



## Policy Board Agenda

Date: Friday, October 25, 2019  
Time: 3:00pm  
Place: San Diego City Hall, Council Chambers  
202 C Street, 12th Floor. San Diego, CA 92101

### Chair Welcome

- Non-agenda public comment

### Topics (Items 1 – 4: Action Items)

Item 1: Minutes of the June 21, 2019 Meeting	2
Item 2: Joint Personnel Committee (JPC) Report	5
Item 3: Results of Reentry Works RFP	13
Item 4: New Board Member Nominations	15
Item 5: Priority Sectors Research/Reports Update	17
Item 6: CEO & Staff Report	19

---

PUBLIC COMMENT: Members of the public may address the Board on issues on this agenda (three minutes per subject) and/or other items within the Board's scope. To speak, submit a "Request to Speak" form prior to the meeting. The SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2900.

---

## Item 1: Minutes of the June 21, 2019 Meeting

---

### Members Present

Barbara Bry, Councilmember, City of San Diego, District 1 (Chair)  
Greg Cox, San Diego County Supervisor, District 1 (Vice Chair)  
Monica Montgomery, Councilmember, City of San Diego, District 4  
Nathan Fletcher, San Diego County Supervisor, District 4  
Jacob Richards, Board Member, United Way of San Diego County

### Legal Counsel Present

Daphne Skogen, Deputy City Attorney, City of San Diego  
Kyle Sand, Legal Counsel, County of San Diego

### Location

San Diego City Administration Building, City Council Chambers

All reports, memoranda and letters contained in the agenda or distributed at the meeting shall by this reference become part of the original minutes.

The meeting was called to order by Councilmember Bry at 1:15pm, with a quorum present.

### Non-Agenda Public Comment

None

### Action Items

- Item 1*                    **Minutes of the April 26, 2019 Policy Board Meeting**  
Board approves the meeting minutes  
  
*Moved (M. Montgomery), Seconded (J. Richards), Carried unanimously*
- Item 2*                    **Membership Updates**  
Board, upon unanimous recommendation of the WDB, approves the appointment of Kevin Johnson and Dr. Nabil Abu-Ghazaleh to join the WDB.  
  
*Moved (J. Richards), Seconded (M. Montgomery), Carried unanimously*
- Item 3*                    **Appointment of the Joint Personnel Committee (JPC)**  
The Board appoints Supervisor Fletcher, Councilmember Montgomery, and J. Richards to serve on the JPC for the upcoming CEO review process.  
  
*Moved (G. Cox), Seconded (B. Bry), Carried unanimously*
- Item 4*                    **Board Meeting Calendar**  
Board approves a 3pm start time for remaining meetings in 2019.  
  
*Moved (G. Cox), Seconded (N. Fletcher), Carried unanimously*
- Item 5*                    **FY 2019/2020 Organizational Budget**  
Andy Hall, COO presented the budget, reviewing the overview of WIOA funds, competitive grants, and private grants. Hall highlighted SDWP's diversification

strategy and ability to adapt, noting that as federal funds have decreased, private sector and philanthropic investments have increased. Request from Councilmember Montgomery for a breakdown of the number served and service level included with the budget. Callstrom thanked CM Montgomery for the suggestion and affirmed that a budget committee is being formed to help expand on metrics that will be shared alongside budget data. This will be reflected in future budget reports.

Callstrom noted that this is the strongest and most diverse budget that the organization has had in its history. He is very proud of the team and our ongoing efforts to diversify which has enabled the SDWP to create many new programs and initiatives that are reaching far more individuals.

Board, upon unanimous recommendation of the WDB, approves the FY 2019/2020 Organizational Budget.

*Moved (M. Montgomery), Seconded (J. Richards), Carried unanimously*

Item 6

**2017 Tax Return & 990**

Board, upon WDB unanimous recommendation, approves the Return & 990.

*Moved (J. Richards), Seconded (G. Cox), Carried unanimously*

Item 7

**Contract Renewals: Youth Providers**

Andrew Picard, VP of Operations, reviewed the procurement cycle and provided an overview of the formula developed to allocate funds equitably. Supervisor Cox emphasized the maintenance of strong lines of communication with all providers, notably the San Pasqual Academy (SPA). Picard responded affirmatively, noting that the provider at SPA will actually be able to maintain current enrollment numbers. SDWP has worked to be proactive with all funded partners and will heed Supervisor Cox's suggestions to ensure that these communication efforts continue. Callstrom added that the legacy at SPA is thanks to Supervisor Cox's creation and continuous backing of SPA.

*Moved (G. Cox), Seconded (M. Montgomery), Carried unanimously*

Item 8

**Contract Renewal: KRA Corporation**

Picard overviewed the \$7.3 million contract renewal with KRA Corporation. This is done annually. Performance has met targets. Callstrom highlighted the transition from three service providers to one which has enabled SDWP to reduce overhead. In addition, the move to the new SDWP office location has also saved significant resources, further adding to cost-effectiveness.

*Moved (G. Cox), Seconded (J. Richards), Carried unanimously*

**Information Items**

Item 9

**Reentry Works Update**

Picard presented an update on the Reentry Works program, a collaborative effort between SDWP and the Sheriff's Department. The intensive post-release follow ups, recidivism rate reduction from 60% to 12%, approximate cost of \$1,000 per individual in the program in contrast to annual incarceration costs of \$55K+, were

emphasized. Councilmembers applauded SDWP's work and expressed their support for the program.

Item 10

**CEO and Staff Update**

Hall provided an update on SDWP's ISA outreach in Washington D.C., highlighting engagement with Senator Warren's office and the San Diego Congressional delegation over pending ISA federal legislation.

Callstrom overviewed the successes and reach of the Opportunity Youth Summit and African American Achievement Summit, SDWP's ongoing partnership with the James Irvine Foundation, and an upcoming Aspen Institute panel in San Francisco where he was asked to present on SDWP's Retail Careers initiative. This opportunity enables us to present in front of other philanthropic entities.

**Adjournment:** The meeting was adjourned at 2:06pm

**Next Meeting:** Friday, August 23, 2019 at 3:00pm

---

## Item 2: Joint Personnel Committee (JPC) Report

---

### **BACKGROUND**

Annually, the board receives a report from Joint Personnel Committee (JPC) regarding action on the personnel agreement. This agreement addresses Peter Callstrom service as Executive Director of the San Diego Consortium and as President and CEO of the San Diego Workforce Partnership, Inc.

### **RECOMMENDATION**

That the Policy Board:

- Approve the JPC's recommendation regarding the attached employment agreement between the Policy Board and the SDWP Board of Directors, and Peter Callstrom, Executive Director of the San Diego Consortium and President and CEO of the SDWP.

**Attachment A:** JPC Meeting Minutes/Recommendation

**Attachment B:** Executive Director Personal Service Agreement

## Joint Personnel Committee (JPC) Minutes

---

Date: July 22, 2019

Time: 11:30am – 1:00pm

Location: 9246 Lightwave Avenue, Suite 210, San Diego, CA 92123

### **JPC Members in attendance:**

WDB: Phil Blair – Chair, Sam Totah – Incoming Chair, Ed Hidalgo – WDB member

Policy Board: Jacob Richards – member

### **JPC Members unable to attend due to scheduling conflicts:**

Policy Board: Nathan Fletcher and Monica Montgomery

### **Legal Counsel in attendance:**

Daphne Skogen – City of San Diego, Tom Bosworth – County of San Diego

### **JPC Background**

The JPC is charged with selecting, evaluating performance (annually) and recommending the compensation of the CEO. The committee shall consist of six (6) members;

- (3) members of the Consortium Policy Board and,
- (3) members of Workforce Development Board (WDB)
- (3) JPC members (50%) in total need to be in attendance in order for form quorum
- If a JPC member is unable to attend the meeting, they are welcome to share their feedback prior to the JPC meeting with the Chair of the Board that they serve on.
- The JPC makes recommendations to the Policy Board at the following meeting.

### **JPC Process**

- The CEO submitted a self-review to the JPC. It detailed an overview of the prior year and a focus for next year as well as CEO goals.
- The JPC met first to discuss the CEO's performance and then met with the CEO to conduct the evaluation, provide feedback, etc. The JPC commended Mr. Callstrom for his performance and for the organizational outcomes as articulated in the self-review. The past year was perhaps the best in SDWP's history – launch of the ISA project, diversified and sound finances, national reputation and more.
- The JPC negotiated the following compensation recommendations: 5% increase in annual salary and an increase of \$100/month (first increase in seven years) for local vehicle expenses.

### **JPC Meeting: Outcome/Action**

- The Policy Board receives, reviews and acts on JPC recommendations.
- The CEO's 'personal services agreement' (PSA) is amended with any changes.
- The PSA is signed by Chairs (Policy Board and WDB) and CEO.
- The PSA is provided to County and City Counsel for file.

## **Attachment B**

### **PERSONAL SERVICES AGREEMENT WITH PETER A. CALLSTROM TO SERVE AS THE EXECUTIVE DIRECTOR OF THE CONSORTIUM AND AS THE PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE PARTNERSHIP**

THIS AGREEMENT is made by and among the Policy Board of the San Diego Consortium ("Consortium" or "Policy Board"), the San Diego Workforce Partnership, Inc. ("Partnership"), and Peter A. Callstrom herein called "Contractor."

#### **RECITALS**

A. The San Diego Consortium was created by a Joint Exercise of Powers Agreement between the City of San Diego and the County of San Diego. The Policy Board is the governing body of the Consortium. The Partnership was created, in part, to administer the affairs of the Consortium.

B. An Agreement on Roles and Responsibilities among the Partnership, the Consortium and the Partnership effective July 1, 1997, as amended, provides that:

- (1) representatives of the Policy Board, and Partnership participate in a Joint Personnel Committee (JPC) which recommends to the Policy Board personnel actions regarding hiring, evaluating and determining Contractor's compensation;
- (2) Contractor serves as the executive director of the Consortium and the President and Chief Executive Officer (CEO) of the Partnership;
- (3) the Policy Board designates, evaluates and determines Contractor's compensation;
- (4) the Partnership pays Contractor the compensation established by the Policy Board.

C. This Agreement describes Contractor's general authorities and responsibilities as the Consortium's Executive Director and the Partnership's President and CEO.

D. The Policy Board, after receiving input from the JPC, believes that Contractor is an individual who is experienced and qualified to supervise the operations of the Consortium, and the Partnership.

E. Pursuant to the Policy Board's approval of this Agreement, the Policy Board and the Partnership desire to hire Contractor to have him provide services as the Consortium's executive director and as the Partnership's President and CEO.

NOW, THEREFORE, in light of the above recitals and the mutual obligations of the parties as herein expressed, the parties agree as follows:

## Terms and Conditions

### 1. Joint Personnel Committee (JPC) Defined

The JPC, established in accordance with a Memorandum of Agreement between the Policy Board and Partnership, monitors Contractor's performance and periodically reports on such to the Policy Board and Partnership.

### 2. Scope of Work

a. Contractor has been appointed and shall continue to serve as the Consortium's Executive Director and as the Partnership's President and CEO, and in that capacity shall assist Consortium and Partnership in providing for:

(1) the development and creation of job opportunities, training, and education, and other services needed to enable individuals to secure and retain employment to their maximum capacity;

(2) a regional comprehensive system of planning and administration to promote effective and efficient use of regional employment and training resources: and

(3) a collaboration between the public and private sector for the purpose of providing services which are responsive to employers, and training program participants' needs.

b. Contractor shall serve as Secretary and as an ex-officio member of the Policy Board without a vote. Contractor shall be responsible for the management of the business of these bodies through their respective Chairperson.

c. Contractor shall be responsible for administration of Partnership funds, budgets, programs, projects, and personnel.

d. Contractor is authorized, consistent with Policy Board and Partnership policies, to apply for and obtain funding, to execute and sign contracts and grants, to expend funds, to enter into or amend agreements or contracts, to create positions, appoint, compensate, recruit, select, organize, train, discipline, and terminate personnel, and to take any other actions necessary in order to implement and insure compliance with the Workforce Innovation and Opportunity Act (WIOA) or their successor legislation, the Joint Exercise of Powers Agreement between the City of San Diego and the County of San Diego creating the Consortium, applicable State and Federal law, and/or as directed by action of the Policy Board or Partnership.

e. Contractor shall be responsible for program development, procurement, management, and oversight of the plans and programs of the Consortium and Partnership.



### 3. Time of Performance

The services of Contractor commenced on July 16, 2012, and became reviewable annually on June 30, 2013, and shall terminate June 30 of any year thereafter unless extended pursuant to an amendment to this Agreement or unless terminated earlier pursuant to paragraphs 7 or 8. The Policy Board or its designee(s), on behalf of the Consortium and the Partnership, shall notify Contractor at least ninety (90) days prior to June 30, 2020, and at least ninety (90) days prior to June 30 each year thereafter, of its desire to not renew this Agreement. Failure to satisfy this ninety-day time period shall not limit or prevent the Policy Board to take action pursuant to paragraphs 7 or 8. If the Policy Board does not give notice to Contractor by June 30 of each year as to whether the Agreement will be extended or terminated, the term of the Agreement shall be extended for one year without action by either party.

### 4. Compensation

- a. The Policy Board, on behalf of the Partnership, shall pay Contractor, for satisfactory completion of all services under this Agreement, two hundred thirty one thousand (\$231,525.00) for each twelve months of service as a base annual salary for each year of this contract, and the same fringe benefit package received by other members of the Partnership staff. Contractor shall participate in the federal MEDICARE program and the employer contribution shall be withheld from Contractor's salary for this program. Contractor shall be immediately vested in the fringe benefit package upon hire. Partnership shall provide Contractor with term life insurance valued at twice his base. The Policy Board, after consultation with the Joint Personnel Committee (JPC), shall determine whether services under this agreement have been satisfactorily completed. The JPC shall perform an annual review of performance and compensation and may thereupon recommend to the Policy Board an adjustment of compensation. The JPC may schedule other such reviews of performance and compensation and may adjust Contractor's compensation at any time it deems appropriate.
- b. Contractor began to accrue and shall continue to accrue a total of twenty-five (25) days of paid Annual Leave. Contractor may accumulate up to a maximum of the hours consistent with the organization's annual leave policy for all staff members, after which no additional leave will be earned. Each pay period is a biweekly period of two weeks, which constitute 10 working days or 80 working hours, for an annual amount of twenty-six (26) pay periods, which constitute 260 working days or 2080 working hours.
- c. Upon termination or non-renewal of the Contractor's Agreement, Contractor shall receive compensation for unused annual leave earned under this Agreement at his hourly rate (calculated by dividing Contractor's annual salary by 2080 hours) on an hour-for-hour basis. Contractor shall, however, be allowed to receive full compensation for any amounts of accrued Annual Leave, which are surrendered during this Agreement.
- d. Contractor shall also receive Holiday Leave with pay each calendar year as per the same schedule as other Partnership staff.

### 5. Supportive Services to be Furnished to Contractor

Partnership shall supply to Contractor suitable office and parking space, supplies and materials, staff and secretarial support. Contractor shall receive a transportation allowance at a rate of Six

Hundred Dollars and zero cents (\$600.00) per month. Contractor shall also receive any other support as is necessary from the adopted Partnerships budgets to perform the scope of work of this Agreement without cost to the Contractor. Partnership shall cooperate with the Contractor to every extent possible to accomplish this Agreement's scope of work as provided in paragraph 2.

6. Method of Payment

Partnership shall pay the Contractor for actual services performed, a total sum which shall not exceed the amounts stated in this Agreement, which shall constitute full and complete compensation for Contractor's services. Payments of base salary shall be made biweekly in arrears for services provided.

7. Termination for Convenience of Parties

Contractor may terminate this Agreement at any time without cause by giving written notice of such termination and specifying the effective date thereof at least ninety (90) days before the effective date of such termination. Pursuant to action by the Policy Board, the Consortium may terminate this Agreement at any time without cause by giving written notice of such termination and specifying the effective date thereof at least thirty (30) days before the effective date of such termination. In the event of such termination without cause by the Consortium prior to June 30 of any contract year, and in accordance with Government Code section 53260, Partnership shall pay to Contractor an amount equal to the monthly salary of Contractor multiplied by the number of months left on the unexpired term of this Agreement, not to exceed six months. Contractor hereby expressly waives any and all claims for damages and compensation arising under this Agreement except as set forth in this section in the event of such termination.

8. Termination of Project

In the event Consortium or Partnership is terminated for any reason, this Agreement will likewise terminate at such time.

9. Change

Either party may from time-to-time request changes or amendments to this Agreement. Such changes or amendments which are mutually agreed upon by and between the Policy Board and Partnership and Contractor shall be effective only when incorporated in written amendments to this Agreement.

10. Assignability

Contractor's services are unique to the needs of Partnership and therefore Contractor shall not assign any interest in this Agreement and shall not transfer any interest in the same, whether by assignment or novation, provided, however, that claims or money due or to become due to Contractor from Partnership under this Agreement may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to Partnership by the Contractor.

11. Interest of Contractor

Contractor covenants that he presently has no interest and shall not acquire any interest direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Agreement. Any such employment or other duties shall have prior written approval of the JPC.

12. Notice

Any notice or notice required or permitted to be given pursuant to this Agreement may be personally served on the other party by the party giving such notice, or may be served by certified mail, return receipt requested, to the following address:

**SAN DIEGO CONSORTIUM POLICY BOARD**

San Diego City Council President Pro Tem, Barbara Bry  
San Diego Consortium Policy Board, Chairperson  
City Administration Building  
202 C Street, MS #10A  
San Diego, CA 92101

**SAN DIEGO WORKFORCE PARTNERSHIP, INC.**

Phil Blair, Chairperson  
Manpower  
Phil Blair  
1855 First Ave., Ste. 300  
San Diego CA 92101

**CONTRACTOR**

Peter A. Callstrom  
9246 Lightwave Avenue, Suite 210  
San Diego, CA 92123

13. Partnership Employee

Contractor is, for all purposes arising out of this Agreement, a direct employee of Partnership but is not subject to the personnel policy or merit system established by Partnership for other employees. The Policy Board reserves contracting authority, responsibility, and liability for this Agreement. Contractor shall be eligible to participate in any group benefit or plan established for other Partnership employees. The position of Partnership President & CEO is a member of the Exempt Service under the Partnership Personnel System.

IN WITNESS WHEREOF, the parties have duly executed this Agreement. The effective date of the Agreement is mutually agreed to be July 1, 2019.

**SAN DIEGO CONSORTIUM POLICY BOARD**

\_\_\_\_\_  
Barbara Bry, San Diego Consortium Policy Board, Chairperson Date

**CONTRACTOR**

\_\_\_\_\_  
Peter A. Callstrom Date

ATTESTATION

**SAN DIEGO WORKFORCE PARTNERSHIP, INC.**

\_\_\_\_\_  
Phil Blair, Chairperson Date

I HEREBY APPROVE the form and legality of the foregoing Agreement this \_\_\_\_\_ day of \_\_\_\_\_.

THOMAS M. MONTGOMERY  
County Counsel and  
Consortium Attorney

By: \_\_\_\_\_  
David J. Smith  
Senior Deputy County Counsel

---

## Item 3: Results of Reentry Works RFP

---

### **ACTION ITEM – VOTE REQUIRED**

That the Policy Board approve the funding to San Diego Second Chance, the respondent with the highest scored proposal submitted to Workforce Partnership’s Request for Proposals (RFP) for the operation of the Reentry Works program. Respondents were required to include a service strategy that—in coordination with multiple partners—will ease reentry transition, provide basic need stabilization, direct job placement, and reduce recidivism in the Southern Border Region (SBR): Imperial and San Diego counties. An estimated total funding amount [1] of \$1,600,000 will be awarded through the Prison to Employment (P2E) Initiative Direct and Supportive Service Grants, Workforce Innovation and Opportunity Act (WIOA) Adult, and San Diego County Sheriff's Department. Additional funds will be made available for subsidized wages.

**Term of Procurement:** This funding recommendation procures one qualified service provider for one year with the option to extend the agreement for two additional one-year periods based upon organizational need, service provider performance, and funding availability.

### **BACKGROUND**

#### ***Evaluation Process Overview:***

Workforce Partnership received proposals from three organizations: Metro Community Ministries, Inc., KRA Corporation, and San Diego Second Chance. With a focus on fair, open and transparent process, staff facilitated the coordination of an independent evaluation panel to lead the review, scoring and selection process. The panel was comprised of community experts including formerly justice-involved individuals, correctional staff and senior staff members from other local workforce development boards.

#### ***RFP Planning and Evaluation Process Timeline:***

<b>Phase 1: Capacity Building</b>	A. Workforce Partnership submitted two proposals to the California Workforce Development Board (CWDB) under the Prison to Employment initiative and were subsequently awarded for both the Planning Grant, and Direct and Supportive Service Grants (November and July of 2018)
<b>Phase 2: Data Analysis</b>	A. Community Conversations Events B. SBR Mapping of social service agencies that offer services for justice-involved C. Survey of justice-involved post-release location, demographics, and conviction classification

[1] \*These amounts may increase or decrease based on availability of funds allocated from the P2E Initiative, State Employment Development Department (EDD) and other grant program funds. Workforce Partnership anticipates that full funding allocations will be awarded. The P2E contract from the state is anticipated to be submitted to the Workforce Partnership for review by the end of 2019.

<b>Phase 3: Strategic Planning</b>	<ul style="list-style-type: none"> <li>A. RFP Town Hall (included 75 attendees)</li> <li>B. Presentation of data analysis and RFP principles at June WDB meeting</li> </ul>
<b>Phase 4: RFP Process</b>	<ul style="list-style-type: none"> <li>A. Framework Development</li> <li>B. RFP Release (July)</li> <li>C. Respondents Orientation (August)</li> <li>D. Proposals Due (September)</li> <li>E. Evaluation (September-October)</li> <li>F. Recommendation to the WDB (October 17)</li> <li>G. Recommendation to the Policy Board (December 25)</li> </ul>

**Evaluation Panel:**

The Evaluation Panel was responsible for reviewing, scoring, and ranking proposals based upon the criteria stated in the RFP. Scoring was based on a total of 85 points according to the following points for each structure:

<b>Proposal Section</b>	<b>Point Value</b>
<b>Proposal Narrative</b>	
3.3.1 Organizational Capacity and Qualifications	5
3.3.2 Innovations in Service Delivery	15
3.3.3 Population Served	10
3.3.4 Peer-to-peer Learning and Empowerment	10
3.3.5 Job Development	15
3.3.6 Partners, Collaboration and Continuum of Services	15
3.3.7 Past Performance	5
3.3.8 Proposed Budget	10
<b>Total Points</b>	<b>85</b>

**Overview of Evaluator's Scores:**

Following the Evaluator Orientation, the Evaluation Panel submitted the following scores:

<b>Respondent Org. Name</b>	<b>Final Score</b>
KRA Corporation	73.6
Metro Community Ministries, Inc.	66
<b>Recommended for Funding:</b>	
San Diego Second Chance	76.5

---

## Item 4: New Board Member Nominations

---

### ACTION ITEM – VOTE REQUIRED

#### RECOMMENDATION:

The Policy Board appoint Kurling Robinson to the Workforce Development Board. Mr. Robinson was recommended unanimously by the WDB. He would fill a private-sector seat.

#### Kurling Robinson Bio

Kurling Robinson<sup>1</sup> is a founder, musician, and start-up visionary with over 25 years of expertise in software engineering and the entrepreneurship space. He is passionate about the intersection of technology and the common good.

Mr. Robinson's unique path was woven by the arts (Getty), automotive (Toyota), technology (NetZero), energy (IFS), and the drive to help his fellow man. Through a formative internship at Toyota, he was exposed to their unique approach to continuous improvement. With his first start-up at age 19, he learned very early that information and responsibility go hand and hand. A common thread from his first company, Internet Productions, which connected television networks like ABC to their fans, to NetZero, a company that he helped start, which connected people to the internet and companies to a new marketplace, his focus has been to give visibility to the obscure.

Leveraging the University of Southern California, where he studied Computer Science, Mr. Robinson has facilitated many successful companies. He is most proud of his work with the Code for America project, bringing the Family Assessment Form (FAF) to the cloud. FAF allows governments to analyze big data on how individual states/provinces are dealing with teen pregnancy, suicide, and other social issues, providing insight into applying successes in other states to “help children, families, and make the world a better place.”

Helping and advising hundreds of companies, as well as establishing Technology Thursday, Mr. Robinson was selected as one of the top mentors for SCORE nationally. With the incubator through USC Viterbi, he acted as an advisor and served on the board for several companies that were funded. He is a Venture Consultant at the USC Blackstone Launchpad. In collaboration with key corporate partners and universities, he is leading a team to create the Fōkcus intelligent matching platform, which uses machine learning to assess and match people with mentors. The matching engine and its related administrative tools and reports reduce the burden of program administration.

---

<sup>1</sup> <http://sdvoyager.com/interview/meet-kurling-robinson-fokus-downtown/>

## Current Workforce Development Board (WDB) Members:

- Nabil Abu-Ghazaleh, Ed.D., President, Grossmont College
- Andrew Berg, Executive Manager, National Electrical Contractors Association
- Phil Blair, President, Manpower San Diego
- David Blake, Vice President of Human Resources, California Western School of Law
- Mary Burton, Vice President of Human Resources (former), Sea World
- Christina Bibler, Director of Economic Development, City of San Diego
- Carlos O. Turner Cortez, Ph.D., President, San Diego Continuing Education
- Dennis DuBard, Manager, Public and Government Relations, General Dynamic, NASSCO
- Shandon Harbour, President and CEO, Associated Builders and Contractors
- Ed Hidalgo, Chief of Innovation & Engagement Officer, Cajon Valley Union School District
- Kevin Johnson, Training Director/CFO, San Diego & Imperial County Electrical Training Institute
- Matt Kriz, Political Director, International Union of Painters and Allied Trades District Council
- Barb Krol, Chief Human Resources Officer at California Coast Credit Union
- Tom Lemmon, Business Manager, San Diego County Building & Trades Council
- Ky Lewis, Senior Vice President (retired), Sharp Healthcare
- Keith Maddox, Executive Secretary Treasurer, SD and Imperial Counties Regional Labor Council
- Omar Passons, Health and Human Services Agency of San Diego County
- Althea Salas, Vice President of Human Resources, San Diego Tourism Authority
- Ricky Shabazz, Black Chamber of Commerce & President, San Diego City College
- Sandra Shuda, Vice President of Strategy and Services, Watkins Wellness
- Nancy Smith-Taylor, Director of Diversity and Workforce Management, SDG&E
- Mark Starr, Director, Microsoft
- Annie Taamilo, Deputy Division Chief, Employment Development Department
- Sammy Totah (WDB Chair), Chief Operating Officer, Kaiser Permanente San Diego
- Carmencita Trapese, Regional Administrator, Department of Rehabilitation
- Rick Vaccari, Vice President of Investor Relations and Pensions (retired), Sempra Energy
- Michael Zucchet, General Manager, San Diego Municipal Employees Association



---

## Item 5: Priority Sectors Research/Reports Update

---

### **INFORMATION ITEM – NO ACTION REQUIRED**

The Workforce Partnership recently released updated research on our regional priority sectors. We also released educational materials for students and job seekers.

We identified seven sectors – each supporting at least 10,000 priority jobs. All five of the original priority sectors continued to be relevant, and two new ones were added. Three of the original five have updated names to align with more recent language adopted by the Community College system. The seven priority sectors are:

- Advanced Manufacturing
- Education & Human Development
- Energy, Construction & Utilities
- Health Care
- Information and Communication Technologies (ICT) & Digital Media
- Life Sciences & Biotechnology
- Public Administration

While all workforce boards are required to use data on in-demand occupations and sectors to guide their strategies, the Workforce Partnership goes well beyond this mandate by creating engaging, informative, localized collateral to make sure San Diegans have the best information about career opportunities. The brand-new priority sector posters and companion “2-pagers” can be found at [www.workforce.org/reports](http://www.workforce.org/reports)

### **Federal Policy Background**

Much of the work of a workforce development board is guided by their understanding of local in-demand industry sectors and occupations. WIOA insists that these sectors and occupations guide our strategy for engaging with businesses, selecting training providers, providing information to our job seekers and more.

### **Local Background**

In 2014 the Workforce Partnership worked with the Centers of Excellence for Labor Market Research to identify a set of local in-demand sectors and adopted the term “Priority Sectors” to refer to:

- Advanced Manufacturing
- Clean Energy
- Health Care
- Information & Communication Technologies
- Life Sciences

We published research reports to support each of these sectors and created tools for our career centers and education partners to use with students and job seekers.

## **Methodology for 2019 Update**

The 2019 update began with an analysis of the region's priority occupations. We identified 72 occupations that met the following criteria:

- Available: have higher than average projected job openings over the next five years
- Reliable: projected to grow at a higher-than-average rate
- Profitable: pay at least a self-sufficient wage (\$15.99/hr) at the entry level (10<sup>th</sup> percentile)

These priority occupations guided the selection of the priority sectors.

## **Educational Tools**

We produced posters and "2-pagers" in order to provide accessible and relevant tools to explain these sectors and their related job opportunities. We gathered feedback from educators, students and career agents, including members of the workforce board, to inform their design. Most notably, this led to each poster incorporating a set of sample occupations that align with the RIASEC<sup>2</sup> framework being utilized in local school districts – and throughout the country. This will help students to make immediate connections between their own strengths and interests and opportunities in these sectors.

The Workforce Partnership is also currently designing an online experience to help people to learn about these sectors. The site will expand on information from the 2-pagers and posters, and work in conjunction with our already established Career Coach tool ([workforce.org/careercoach](http://workforce.org/careercoach)) to support career exploration.

## **Definitions:**

*Occupation* – description of the type of work a person might do (e.g., accountant)

*Job* – actual instances of an occupation (e.g., 3 accountants = 3 jobs)

*Industry* – a group of companies that do the same thing (e.g., Bare Printed Circuit Board Manufacturing)

*Sector* – a group of industries that do related things (e.g., advanced manufacturing)

---

<sup>2</sup> <https://www.truity.com/page/holland-code-riasec-theory-career-choice>

---

## Item 6: CEO & Staff Report

---

### **INFORMATION ITEM – NO ACTION REQUIRED**

Updates on various Workforce Partnership initiatives including:

- Income Share Agreement (ISA) updates
- External partnerships, new funding and initiatives
- Workforce Frontiers Symposium (11/7)