



**Creating Jobs Working Group
San Diego Workforce Partnership
3910 University Ave., #400, San Diego, CA 92105
Aug. 15, 2018, 2–3:30 p.m.
Meeting Notes**

In Attendance: Harder + Co, City of San Diego Promise Zone (SDPZ), AmeriCorps VISTAs, Department of Housing and Urban Development (HUD), San Diego City College (SDCC) Center for Applied Competitive Technologies (CACT), Urban Corps of San Diego County, City of San Diego Economic Development Department, Urban Corps of San Diego, Ammex Tank International, South County Economic Development Corporation (EDC), General Dynamics-NASSCO, San Diego Workforce Partnership, Heartland Coalition YouthBuild (YB), National Association of Real Estate Brokers (NAREB) and San Diego Continuing Education (SDCE),

Welcome and Introductions

Co-chairs Karmin Noar, San Diego Workforce Partnership, and Lydia Moreno, City of San Diego Economic Development Department, opened the meeting.

Review of July 2018 Working Group Meeting

At the working group's July meeting, it discussed important considerations involved in hiring Opportunity Youth (OY). A major issue identified was poor retention of OY due to a lack of interpersonal skills, such as trauma-informed care, on the part of employers. Another common concern was difficulty in conducting outreach to OY. Partners expressed interest in several action options, including partnering with trauma-informed service providers who may be able to present to the group, connecting with organizations that currently have successful OY employment programs, staging OY workshops or looking for existing workshops to attend.

Partners were also briefed on various grant opportunities and Partner updates. Co-chairs decided to focus the next meeting on continuing the conversation on OY. A survey was sent out post-meeting to get feedback from the group on its current outreach practices.

Main goal(s) of the day

This meeting's main goal was to develop OY-focused items for the group to put into action within the next few months. Based on the July meeting, co-chairs asked Partners to focus on the importance of

trauma-informed care as well as developing the pipeline to lasting careers for OY through specific industries.

Co-chairs set a goal of using the outreach survey results to work towards developing an outreach model to be used in low-to-moderate income (LMI) census tracts to get more youth and adults involved in workforce training opportunities.

Outreach Survey Results:

Initial Discussion:

Low turnout at Partner-outreach events and programs have shown that current outreach protocols are not successful. Survey responses show that social media and attendance at community events are the most commonly used methods by Partners. Partners mentioned that there also exists a disconnect between employers and vocational or technical training programs. Employers may be willing to hire an individual but are unaware of available training services that can improve the process and outcome.

Suggestions:

- Partners suggested a need for partnerships so that employers can give relevant referrals to potential hires. Partnerships between employers and external training services will allow employers to capitalize on existing resources rather than having to develop their own programs further or risk a quick employee turnaround.
- Helping OY understand what skills they need to hone for the careers they are interested in can be beneficial and provide direction rather than overwhelming them. An example was given of General Dynamics-NASSCO coming to speak to YB students.
- The way information is marketed was identified as a potential outreach issue. Partners suggested focusing on presenting information in an appealing and understandable way. It was also suggested to market the benefits of the trade, such as preferable working hours or job mobility opportunities.

Pipeline to Careers Development:

Initial Discussion:

Partners pointed out that it can be difficult to have OY accepted in the workforce. Large organizations may look at risk-management protocol but be unwilling to hire. They may also be influenced by organizational culture and stigma. Partners also brought up that employers will focus on success in operations. They may be comfortable hiring a justice-involved individual or OY, but not with doing it so openly.

Suggestions:

- The maritime industry was identified as a potential industry to target for OY hiring. It is prevalent in the SDPZ, making it accessible and a promising way to build up the neighborhood.
- Partners suggested the need for a “safety net” for employers hiring OY. Giving employers a

network of partners who can help them address any issues which arise will mitigate risk and make hiring OY a worthwhile investment. This could prove especially helpful to smaller organizations with less resources for risk management.

- Trauma-informed care was again identified as a key factor in retaining OY in jobs. This approach will help employers build trust and consistency with OY, leading to lasting placements.
- Partners suggested holding a career information event within the SDPZ, in which businesses within the SDPZ could make presentations about career options and exactly what is needed to enter these careers. It was also suggested that there be available training and related resources programs to present.

Updates

General Dynamics-NASSCO:

- NASSCO is looking to work with SDCC to develop skilled-labor training programs with multiple employers in various industries, such as welding or maritime. This will be an alternative to most on-the-job training that currently occurs and leads to higher-than-average injury and re-work rates. The programs would also build confidence in OY that they can not only obtain jobs in these industries, but also build long-lasting careers.
- The current setback in Navy work that NASSCO faces has left it with limited current employment opportunities, but these jobs will become available next year.
- NASSCO will continue looking into trauma-informed care trainings and bring this information back to the group.

Second Chance:

- Second Chance offers an internship program for justice-involved youth. The youth complete 100 hours of service for employers at no cost to the employer, after which the employer may decide whether they would like to hire the youth. Throughout the process, Second Chance works with both the youth and the employer as a case manager.
- Second Chance is interested in partnering with NASSCO and other partners to develop further training programs or connect on existing programs.

CACT:

- CACT will be hosting a Manufacturing Day event on October 3 at SDCC. As a part of National Manufacturing Week, the event is a resource and career fair showcasing San Diego manufacturing companies.
- Partners suggested to attend the event, sign up to present, and add on to this rather than developing another similar event.

Next Steps and Closing

The group was encouraged to continue looking into outreach opportunities through nonprofits with existing connections within the SDPZ. Co-chairs will connect with the San Diego Ship Repair Association for job openings information.

All Partners were encouraged to assist in spreading information regarding Manufacturing Day. Partners were also encouraged to apply to participate. Co-chairs will send out more information regarding the event and will focus on this as an action item in the September working group meeting.

Next Meeting Date:

Third Wednesday of each month

San Diego Workforce Partnership

3910 University Ave., #400, San Diego, CA 92105

Sept. 19, 2018, 2-3:30 p.m.