way.

The county has a very active Workforce Development Board (WDB) focused on bringing together resources that meet employer and employee needs and advance the prosperity of our communities. Through regional collaborative efforts, the WDB brings together community members from the private sector, local government, non-profits, labor unions, education, and public agencies to:

- Catalyze leadership to collaborate and focus attention on Target industry needs, particularly preparing a skilled workforce for successful careers in those Target industries.
- Demonstrate and articulate the career pathways of demand occupations in the Target industries to youth and adults. Increase the number of high school students who graduate prepared for post-secondary vocational training, further education and/or a career with advancement opportunities in the Target industries. Focus on at-risk youth and those from low income communities. Enroll 90% of adults in training that leads to employment in demand occupations in the Target industries.
- Support system alignments, service integration, and continuous improvement in the utilization of Target industry data for evidence-based strategic planning, policy-making, and deployment of resources within the greater workforce system, as well as guidance for youth and adult job seekers and employers.

WDB Current Initiatives

Healthcare Slingshot Initiative (supported by California Center for Rural Policy)

- Humboldt County Office of Education and the Health-Careers Exploration Summer Institute hosted a three-week session at St. Joseph Hospital in 2017 and 2018.
- Humboldt State University, State legislature, and College of the Redwoods (CR) are forming a partnership to bring back Basic Skilled Nursing (BSN) program. Consultants hired from other BSN programs are working on curriculum.
- The Region is also working with the K-12 system and SlingShot funding will purchase Health and Science Pipeline Initiative (HASPI) Toolkits for high-schools including Physical Science, Biology, Chemistry, Anatomy and Physiology.
- Region provided 1st career pathway training in the high schools beginning in spring 2018 and 2nd in fall 2018.
- Will continue a health care industry group has asked College of the Redwoods to look at innovative

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methods to increase training opportunities starting with the Medical Assistant program.

Humboldt Trades

- Develop a Regional Trades Marketing Campaign. Marketing materials will be developed and pushed out through media, social media, classrooms, school counselors and the Education at Work program.
- Develop a Regional Trades Training Program. Dynamic discussions are occurring between industry leaders and education, however preliminary and exploratory at this point, the model may include:
 - Freshman (introductory course) - Career exploration, laying the foundation for the pathway
 - Sophomore (concentrator course) - Continued career exploration and hands-on learning in shop classes
 - Junior and Senior (capstone courses) – Part classroom teaching and part on-site rotations at a variety of industry worksites. Ideally, courses would include dual enrollment and pathway alignment with College of the Redwoods.
- Hired a Regional Industry/Education Trades Liaison to provide ongoing coordination and support for the Humboldt Regional Trades Project.
- Pre-apprenticeship and apprenticeship programs. The National Center for Construction Education & Research (NCCER) program was determined to be the most appropriate model for Humboldt.
- Create career track alignment between K-12 and College of the Redwoods. Efforts will take place to identify dual enrollment opportunities and create improved alignment.
- A trailer and truck were purchased to make the trades classroom mobile.

College of the Redwoods

College of the Redwoods is a public community college and serves students ages 15 and above. The main campus is located on the north coast of California. Serving Del Norte and Humboldt counties, and parts of western Trinity County, CR has one of the largest service areas in California. These courses and programs cover a broad range of topics and subjects in everything from plant science, bookkeeping, computer science, woodworking, and dental assisting, to game art and animation, early childhood education, restaurant management, manufacturing technology, and nursing. The College offers A.S. and A.A. degrees, as well as numerous certificate options.

Workforce & Community Education

The Community Education department partners with the community to contribute to the economic vitality of the region, provides workforce training to support local employers' needs, and provides lifelong learning opportunities within the District.

Community Education courses are not-for-credit classes offered in addition to the College's academic program. Classes include:

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- Business Training & Emerging Leaders Institute
- Computer & Office Skills
- Construction & Workplace Safety
- Fire Training Courses
- Food Handling
- Health and Wellness
- Personal Enrichment & Art
- Real Estate
- Security Guard Training
- Wildland Fire School

Various Health Care programs (such as the Medical Assistant certificate program) are offered free of charge thanks to a partnership with Humboldt County Workforce Development Board and Slingshot Health Grant.

Programs like Auto Body Collision Repair and Truck Driving were developed in direct response to industry needs and in partnership with industry partners who sponsor students, offer scholarships, provide externship opportunities, and more. Students completing these programs have the academic and hands-on experience needed to start their careers in an in-demand industry with one of many local employers.

Certificate programs

CR offers many certificate and for-credit programs from Dental Assisting to Cyber Security.

Personal Enrichment Classes

CR offers numerous personal enrichment classes, which help to attract and retain professionals. These range from Aikido to Pickleball and more.

Humboldt State University

Humboldt State University offers a number of standard degree programs. In addition, the University Service Learning & Career Education Center for Community Based Learning has a number of initiatives designed to better match educational offerings with local workforce needs, including:

- Increasing on campus recruitment efforts by bringing local employers onto campus to meet with students through panels or interviews.
- Working with local Chambers of Commerce to create a bridge between HSU and local employers.
- Increasing internship offerings, service learning courses and community based projects to better connect students to community needs and create a better understanding of student and industry strengths.
- Hosting local employer panels every semester for various majors.
- Partnering with Arcata Economic Development Corporations "Workforce Weekend" designed to create more employment opportunities by encouraging local employers to consider a broader range of majors when hiring and students to look for employers with the right cultural fit and not just the right job description.

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- Worked with the County Economic Development Department to create a Target of Opportunities handout specifically for HSU students to spotlight careers with strong and growing opportunity.

In addition, HSU's School of Business has many programs and initiatives designed to better educate students to meet local workforce needs, including:

- Year round Internship program with support from local foundations to place 30-40 students per year, with an additional 14 Volunteer Income Tax Assistants (interns) per year.
- Continuing participation in Venture Collaborative with CR, HCOE, Blue Lake Rancheria, and SBDC to build a seamless entrepreneurial ecosystem.
- Host a Google (or other) Start Up weekend.
- Participate in Regional Business Concept Competition called the Future Four and More.
- Host Accounting/Finance and Marketing/Management mixers for students and businesses.
- Establish solid connections with Rotary clubs, Chambers of Commerce, Workforce Investment Board and more.
- Partner with HCOE's Education at Work program.
- Partner with HSU-CR Get Ready Humboldt program.
- Partner with HealthCare initiatives- Nursing, Pharmacy, oral health etc.

Get Ready Humboldt - Supported by Innovation Award funding, Get Ready Humboldt is a campaign to increase college participation in Humboldt County. Get Ready Humboldt is a collaboration between HSU, CR and HCOE to promote college at all levels to local high school and middle school parents and youth. The campaign will include ambassadors from our business community who will advocate for the importance of college and the job opportunities available for each step in the educational pathway. In addition, student ambassadors who are currently enrolled in college will promote a real-world view of the college experience via social media and events. The campaign will launch in fall 2018 and is planned to be an ongoing effort.

Venture Collaborative - Sponsored by CR via Strong Workforce funds, the Venture Collaborative is a partnership between CR, HSU, HCOE, SBDC and Blue Lake Rancheria with the goal of creating an entrepreneurial ecosystem in Humboldt County that provides wrap-around support for startup businesses and training and development opportunities for future managers in Humboldt County. Additionally, the Collaborative aims to increase transfers between partner institutions via programs related to entrepreneurship and/or intrapreneurship (entrepreneurial thinking within existing organizations). The effort is currently underway with a formal launch planned for spring 2019.

Humboldt County Office of Education (HCOE)

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HCOE has a number of initiatives designed to prepare youth for the local workforce and more.

Decade of Difference

The Decade of Difference is a ten year initiative to prepare local youth to be contributing and productive members in our society, community and economy. The initiative includes strategic efforts focused on:

- Early literacy in reading and math, financial literacy.
- College and career planning focused on the targets of opportunity.
- Creative and innovative entrepreneurship activities.
- Teacher training and professional development.
- Parent, business and community engagement.

Career Frontiers and Student Career Exploration Programs 2017-2018

These programs offer opportunities to gain career insight and perspective by connecting students with workplace mentors in our community, including:

- Career Panels
- Workshops
- Field Trips
- Job Shadows

Innovate

INNOVATE! Business Challenge is a high school competition to create an idea for a business startup. Winners receive thousands of dollars in cash and prizes to help get their business off the ground!

Career Technical Education in all schools

Career Technical Education (CTE) programs offer both academic and career-oriented training. These programs prepare youth and adults for a wide range of high-wage, high-skill, and high-demand careers.

Education at Work Initiative

This program offers exposure to employment opportunities prior to high school graduation and allows students to explore various career options. The Education at Work Program:

- Generates awareness of opportunities available within the local business community.
- Gives businesses the ability to communicate directly to students and groom future employees.

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- Allows students to identify and relate their interests, skills, and aspirations to local job market opportunities.
- Promotes hands-on career exploration, preparation and training.

Humboldt Maker Program

Maker Nights offer hands-on activities that incorporate the elements of STEAM (Science, Technology, Engineering, Arts, and Mathematics) with the opportunity for family exploration, collaboration, and creativity.

Health Careers Exploration Program

Health Careers Exploration Project (HCEP) is a new program for local high school students to explore the different healthcare career options in Humboldt County. This is a great chance to learn more about healthcare and investigate health career opportunities in our local Humboldt County communities.

Trades Academy

The purpose of the Trades Academy is to enhance existing Career Technical Education programs and to support high school students with opportunities to explore career options available in our local trades industries.

Employment Training Division

The Employment Training Division (ETD) is a division of the Social Services Branch of Humboldt County's Department of Health and Human Services. ETD's mission is to empower people to believe in and to achieve their career goals. ETD provides workforce services for several Social Service programs, including CalWORKs, General Relief, Transitional Age Youth, Independent Living Services, and Helping Humboldt, as well as for the Probation and Sheriff's Department through the Humboldt 2nd Chance Program, which works with ex-offenders. Workforce services provided by ETD for job seekers include:

- Labor market information and career counseling.
- Work readiness training through softs skills workshops and hands-on work experience.
- Vocational skills training.
- Job search preparation and assistance.
- Job recruitment opportunities, job placement assistance and job retention supports.

ETD also provides workshops for local employers to help them with recruiting, job posting, interviewing and retention. Both job seekers and employers benefit from the wage subsidy programs – Work Experience and On-the-Job Training – and through hiring tax credits and state bonding information ETD provisions for DHHS and Probation.

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Additional Recommended Strategies to Build Workforce

- Provide employer trainings on best hiring practices.
- Adjust hiring practices to address timing differential
 - In rural areas with fewer employers and employees, employee readiness/availability and employer need for specific positions doesn't always line up. Employers can educate applicants on various employment opportunities and internal career paths, interview for company fit, support hired employees to eventually attain their career goals (model after Arcata Economic Development Corporation's "Workforce Weekend").
- Identify and develop untapped (or underutilized) resources (ex-offenders, those with physical or developmental disabilities, etc.).
- Continue to support first line supervisor and mid-management training and other certificate programs that provide needed training without the time commitment required by a formal degree.
- Better publicize the Job Market and other workforce development programs.
- Use Labor Market Data to Drive Decisions
 - The Targets of Opportunity Occupations report provides information on in-demand and high paying occupations, which can help guide job-seekers
 - Trends in the job market, often combined with industry feedback, can help to identify future in-demand occupations; workforce agencies can then adjust their programs accordingly
- Enhance and promote on-line distance learning opportunities, acquiring degrees and/or certificates, particularly in rural learning centers to overcome travel distance obstacles.
- Stimulate and support new entrepreneurship among youth, students and career adults.
- Encourage art education and academic art programs to emphasize community engagement, heritage awareness and entrepreneurship to increase community benefits.



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