

Business Development Committee Agenda

Thursday, March 3, 2022
Martin Petersen Event Center
720 12th Street, Modesto, CA 95354
1:00 p.m. – 3:00 p.m.

The Business Development Committee complies with all provisions of the Brown Act and the Stanislaus County Workforce Development Board Conflict of Interest and Code of Conduct Policy. See links below.

<https://oag.ca.gov/sites/all/files/agweb/pdfs/publications/brownAct2003.pdf>
<http://stanworkforce.com/board>.

The Agenda at each meeting allows for a public comment period, limited to 5 minutes. Public Comment forms are available at www.stanworkforce.com.

All meetings are conducted in English. Current COVID-19 protocols will be followed.

If you require assistance per the Americans with Disabilities Act, please notify Stanislaus County Workforce Development at (209) 558-2114, 48 hours in advance of the meeting.

Public notice of all Business Development Committee meetings are posted 72 hours in advance of the meeting on the webpage at <http://stanworkforce.com/board>.

- I. Call to Order and Introductions
- II. Conflict of Interest
- III. Public Comment Period
- IV. Director's Report
 - A. Update
 - B. Presentation – HR Hotline and Stanislaus County Website
 - C. Update on Sector Strategies
 - D. Information from Opportunity Stanislaus
- V. Consent Item
 - A. Approve the Minutes of the December 10, 2021 Business Development Committee Meeting
- VI. Discussion and Action Item
 - A. Acceptance of Nominations and Appointment of Business Development Committee Officer Position of Vice Chair
 - B. Development and Approval of the Mission and Vision Statement for the Business Development Committee
 - C. Approval of Survey Questions to Stanislaus Businesses Regarding Employer Assessments
- VII. Future Topics and Discussion

Next Meeting:

Date: June 2, 2022
Location: Martin Petersen Event Center
Time: 1:00 p.m. – 3:00 p.m.

STANISLAUS COUNTY BUSINESS REPORT JANUARY 2022 DATA

Source: Market Insight

Distinct Businesses	Employees
20,981	202,290

Range of Employed per Business	Number of Businesses	Percent of Businesses
0	19	0.09%
1-4	11,680	55.67%
5-25	8,314	39.63%
26-50	586	2.79%
50+	382	1.82%
Grand Total	20,981	100.00%

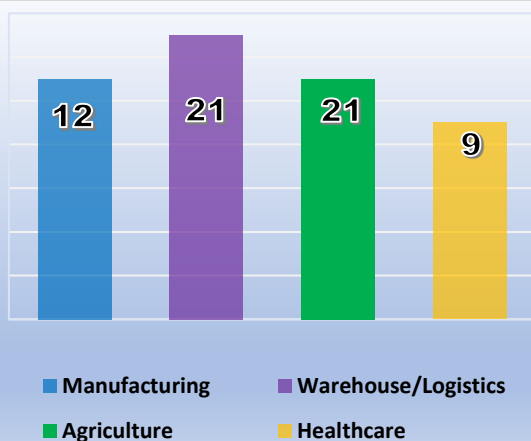
Range of Employed per Business	Distinct Businesses	Employees
Agriculture, Forestry, Fishing and Hunting	1,054	9,314
Mining, Quarrying, and Oil and Gas Extraction	2	19
Utilities	64	1,202
Construction	2,122	11,572
Manufacturing	746	17,966
Wholesale Trade	887	8,249
Retail Trade	2,399	17,377
Transportation and Warehousing	1,079	25,847
Information	293	1,809
Finance and Insurance	835	5,431
Real Estate and Rental and Leasing	954	4,148
Professional, Scientific, and Technical Services	2,004	9,633
Management of Companies and Enterprises	26	12
Administrative and Support and Waste Management and Remediation Services	1,585	7,984
Educational Services	506	16,350
Health Care and Social Assistance	2,307	28,364
Arts, Entertainment, and Recreation	367	2,337
Accommodation and Food Services	1,178	16,572
Other Services (except Public Administration)	2,405	10,820
Public Administration	168	7,284
Grand Total	20,981	202,290

SECTOR STRATEGIES QUARTERLY REPORT
QUARTER 2 | OCTOBER 2021 – DECEMBER 2021

SURVEY HIGHLIGHTS

62

Employers
Surveyed



- 71% of employers reported a lack of industry work experience as the main missing competency from applicant pools
- 13% of employers reported having developed an internal career pathway for employees.

WHAT EMPLOYERS ARE DOING TO ATTRACT/RETAIN EMPLOYEES

- Wage & Benefit Packages
- Paid Vacation
- Sign-on Bonuses
- Employee Referral Programs
- Flexible Scheduling
- Employee Mentorships

CONTRIBUTING FACTORS TO FINDING QUALIFIED CANDIDATES

- 21% Lack of Desire to Work/Bad Attitude
- 35% Lack of Hard & Soft Skills
- 17% Tough Job Market/COVID
- 22% High Competition for Workforce
- 5% Barriers to English Language

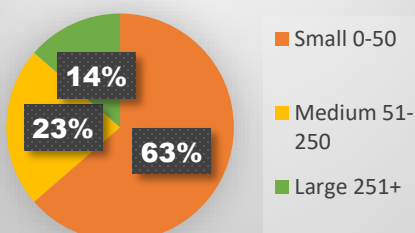
INDUSTRY CHALLENGES

- Big Companies Offer More Money
- Lack of Hard and Soft Skills
- High Turnover Rates
- No Pride in Work/Low Motivation

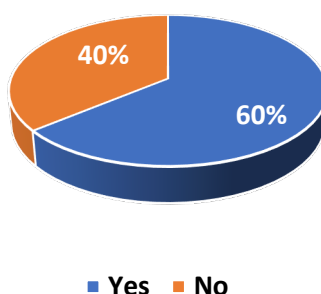
NEEDED IMPROVEMENT TO EDUCATION INSTITUTIONS

- New Industry Related Trainings
- Quality Marketing to Explain Career Opportunities for Educated People
- Tutoring/Classes in Basic Areas Such as English and Applied Math and Computer Skills

Employer Size

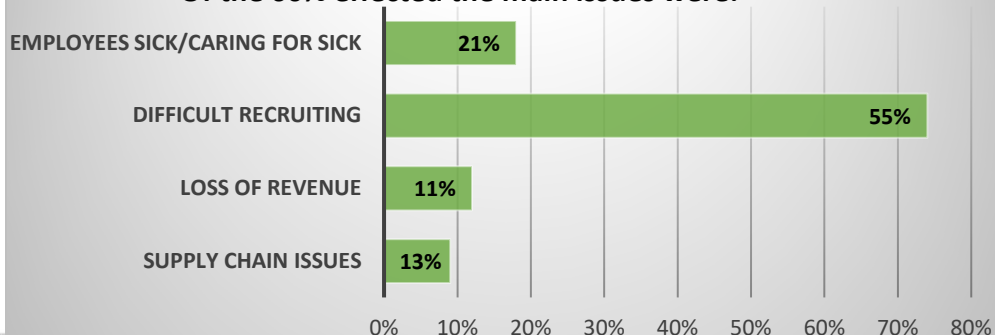


Affected by Covid



HOW WERE EMPLOYERS EFFECTED BY COVID-19

Of the 60% effected the main issues were:



Sector Strategies is a Stanislaus County Workforce Development initiative contracted to Opportunity Stanislaus



OPPORTUNITY STANISLAUS | 1625 I Street, Modesto, CA 95354
www.opportunitystanislaus.com



This program is funded by the Workforce Innovation and Opportunity Act (WIOA) and is available to those who qualify. WIOA Title-I-financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

SECTOR STRATEGIES QUARTERLY REPORT
QUARTER 2 OCTOBER 2020 – DECEMBER 2021

COMPLETED TASKS

- Analyzed surveys throughout contract to date to get comprehensive understanding of business training desires and recommendations
- Worked to create training curriculum for upskilling employees to improve employee retention and satisfaction rates at local businesses
- Completed 62/100 surveys.



Business Development Committee Meeting

Thursday, December 10, 2021

Martin Petersen Event Center

720 12th Street, Modesto, CA 95354

10:00 a.m. – 12:00 p.m.

Members in attendance:

Kris Helton, Chair
Maryn Pitt
Jason Maggard

Billy Myers
Tim Roos
Jennifer Shipman

Absent:

Dillon Olvera
Shawn Hemiller
Dan Martin

Jack Deliddo
Jennifer Zellet

Staff in attendance:

Doris Foster
Doug Gee
Chris Hancock

Angelique Prendez
Kristen Velarde

Additional guest present:

Amber Edwards

- I. Call to Order and Roll Call
Kris Helton, Business Development Committee (BDC) Chair, called the meeting to order, thanked everyone for attending and invited those present to introduce themselves.
- II. Conflict of Interest
Chairman Helton outlined the Conflict of Interest Policy.
- III. Public Comment Period
Chairman Helton gave information on the Public Comment Period.
- IV. Director's Report

Workforce Development Director, Doris Foster shared that the Department is working on following up with Businesses who received funds from the Small

Business Grant. A survey has been sent out to Business to determine if the grant assisted them and if they have any further needs for services.

It was additionally shared that Workforce Development just completed a Pre-Apprenticeship training with Valley Build. Eight individuals received their MC3 certification and will have the ability to join a specific building trade. Funds for this program is through SB1. Suggestion from Committee member Shipman to connect with Building Exchange next time we do a Pre-Apprenticeship training.

Workforce Development staff member Kristen Velarde gave an update on Marketing Strategies at Workforce Development. K. Velarde mentioned billboards, HR Hotline, Website, Work Based Trainings, Individual Training Programs etc

V. Consent Items

A. Approve the Minutes of the September 23, 2021 Business Development Committee Meeting

Consent items adopted. J. Shipman/ J. Maggard

B. Acceptance of the Conflict of Interest Policy and Code of Conduct

Consent items adopted. J. Shipman/ B. Myers

VI. Discussion and Action Item

A. Acceptance of Nominations and Appointment of Business Development Committee Officer Position of Vice Chair and Establish Membership of Committee

K. Hilton/J. Shipman, unan. Motion passed.

Member who attended the last meeting on September 23, 2021 and members who attended today's meeting December 10, 2021 will establish the Business Development Committee membership. The position of Vice Chair is tabled to the next Business Development Committee scheduled for March 3, 2022.

B. Development and Approval of the Mission and Vision Statement for the Business Development Committee

This Agenda Item was tabled to the March 3, 2022

C. Approval of 2022 Dates, Location, and Times for the Business Development Committee Meetings

J. Maggard/M. Pitt, unan. Motion passed

The dates of March 3, 2022, June 2, 2022 and December 1, 2022 were accepted as recommended by staff. The date of September 1, 2022 was changed to September 8, 2022. Adopted into the motion was the request that the meetings would be available both in person and virtually.

D. Approval of the Business Development Committee Recommendation Regarding Employer Assessment to be Presented to the Workforce Development Board

T. Roos/J. Shipman unan. Motion Passed

Motion: Approve staff to pull survey data together and other options of assessment tools with the ability to determine the needs for businesses or individual job seekers

- There was a discussion to focus Employer Assessment tools for businesses that cannot afford the tool to assess candidates.
- There was comments to look at the sectors and include construction and retail; businesses may be more interested in behavioral based assessment. It was shared that there is a desire to make the assessment equitable to all sectors.
- The question from the Committee to the current provider was if there were other elements of the WorkKeys assessment to meet the needs of a variety of sectors. The Contractor shared there was no component for behavioral assessment.
- It was also discussed that businesses need to have each position profiled in order to use WorkKeys.
- The Committee shared that five years ago many employers moved away from WorkKeys.
- Committee member J. Shipman shared that the answer could be to offer assessment tools at the Job Centers and Job Seekers could use the assessment to share with employers.
- Additionally, it was requested to inquire from the top user the impact of no longer providing the WorkKeys services.
- The Committee requested a list of question be put together for the next Business Development Committee meeting on March 3, 2022 in order to survey Businesses.

E. Approval of the Business Development Committee Recommendation Regarding Sector Strategies to be Presented to the Workforce Development Board

J. Shipman/T. Roos 4 ayes, 2 abstain Motion Passed

The Committee selected Recommendation B – Engage in different contracts with industry experts in the community that already have established business relationships and advisory groups. It was additionally recommended to include construction and small businesses (defined as 50% of the smaller businesses in the County).

VII. Future Topics and Discussion
No topics were suggestion

VIII. Adjournment
Chairman Helton adjourned the meeting.

Next Meeting: March 3, 2022

March 3, 2022

Stanislaus County Business Development Committee Agenda Item

TO: Business Development Committee

FROM: Doris Foster, Director

SUBJECT:

Acceptance of Nominations and Appointment of Business Development Committee Officer Position of Vice Chair

ITEM NUMBER: VI-A

ITEM TYPE: Discussion and Action

STAFF RECOMMENDATION:

Accept Nominations and determine Appointment of Business Development Committee Officer position of Vice Chair.

POLICY ISSUE:

According to the Stanislaus County Workforce Development Board Bylaws (Article V) In the absence or disability of the Chair, the Vice Chair shall perform all the duties of the Chair, and when so acting shall have all the powers of, and be subject to all the restrictions upon, the Chair. The Vice Chair shall have such other powers and perform such other duties as from time to time may be prescribed by the Workforce Development Board.

DISCUSSION:

On April 12, 2021 the Stanislaus County Workforce Development Board (SCWDB) approved the formation of the Business Development Committee, and allows the newly appointed Chair to take necessary actions for the Committee formation. As a standing advisory committee, the Business Development Committee is subject to the Bylaws of the SCWDB. The Bylaws state that such standing advisory committees shall be chaired by a member of the Board, may include other members of the Board, and shall include other individuals appointed by the Board who are not members of the SCWDB and who the SCWDB determines have appropriate experience and expertise. Attached please find the Stanislaus County Workforce Development Board Bylaws.

Kris Helton, SCWDB member was approved as the current Business Development Committee Chair. The Business Development Committee Vice Chair position is currently vacant.

At the December 10, 2021 Business Development Committee meeting, the Committee voted in the following members of the Business Development Committee.

Kris Hilton, Chair
Jack Deliddo
Shawn Hemiller
Jason Maggard
Dan Martin
Maryn Pitt

Jennifer Shipman
Dillion Olvera
Tim Roos
Jennifer Zellet
Billy Myers

The decision to select a Vice-Chair was moved to the March 3, 2022 meeting. Nominations of interested Committee members are needed to appoint the Business Development Committee Officer position of Vice Chair.

ADMINISTRATIVE BUDGET IMPACT:

There is no fiscal impact associated with this item.



Doris Foster, Director

March 3, 2022

Stanislaus County Business Development Committee Agenda Item

TO: Business Development Committee

FROM: Doris Foster, Director

SUBJECT:

Development and Approval of the Mission and Vision Statement for the Business Development Committee

ITEM NUMBER: VI-B

ITEM TYPE: Discussion and Action

STAFF RECOMMENDATION:

Develop and Approve the Mission and Statement for the Business Development Committee

DISCUSSION:

As a newly formed Committee, the Business Development Committee should develop a Mission and Vision Statement.

The Workforce Development Board's Mission Statement is:

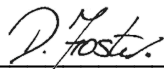
Work with businesses to determine the needs of in-demand occupations and develop a skilled workforce that strengthens businesses and contributes to the economic success of our community.

The Workforce Development Board's Vision Statement is:

To foster a demand-driven, skilled workforce that enables upward mobility through the alignment and integration of private and public partnerships.

Once developed and approved, the Committee's Mission Statement will be taken to the Workforce Development Board meeting.

ADMINISTRATIVE BUDGET IMPACT: None



Doris Foster, Director

Stanislaus County Workforce Development

Priority	<i>Developing a healthy economy, building upon our strong agricultural foundation</i>
Mission Statement	Work with businesses to determine the needs of in-demand occupations and develop a skilled workforce that strengthens businesses and contributes to the economic success of our community
Two-Year Strategies	Strategies are defined in the Department's two-year objectives, established to support progress on the success measures, with program services and annual performance outcomes monitored to affect desired results
Success Measures	Job Placement and Retention

Youth Committee

Mission Statement

Enhance the competitiveness of the region by preparing Stanislaus County's young adult workforce with the skills necessary to achieve self-sufficiency.

Vision Statement

(Adopted the Workforce Development Board's Vision)

To foster a demand-driven, skilled workforce that enables upward mobility through the alignment and integration of private and public partnerships.

Veterans Committee

Mission Statement

Maximize opportunities to promote and support a workforce system in Stanislaus County dedicated to economic prosperity for veterans by providing priority training, education and opportunities for successful employment.

Vision Statement

(Adopted the Workforce Development Board's Vision and included veterans)

To foster a demand-driven, skilled workforce that enables upward mobility for veterans through the alignment and integration of private and public partnerships.

March 3, 2022

Stanislaus County Business Development Committee Agenda Item

TO: Business Development Committee

FROM: Doris Foster, Director

SUBJECT:

Approval of Survey Questions to Stanislaus Businesses Regarding Employer Assessments

ITEM NUMBER: VI-C

ITEM TYPE: Discussion and Action

STAFF RECOMMENDATION:

Approve survey questions regarding Employer Assessment to be sent out to Business in Stanislaus County.

POLICY:

Per 20 CFR Parts 676, 677, and 678, § 678.430 Employer Assessments is defined as a basic career services that provides initial assessment of skill levels including literacy, numeracy, and English language proficiency, as well as aptitudes, abilities (including skill gaps).

DISCUSSION:

The current Employer Assessment Contract involves proctoring WorkKeys assessment which measures a range of hard and soft skills relevant to any occupation, at any level, across industries. These services are pre-hiring services and benefit employers in finding a skilled workforce that through assessment insures a greater amount of success.

During the 2018-2019 Fiscal Year, Workforce Development released a Request for Proposal for Employer Assessment services. Based on the scoring of the proposals received in response to the Request for Proposal, Opportunity Stanislaus ranked the highest and was awarded the Employer Assessment Services Contract. The Contract was a one-year term with the option to renew for two additional years. The three years of the contract ends June 30, 2021. During this last fiscal year the number of individuals tested has reduced by 70%. This is due to Businesses change in process due to COVID-19 and the need for updating equipment.

On October 28, 2021, the Business Development Committee had a Lunch n' Learn meeting in which Workforce Development staff provided an overview on Employer Assessments and shared samples of different types of assessments. Additionally, Dave White from Opportunity Stanislaus presented information on WorkKeys and the contract performance.

On September 23, 2021, the Business Development Committee discussion whether or not to continue providing employer assessment services and what assessment should be used. Per County procurement requirements, Workforce Development is required to go out for a Request for Proposal to continue Employer Assessment services effective July 1, 2022.

At the December 10, 2021 Business Development Committee meeting, the Committee wanted additional information to assess the needs within the community to determine if there was in interest from Businesses to use an assessment. Additionally, it was requested to look at the current service and determine return on investment.

Of the current WorkKeys assessment, there is no tracking to determine the number of clients being employed as a result of the WorkKeys certification.

Staff took a sample group of 17 Businesses who have used WorkKeys in the past. Of the 17 businesses that were contacted, one business stated they were interested in using WorkKeys, six said they were no longer interested, five businesses are no long in the area or in business and five did not call Workforce Development staff back.

Opportunity Stanislaus looked at different assessments and was not able to find anything comparable to WorkKeys, however they did determine there are assessments that measure different outcomes that may be of value to Businesses such as a retention assessment.

The Business Development Committee requested to view survey questions before sending out to Businesses to determine if there is a need for assessment. Prior to the questions, an explanation of assessments would included the value of pre-employment testing.

Sample of questions for consideration are:

1. Do you currently use an assessment tool? And if so, which one.
2. Have you previously used an assessment tool? And if so, which one.
3. Would you use results from a recognized assessment tool for hiring decisions?
4. What type of assessment would be of value?
 - a. Employee Retention
 - b. Cognitive Aptitude
 - c. Personality
 - d. Emotional Intelligence
 - e. Risk
 - f. Skills
5. Would you be interested in being part of a workgroup of businesses in Stanislaus County to determine a battery of assessment?

Once the questions are agreed upon, Workforce Development staff will send out the survey to businesses in Stanislaus County. Results will be shared at the next Business Development Committee meeting.

ADMINISTRATIVE BUDGET IMPACT:

There is no fiscal impact at this time of information gathering.



Doris Foster, Director