

Fostering regional competitiveness for our businesses



**SOUTHERN
BORDER
REGION**

Regional and Local Planning

Creating economic mobility for our workforce

Agenda

Regional Planning Launch

- Introductions
 - San Diego and Imperial Team Leads
 - What is the Southern Border Region
- Regional Planning Process
 - Purpose of plan
 - Partners
 - Data analysis
 - Connection to P2E
 - Process and Timeline
- Plan Overview
 - Synopsis of Prior Plan
 - Vision and Focus Areas
 - Special Populations
- Q+A Session

Introductions

Regional Planning Core Team

Brooke Valle

VP of Strategy

San Diego Workforce Partnership

Role: Lead for San Diego

Priscilla Lopez

Director (Acting)

Imperial County Workforce

Development Board

Role: Lead for Imperial

Melanie Hitchcock

Regional Organizer / Regional

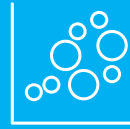
Training Coordinator

Southern Border Region

Role: Coordinator of regional
planning

Our Region

San Diego and Imperial County



Structure

- 3,535,349 population
- 9,008 sq. miles
- Shared border with Mexico
- 8 AJCC offices
 - 2 Satellites
 - 2 job centers in detention facilities
- 6 Youth Providers



Sectors

- Healthcare
- Information Communications Technology
- Life Sciences
- Advanced Manufacturing
- Clean Energy



Clients

- 19,800 adults served
- 9,800 youth served
- 4,700 placements
- 520+ companies served
- 5,500 laid off workers supported
- \$1.8M in wage reimbursement

**SOUTHERN
BORDER
REGION**

*#'s are for last program year

Regional History

Timeline

2013

2014

2015

2016

2017

2018

Priority sector research conducted

- Both workforce boards and SDICCCA collaborated to develop SBR specific research on the growing sectors in the region

Priority sector reports published

- Healthcare
- Information Communications Technology
- Clean Energy
- Life Sciences
- Advanced Manufacturing

Localized collaboration underway

- Initial focus on Advanced Manufacturing through AMP-SoCal and Doing What Matters Initiatives

Regional plan developed

- Regional and local plans signed/Phase 1 MOUs executed including partner referrals and population sharing
- Connectory launched
- Co-investment research conducted
- NCRC certifications piloted
- Customized training completed across multiple sectors for new and incumbent workers

Plan implementation underway

- Phase 2 MOU Executed including infrastructure sharing agreements
- Healthcare became main focus due to growth; Regional Council on Healthcare Workforce Development launched
- HC career pathway work with LinkedIn started
- Need identified to make LMI data more accessible (Career Coach)

Plan implementation continued

- ICT added as a key focus; Regional Council on Technology Workforce Development slated for November launch
- Career Coach pilot
- Skill acquisition initiated for language acquisition (Learning Upgrade)
- Information sharing on youth programs began

Regional Planning Process

Purpose of Plan

SBR Regional Plan

Regional and Local Plans, informed by research and community input, lay out a collective strategy which guides SBR's investments and activities.

The plan will address the following elements:

- Vision/strategic goals
- Priority sectors
- Population-specific delivery (through AJCC and youth system)
- Business services approach
- Partner collaboration

SBR's regional and local plans are updated every few years;

October 2018 marked the beginning of the latest update process.

Regional Partners

Current and Planned

Current (As of 2017)	Planned (Being incorporated in 2019 Revision)
Education: San Diego and Imperial County Community College Association (SDICCA) – includes all community colleges, San Diego State, University of California San Diego, San Diego Imperial Adult Education Consortium (Super Region – includes all adult education), San Diego and Imperial County Offices of Education, Poway Unified School District	Reentry: California Department of Corrections and Rehabilitation (CDCR), Probation and California Prison Industry Authority (CalPia)
Workforce: Employment Development Department (EDD), San Diego Workforce Partnership, Imperial County Workforce Board, Jacobs Center	Community Based Organizations: Organizations serving populations outlined in the plan
Economic Development: East County Economic Development Council, San Diego Regional Economic Development Council, San Diego Association of Governments, Imperial Valley Economic Development Corporation, Chamber of Commerce	English Language/Refugees/New Citizens: California Immigrant Policy Center
Social Services: CALWorks, Department of Rehabilitation	Social Services: County Human Services, Local Child Support Agencies

Data Analysis

Current and Planned

Data in the current plan which is being refreshed

Priority sector analysis
English as a second language (ELL)
Individuals with disabilities
TANF/CalFresh/Calworks

New data sets being added to the plan

Reentry
Non-custodial parents
Co-enrollment
Pre-apprenticeships

Regional Plan and P2E Connections

Important Note: Award of funding to partners is required to follow standard, competitive procurement processes. As such, those wishing to participate in a future P2E procurement will need to opt out of meetings where procurement details may be discussed.

Workforce-Corrections Partnerships are a new element of Regional Plans. The State Board has entered into a formal partnership with the California Department of Corrections (CDCR), the California Prison Industry Authority (CALPIA), and the California Workforce Association (CWA), to improve labor market outcomes of the state's formerly-incarcerated population.

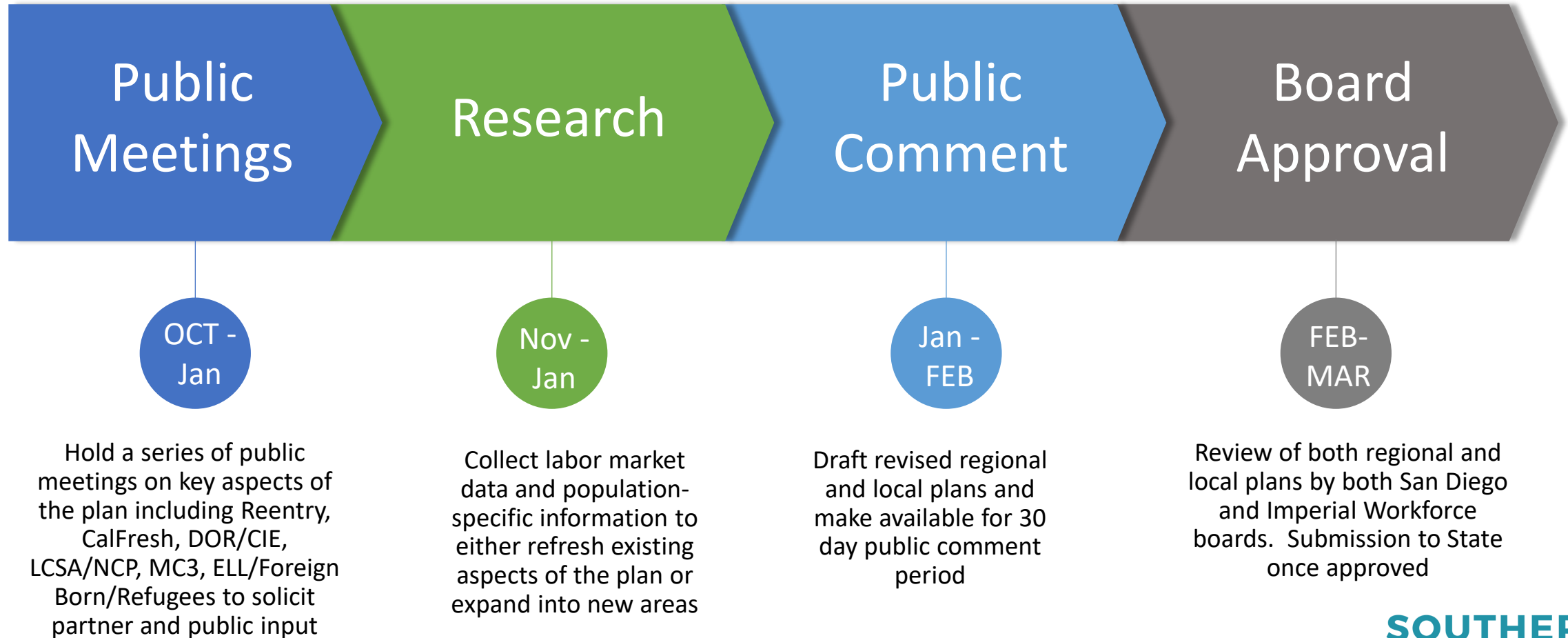
Each regional planning unit (e.g. Southern Border Region) must include a plan to serve the reentry population within their Regional and Local Plans. This effort is being referred to as Prison to Employment (P2E).

The State Board is distributing funding to the regions specifically to support the reentry work:

- **Regional Planning Grants** to fund collaborative development of regional partnerships and plans to serve the formerly incarcerated and other justice involved individuals (funding already received- plan due in March as part of RP/LP)
- **Regional Implementation and Direct Services Grants** to fund the implementation of regional workforce corrections plans and provide direct services provided pursuant to these regional plans (2019)
- **Regional Supportive Services and Earn and Learn Grants**, which will provide funds to provide supportive services and “earn and learn” opportunities for justice-involved and the formerly incarcerated (2019)

Process and Timeline

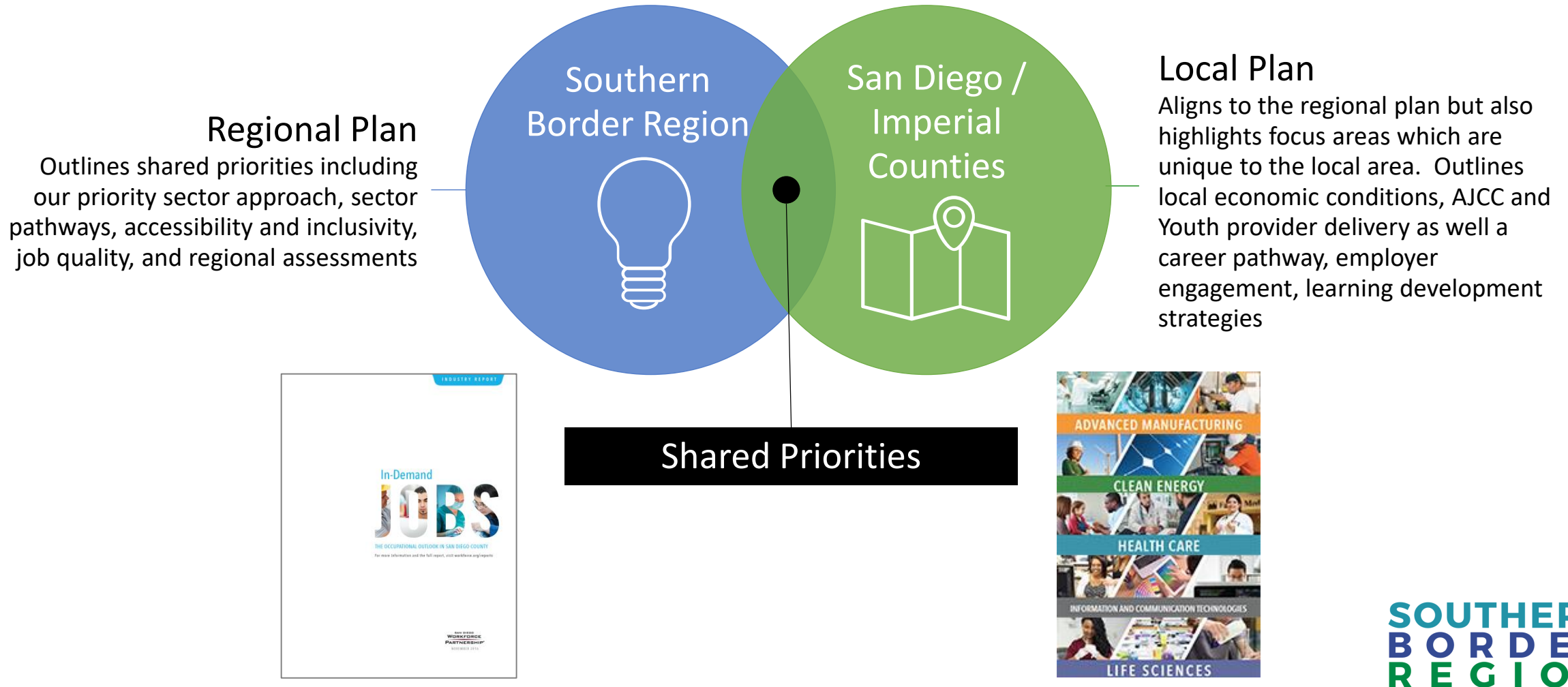
Regional and Local Plan Development



Plan Overview

Synopsis of the Prior Plan

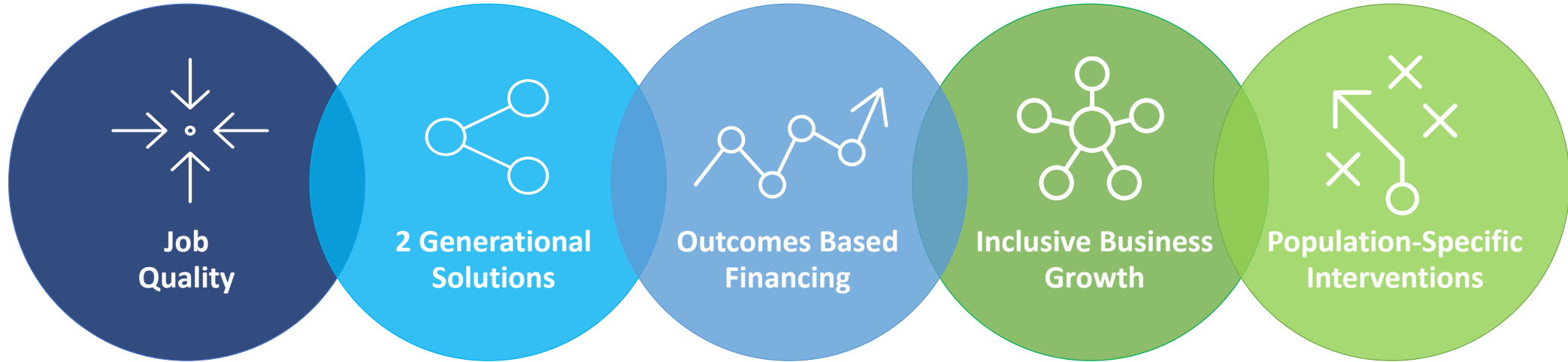
Current and Planned



Workforce Development in the Southern Border

The Way Ahead

Vision: Economic mobility for our citizens and vibrant growth for our businesses



Making jobs 'springy', elevating incumbent workers and building coalitions of employers committed to change

Serving families, removing barriers and eliminating benefits cliffs

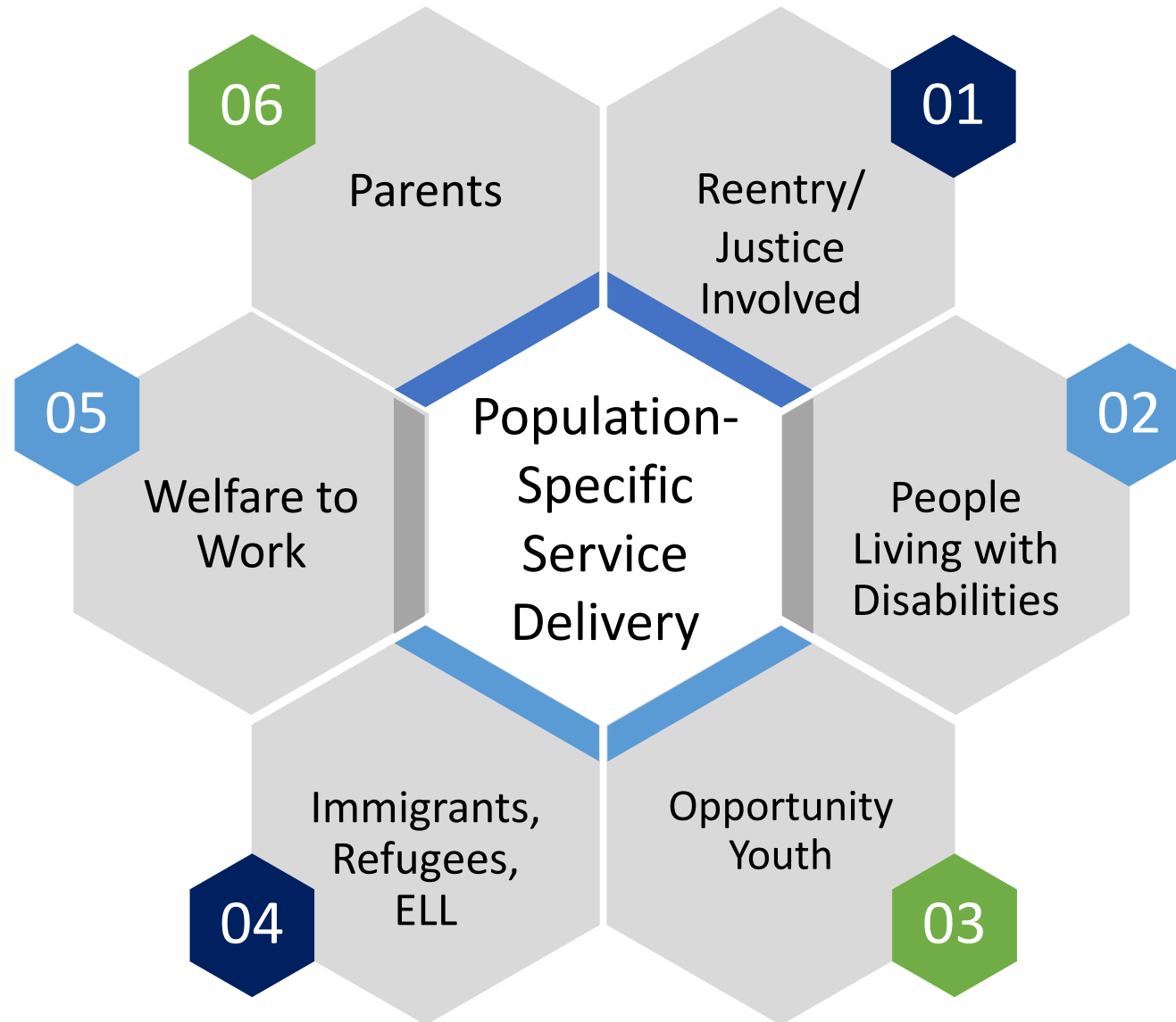
Integrating money and results through innovative financing, contracting and partnership models

Moving from the transactional to the transformational with a unique focus on priority sectors and small to mid-sized businesses

Connecting fragmented systems to provide truly differentiated service for those most in need

The SBR believes it is our responsibility to tackle even the toughest challenges which stand in the way of economic mobility and growth for our community.

Special Populations Planned Projects



Next Steps

Info on Upcoming Meetings

Available at workforce.org/sbr

The screenshot shows the website header with the logo and navigation links: ABOUT US, JOB SEEKERS, EMPLOYERS, EVENTS & WORKSHOPS. A large maroon banner reads "SOUTHERN BORDER REGION: IMPERIAL AND SAN DIEGO COUNTIES". A sidebar on the left lists: WHAT WE DO, OUR TEAM, BOARDS, PB AGENDAS & MINUTES, WDB AGENDAS & MINUTES, ANNUAL REPORT, PARTNER RESOURCES, SDWP CAREERS. The main content area includes:

- Regional/Local Planning Process**: The Southern Border Region (SBR) comprises Imperial and San Diego counties. SBR's two workforce development boards, along with a range of partners, work together to create workforce development solutions that meet business and job seeker needs. Regional and local plans, informed by research and community input, lay out a collective sector strategy which guides SBR's investment activities.
- SBR's regional and local plans are updated every few years; October 2018 update process.** To capture community input, the following meetings will be held.
- Once input is captured, the plan will be updated and made available for comment.** Meetings will be posted no fewer than 10 days prior to the date of the meeting.
- Southern Border Region (SBR) Planning Meeting**
- SBR Regional/San Diego Local Planning Meetings**

Southern Border Region (SBR) Planning Meetings

SBR Regional/San Diego Local Planning Meetings

Date	Time	Topic	Location
10/30/18 (Tue)	10 a.m.–noon	Regional Planning Launch	San Diego Workforce Partnership Julie Benedict Room 3910 University Ave. San Diego, CA 92105 Imperial Valley Regional Occupational Program 687 State Street El Centro, CA 92243
11/6/18 (Tue)	10 a.m.–noon	Reentry	San Diego Workforce Partnership Julie Benedict Room 3910 University Ave. San Diego, CA 92105 Imperial County Workforce Board Room 2799 S. 4 th St. El Centro, CA 92243
12/11/18 (Tue)	2–4 p.m.	CalFresh, DOR/CIE, LCSA/NCP	San Diego Workforce Partnership 9246 Lightwave Ave. San Diego, CA 92123 Imperial County Workforce Board Room 2799 S. 4 th St. El Centro, CA 92243
01/9/19 (Wed)	5:30–7:30 p.m.	Community Forum	San Diego Workforce Partnership 9246 Lightwave Ave. San Diego, CA 92123 Imperial County Workforce Board Room 2799 S. 4 th St. El Centro, CA 92243

For questions, please contact Melanie Hitchcock at MelanieHitchcock@workforce.org



Q&A