



Welcome to the
Committee on City Workforce
Alignment (CCWA):
**Invest in Workforce
Development Across the Life
Course**
Working Group Meeting
July 2, 2024

HOSTED BY: THE OFFICE OF ECONOMIC & WORKFORCE
DEVELOPMENT

RAMAYTUSH OHLONE LAND ACKNOWLEDGEMENT

The Committee on City Workforce Alignment acknowledges that we are on the unceded ancestral homeland of the Ramaytush (rah-my- toosh) Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land, and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost, nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. As guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging the Ancestors, Elders, and Relatives of the Ramaytush Ohlone community and by affirming their sovereign rights as First Peoples.

Housekeeping

▶ Recording

- ▶ Audio, video, and chat will be monitored and recorded.

▶ Audio and Video

- ▶ We respect all participants in this convening today and want to create a safe space for all. By default, all participants will be muted and video is disabled. Video will be on for speakers only.

▶ Public Comment

- ▶ To submit public comment, please select the Chat button at the bottom of your screen and send a message to "Public Comment." You can either put your question in the chat or request to speak.

Agenda

1. Ohlone Land Acknowledgement, Announcements, & Housekeeping (Discussion Item)
2. Roll Call (Discussion Item)
3. Chair's Welcome (Discussion Item)
4. Adoption of the Agenda (Action Item)
5. Citywide Workforce Development Plan - Goal 3: Invest in Workforce Development Across the Life Course (Discussion Item)
6. Working Group Meeting Logistics (Discussion Item)
7. Working Group Co-Chair Nominations (Action Item)
8. Public Comment on Non-Agenda Items (Discussion Item)
9. Adjournment (Action Item)



July 02, 2024

Citywide Workforce Development Plan

Goal 3: Invest in Workforce Development Across the Life Course

**Prepared for
Committee on City Workforce Alignment
Working Group**

Workforce Alignment Ordinance No. 209-22

- ✓ **Public body** with City, labor, and community representation
- ✓ Define "**workforce development**" and adopt uniformly
- ✓ **Develop FY 24-29 Citywide Workforce Development Plan:**
 - Integrate Citywide **racial equity policy goals** and benchmarking goals
 - Coordinate resources and decision-making in line with **sector strategy and demand-side analysis**
 - Achieve **client de-duplication** and evaluate **program-level data** to increase effectiveness for measurable success



Committee Members



CWDP Development Process





Coordination of Partners' Plans and Priorities



Equitably Invest in Workforce Programs for our Most Vulnerable



Invest in Workforce Development Across the Life Course



Enhance Apprenticeship & Pre-Apprenticeship Programs that Lead to Careers



Enable Data-Sharing for Better Coordination Between Workforce & Other Systems

CCWA Working Group #3: Invest in Workforce Development Across the Life Course

The purpose of this work group is ensure individuals can access the skills, opportunities, and support needed for meaningful employment and career advancement across their life course. By fostering collaborative partnerships, prioritizing youth and older adult workforce development, and implementing inclusive, client-centered services, this work aims to create a comprehensive workforce system that meets the evolving needs of San Francisco's diverse community.



Invest in Workforce Development Across the Life Course

COMMITTEE & COMMUNITY PRIORITIES

Skills Development, Collaborative Partnerships, Youth Workforce Development, Workforce Development for Older Adults, Future of Work, Succession Planning, Employer Interventions

WHAT DOES SUCCESS LOOK LIKE?

- Participants access the workforce development system at any stage of their careers and across their life course.
- Workforce development services are client-centered and community-embedded.
- More youth, young adults, and older adults access workforce services.
- More employers partner closely with City and workforce providers.
- The City makes age standard policy changes, especially for youth and young adults.



Invest in Workforce Development Across the Life Course

WHO IS
LEADING THIS
WORK?

- **Human Rights Commission**
- **Self-Help for the Elderly**
- **Bay Area Community Resources**
- **Young Community Developers**
- **Department of Children Youth and Their Families**

CCWA WILL
COMPLETE BY:

July 2026

Citywide Workforce Development Plan (CWDP) FY 2024-2029

Invest in Workforce Development Across the Life Course Working Group Timeline

June 2024	July 2024	January 2025	March 2025	July 2026	July 2027	July 2029
First Meeting of CCWA Working Group #3: Invest in Workforce Development Across the Life Course	Initiation of the CWDP Five-Year Plan	Updated roadmap to CWDP Goal #1	Submission of One-Year Update to BOS	Anticipated Completion of CCWA Working Group #3: Invest in Workforce Development Across the Life Course	Biennial Update of the CWDP Five-Year Plan	Conclusion of the CWDP Five-Year Plan



Invest in Workforce Development Across the Life Course

OUTCOMES

Outcome 3.1: Ensure workforce system meet the needs of individuals across their life course from pre-employment through full retirement.

Outcome 3.2: Awareness of programs and career options and how to access them.

Outcome 3.3: Develop additional workforce programs and services to meet community-identified needs.

Outcome 3.4: Provide young people with access to work experience and career opportunities.

Outcome 3.5: Improve employer engagement in the workforce development system.

OUTCOME

Outcome 3.1: Ensure workforce system meet the needs of individuals across their life course from pre-employment through full retirement.

RECOMMENDED ACTIONS

- Map life course stages for world of work (e.g., youth development, early skill development, new career, mid-career, career changer, retiree, workforce returner).
- Conduct audience segmentation and needs assessments to tailor skill development initiatives to the unique needs of different target populations.
- Ensure training and development programs address the evolving needs of individuals from the start of their careers to retirement by designing programs that help individuals transition between different stages of their careers and lives, including retirement planning and part-time or return to the workforce from retirement.
- Implement work-life experience opportunities and credit-for-prior-learning programs to address the paper ceiling.
- Ensure inclusive practices to minimize participant disengagement.

OUTCOME

Outcome 3.2: Awareness of programs and career options and how to access them.

RECOMMENDED ACTIONS

- Ensure apprenticeship and vocational programs are accessible for speakers of the top 5-10 languages in San Francisco, beyond just English and Spanish.
- Conduct door-to-door outreach and engage in social media campaigns to raise awareness of programs.
- Table at community events and highlight success stories through social media platforms.
- Collaborate with libraries and local schools to provide in-person support and guidance to potential participants.
- Expand community outreach efforts to social and community settings to reach a wider audience.
- Strengthen partnerships between educational institutions, community organizations, and employers to expand apprenticeship opportunities.
- Establish career counseling and mentorship programs to guide participants.

OUTCOME

Outcome 3.3: Develop additional workforce programs and services to meet community-identified needs.

RECOMMENDED ACTIONS

- Develop coordination process for proposed programs and services, such as:
 - Bridge programs to help individuals with foundational skills before they enter career pathway program.
 - Skill-building programs for digital literacy, communication, and occupation-specific skills.
 - Financial literacy education integrated with workforce development.
 - Flexible courses and training opportunities for homemakers and others with family caregiving responsibilities.
 - Mentorship programs to provide guidance and support throughout an individual's career journey.
 - Wellness programs to teach "wellness in the workplace" behaviors before a participant is placed in employment.
 - Paid training options for skill development and career advancement.
 - Opportunities for volunteering and developing soft skills in work settings.
 - Occupational skills training tailored to the needs of diverse participants.
 - Support for participants to improve language fluency and upgrade their skills.
- Establish resourcing mechanism for proposed programs and services.

OUTCOME

Outcome 3.4: Provide young people with access to work experience and career opportunities.

RECOMMENDED ACTIONS

- Improve coordination among youth workforce programs to identify and address gaps, while reducing duplication of efforts.
- Incorporate financial literacy education into workforce development initiatives, with a particular focus on serving youth.
- Establish mentorship programs that connect young people with experienced professionals, such as C-suite executives and managers.
- Explore opportunities for youth to rotate through different roles and departments within companies to support career exploration.

OUTCOME

Outcome 3.5: Improve employer engagement in the workforce development system.

RECOMMENDED ACTIONS

- Dedicate staff roles to collaborate with employers, market apprenticeship programs, and assist with program administration.
- Provide longer wage subsidies for businesses that train and hire San Francisco residents.
- Offer education and resources on independent contracting and business ownership.
- Support entrepreneurship pathways that lead to LLC development and budgeting skills.
- Create specialized training programs and on-call staffing pools for small business owners.
- Implement interventions that support employers, such as short-term employment trials to assess job fit.
- Bring in more partner companies to expand opportunities for high-road jobs and workforce development.
- Invest in higher wages and career ladders within nonprofit organizations to support workforce development.
- Identify job opportunities within government organizations that do not require college degrees.
- Facilitate access to job-ready individuals for industries facing worker shortage.
- Provide succession planning training and resources for organizations to support knowledge transfer.



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OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

<http://rb.gy/sqv09n>





July 02, 2024

Working Group Meeting Logistics



July 02, 2024

Working Group Co-Chair Nominations

San Francisco Office of Economic and Workforce Development
www.oewd.org



Thank you for joining the
Committee on City Workforce Alignment (CCWA)
Invest in Workforce Development Across the Life Course
Working Group

QUESTIONS OR NEEDS? PLEASE CONTACT:

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