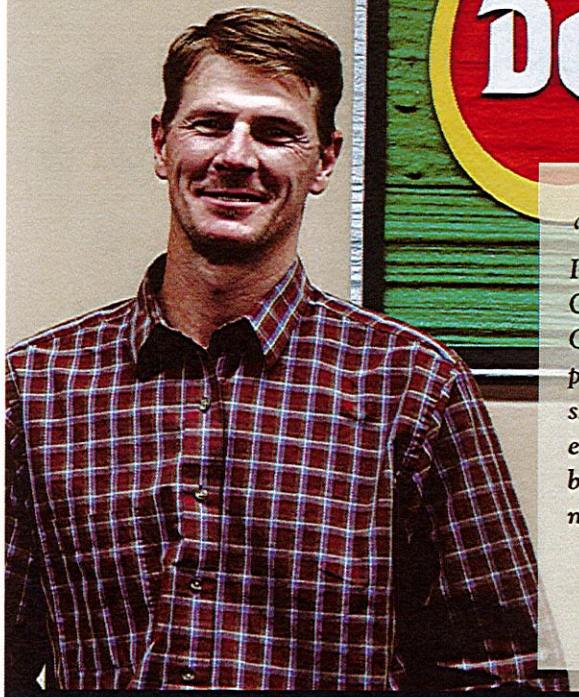
Demand-Driven Workforce Readiness



"Expanding the Workforce Initiatives is essential to Stanislaus County manufacturers. Opportunity Stanislaus funding will provide the resources to implement skills training programs that will enable our core and emerging businesses to fill their job openings now and in the future."

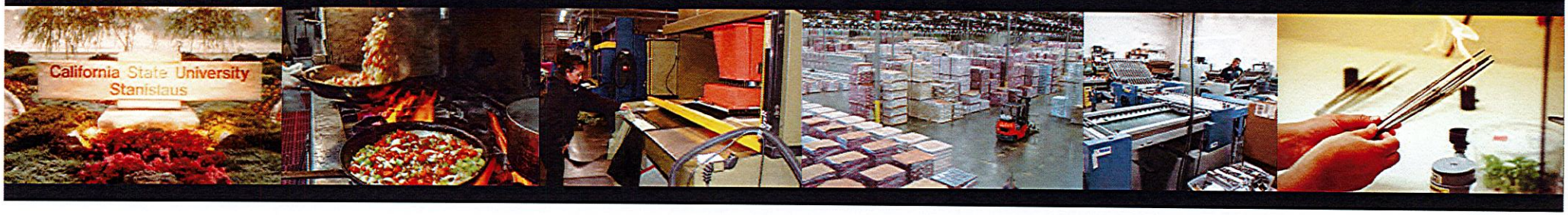
— Doug Van Diepen, Engineering Manager, Del Monte Foods

Mission

The Alliance will serve as a platform for uniting industry leaders and educational providers. We will create a regional, business-driven workforce readiness model which ensures that education and training programs are developed based on labor market demands and include work-based learning, industry recognized assessment tools, and strategies to employ hard-to-serve populations.

Objective #1 – Careers in Manufacturing and Industry

- Partner with key employers, education leaders, and service providers to develop comprehensive "Careers in Manufacturing and Industry" programs. These programs will teach industry driven curriculum, meet current technological standards and provide mentorship to students interested in demand industries. Programs could include Maintenance Mechanic, Warehouse Worker, Health Care Lab Technician, Software Coder, and Robotic Technician.
  - ➢ Grow the Careers in Manufacturing program (CIM) to include more schools and employers. Use the CIM program as a template to create additional Careers in Industry programs targeted to other important industries such as healthcare and information technology for the express purpose of developing apprenticeships and other employment opportunities with local companies.
  - ➢ Cultivate relationships to support educational pathways resulting in college level courses on high school campuses
- Develop a county-wide "WorkKeys Certification Program" through local high schools



Objective #2 – Pathways to Opportunity

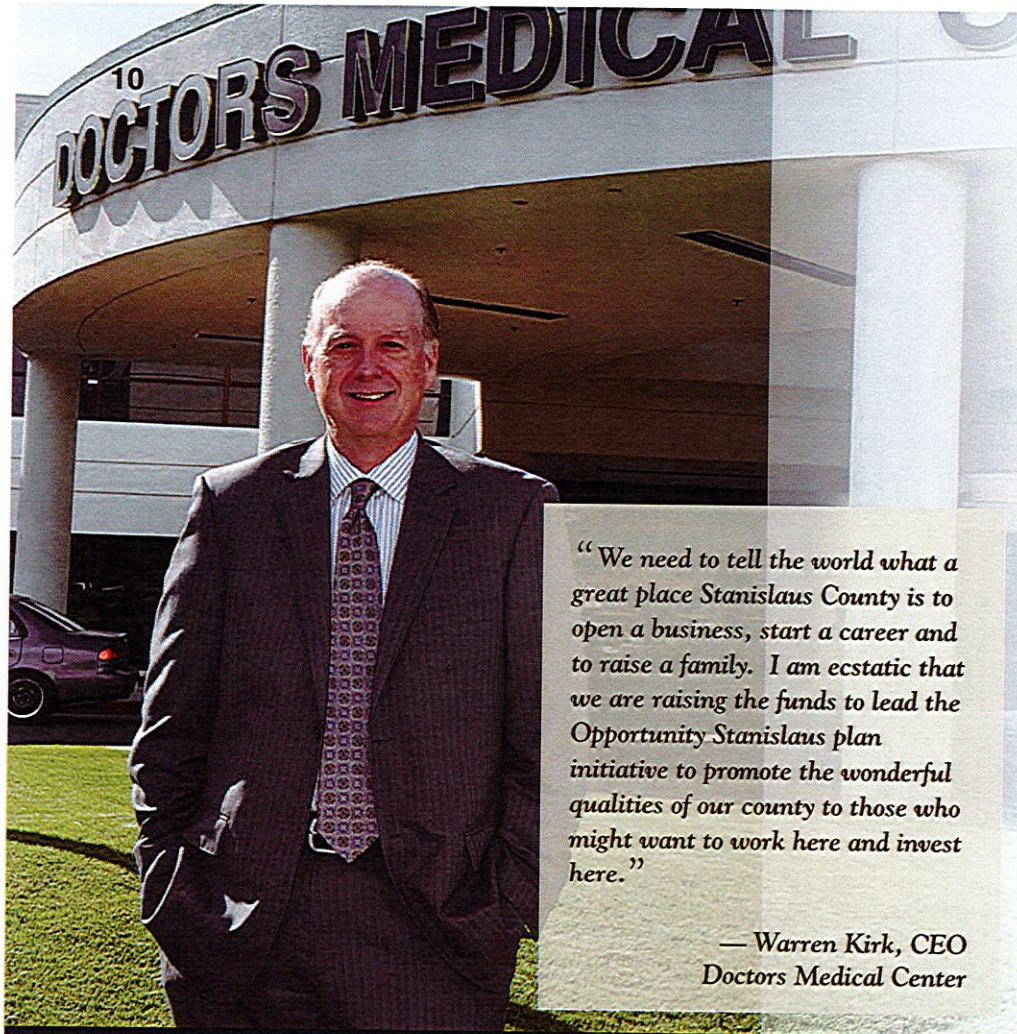
- Champion the Career Pathways initiative ensuring that every job seeker who is willing to work will be given the opportunity to acquire the proper skills to find transitional jobs
- Identify hard to employ groups; work with community partners and service providers to understand their challenges in entering the workforce and aid them in overcoming these obstacles:
  - ➢ Collaborate with educational community providers to address social, economic and/or legal barriers preventing job seekers from entering the workforce
  - ➢ Encourage efforts to re-align services, eliminate duplication of services and expedite access to those services
- Support programs within the community that address educational deficits for hard to employ job seekers to ensure a job-ready workforce
- Assemble education leaders to provide skills and educational services including:
  - ➢ General Educational Development (GED) tutoring and assessments
  - ➢ English as Second Language (ESL)
  - ➢ Alternative education services
- Recruit employers willing to better their community by taking a risk on hard to employ individuals by offering work based learning, transitional employment and On-the-Job Training opportunities

Expected Outcomes

- Initiate comprehensive "Careers in Industry" programs focused on in demand industries such as Maintenance Mechanics, Warehouse Workers, Health Care Lab Technicians, and Robotic Technicians by 2016.
- Initiate comprehensive "Careers in Industry" programs focused on Software Coding by 2017
- "Careers in Industry" programs will result in trained, skilled workers
  - ➢ 100 workers trained in 2016; 150 in 2017; 175 in 2018; 200 in 2019; 225 in 2020
- "WorkKeys Certification Program" will be activated in every school district in Stanislaus County by the 2017 school year
- Create a comprehensive workforce readiness model that identifies a network of key community partners and resources to aid hard to employ job seekers by end of year 2016
- Partner with educational leaders to promote high school diploma and GED attainment by Summer 2016
- Partner with appropriate agencies to encourage access to English as Second Language (ESL) programs regionally by 2016
- Establish a pool of employers who are willing to provide learning and transitional employment opportunities for hard to employ job seekers by year-end 2016 resulting in:
  - ➢ 50 transitional employees finding work by 2016; 100 by 2017; 150 by 2018; 200 by 2019; 250 by 2020
- Total 5 year campaign numbers - 850 workers trained and 750 transitional employees find work

Key Indicators

- **Improvement in local "Synchronist Survey Workforce Availability" ranking to be on par with or better than the national ranking by 2020**
- **Improvement in local "Synchronist Survey Workforce Quality" ranking to be on par with or better than the national ranking by 2020**



"We need to tell the world what a great place Stanislaus County is to open a business, start a career and to raise a family. I am ecstatic that we are raising the funds to lead the Opportunity Stanislaus plan initiative to promote the wonderful qualities of our county to those who might want to work here and invest here."

— Warren Kirk, CEO
Doctors Medical Center

Messaging

Mission

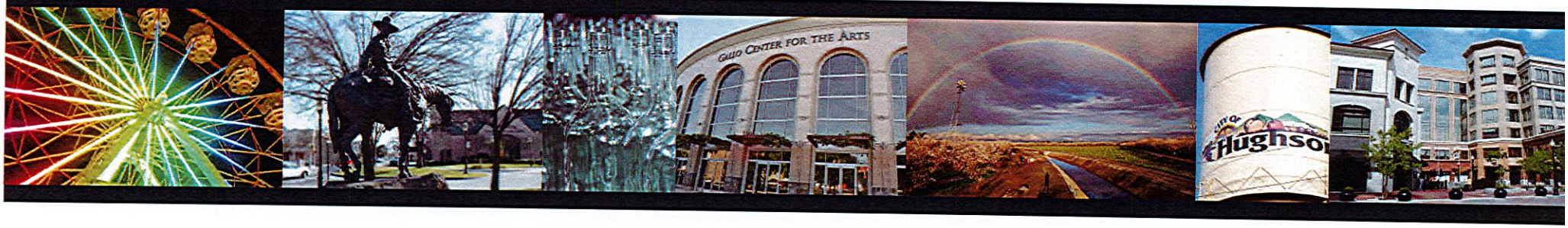
Deliver positive messaging about Stanislaus County to help form better opinions by those who would invest here. Develop better community pride among Stanislaus County residents and help local employers to share positive messages in order to portray our community in a more favorable light to help attract a more educated workforce.

Objective #1 – Selling Stanislaus Locally

- Develop a messaging program that will help employers understand the best way to promote our county and communities with the intent of attracting an educated workforce
- Learn best practices from those employers who have discovered the best ways to provide positive messages about the County and teach others how to do the same
- Produce a guide on best practices for selling the County
- Train individuals who make first impressions as to what to do and say when encountering visitors who may be looking to move or invest here
- Communicate the positive qualities of our county in meaningful and deliberate ways to our residents to help them take greater pride in the places where we live, work and play

Objective #2 – Telling Our Story to the Outside World

- Initiate a multimedia messaging campaign to communicate our positive qualities to the outside world targeting business owners, site selection consultants, media opinion leaders, and elected officials
- Conduct a media familiarization tour of Stanislaus County with key California media opinion leaders to showcase our pride, people and progressiveness
- Develop a social media campaign with a goal to obtain thousands of followers whom we will encourage to share our message through their social media networks



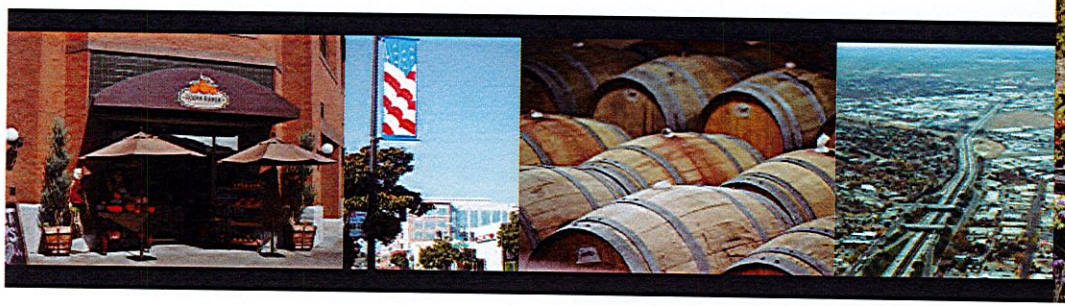
- Create a series of video vignettes that will appear on a YouTube channel and other media to promote the good news and qualities of our county

Expected Outcomes

- Hold a Best Practice Workshop in 2016 to learn best methods of selling the county to prospective employees
- Create a hiring guide in 2016 to be used by employers for selling the county and improving how they hire outside talent
- Conduct training sessions with those who make first impressions with a goal to complete two training sessions per year from 2016 to 2020. Participants in the training sessions will be awarded the "Opportunity Stanislaus Future" certification and will be recognized through our communications and by elected officials.
- Actively seek out national recognition and rankings that will help to showcase positive aspects of the county. We expect to achieve one top 20 ranking per year from 2016 to 2020.
- Create an "I Love Stanislaus" Facebook page with a goal of attracting at least 20,000 followers by 2020
- Create "I Love Pages" for each of our 9 cities with a goal of attracting at least 2,000 followers for each city by 2020
- Initiate a Twitter campaign for promoting the county and its cities with appropriate hashtags and obtain a following of 5,000 followers by 2020. Teach elected officials and civic leaders how to tweet and encourage at least 25 percent of all of our local elected officials to be avid tweeters.
- Develop a creative video vignettes program to showcase the people, places, assets and qualities of our county. Place the vignettes in a YouTube Channel and get at least 10,000 followers by 2020.
- Create an award winning website that promotes the county as a great place to live, work and play

Key Indicators

- **Corporate hiring success rate will be improved by 20 percent by 2020**
- **The county will be listed in one national top twenty list as a place to live, work and play**



"This is our home. We need to take care of it and have pride in where we live. It's great that the Opportunity Stanislaus five-year plan is beginning to forge partnerships to build community pride and sell our county to those whom we are trying to attract, whether they be employees or companies."

— Lynn Dickerson, CEO
Gallo Center for the Arts