

## REGIONAL WORKFORCE DEVELOPMENT ISSUES

- A lack of workforce preparedness and degree completion<sup>1,2</sup>
- Limited alternative short-term training options<sup>3</sup> in healthcare and technology
- Retention of a talented workforce due to high cost of living and lack of ‘cross-walking’ resources<sup>4</sup>
- Lack of colleges’ unified career platform to for employers to recruit talent
- Limited apprenticeship programs available<sup>5</sup>
- Impact of COVID-19 on work-based learning and employment opportunities<sup>6</sup>

## THE DIFFERENCE WE MAKE

As a **regional convener**, we seek to **catalyze action** so that local governments, businesses, nonprofits and educational institutions tackle these issues in a collaborative way. By **building capacity** and sponsors, we will **address workforce development issues** important to our local communities with the intent of **leveraging resources** to best serve all students, educators, and employers in our region, with particular emphasis on underserved youth, veterans, and adult learners. High unemployment levels, a lack of trained, ready-to-work population, and a growing skills gap are just a few of the challenges that hinder economic development. And at a time when the COVID-19 pandemic is creating unprecedented stresses on workers, businesses, schools and families, the need for workforce development programs that **bridge the skills gap**, continued **training for essential workers**, and partnerships that help students step into **meaningful job training** experiences has never been greater.

## OUR SOLUTIONS + KEY ACCOMPLISHMENTS TO DATE

These deeply interconnected challenges all hinder our economic prosperity and overall quality of life as a region, which speaks directly to Monterey Bay Economic Partnership’s (MBEP) mission, **to improve the economic vitality and quality of life in the Monterey Bay region**. To achieve our mission, we harness the **power of collective impact**, engage and connect regional leaders across public, private and civic entities, and encourage public-private partnerships to drive innovative, integrated solutions. Together with our members and key stakeholders, we have been able to make significant progress in our **Workforce Development** initiative:

- Developed **key partnerships** to enable regional tools and events for students, employers, educators, and the community:
  - Educational & Workforce Development Organizations:** *Bright Futures Educational Partnership, Santa Cruz and Monterey Counties Office of Educations, Santa Cruz and Monterey Counties Workforce Development Board, Your Future is Our Business*
  - Colleges & Universities:** *Cabrillo College, CSU Monterey Bay, Gavilan College, Hartnell College, Monterey Peninsula College, UC Santa Cruz*
  - Chambers, Business Councils, & Community Foundations:** *Pajaro Valley Chamber of Commerce, Santa Cruz Business Council, Santa Cruz Chamber of Commerce, Community Foundations in Santa Cruz, San Benito, and Monterey Counties*
- **Monterey Bay Career Connect & Career Coach:** with **over 31,300 combined site visits** from 2018 to present, our **free online resource** for college and career planning provides the following features for students, educators, and job seekers across the region: local and state-wide **career pathways, scholarship opportunities, skills development** opportunities, **labor market data**, educator resources (online resources for virtual learning due to COVID), career assessment, **Resume Builder** and job seeker resources.
- **Monterey Bay Internships:** to date the portal has over **5,400 registered users**, over **980 internships** posted, over **250 internships have been reported filled**, and **over 56,000 site visits** from 2016 to present. Beginning 2019, we hosted over 15 employer workshops and provide a comprehensive online **Employer Toolkit** to implement remote internships.
- Launched in 2019, we created a **Student Ambassador Program**, to foster work-based learning with college students across the region. To date, our team has recruited and supervised **over 10 interns** from CSU Monterey Bay, Middlebury Institute of International Studies, UC Santa Cruz and more!
- With **California Community Colleges**, we co-hosted the following regional events: **The Future of Work MeetUp** in 2018, the first **Industry-Education Counselors’ Summit** in 2019, and to highlight critical equity strategies, the first **Monterey Bay Virtual Apprenticeship Workshop** for employers will be in September 2020.



<sup>1</sup> “Fewer than one-third of Santa Cruz County’s high school graduates are considered prepared for college or a career, which is far below the state-wide average of 42 percent” from the 2019 [State of the Workforce Report](#), Santa County Workforce Development Board.

<sup>2</sup> [United States Census Bureau Educational Attainment: Monterey, San Benito, Santa Cruz \(2018 ACS 5-Year Estimates Subject Table\)](#)

<sup>3</sup> [Data-Driven Re-employment Strategies](#) Emsi July 2020

<sup>4</sup> “Santa Cruz County remains a net exporter of workforce talent for tech workers, with out-of-county commuters earning significantly higher wages than counterparts who work closer to home” from the 2019 [State of the Workforce Report](#), Santa County Workforce Development Board.

<sup>5</sup> [The PAYA Network: Mapping the Field of Youth Apprenticeship](#) Partnership to Advance Youth Apprenticeship (PAYA) 2020

<sup>6</sup> [Effects of COVID-19 Pandemic on Employment and Unemployment Statistics](#) U.S. Bureau of Labor Statistics August 2020

## FUNDING

To scale our efforts and maximize our collective impact, MBEP plans to **raise \$100,000** from partners and other donors who share our vision for a thriving community with equal access to quality jobs, education and work-based learning. Our goal is to enhance the regional talent pipeline using a triple bottom line approach.

## NEAR TERM GOALS + OBJECTIVES

With your support, we see bountiful opportunities on the horizon for **Workforce Development**:

- **Support K-12 Career Technical Education pathways and work-based learning opportunities** via [Earn & Learn](#) and [Your Future Is Our Business](#).
- Increase **college and career awareness** to 40,000 site visits on Monterey Bay Career Connect & Career Coach and continue to populate the site with more local resources for scholarships, career pathways, and skills development opportunities.
- Continue to provide **free local labor market data**, career assessments, **Resume Builder**, and links to local community colleges academic programs, via our contract with [Emsi](#), on our online tool **Monterey Bay Career Coach**.
- Partner with [Bay Area Community College Consortia](#) Regional Joint Venture to launch a **Monterey Bay Regional Job Hub**, in collaboration with [Jobspeaker](#), [Cabrillo](#), [Gavilan](#), [Hartnell](#), and [Monterey Peninsula](#) Community Colleges.
- Continue to expand our **Student Ambassador** internship program with enough funding to **offer stipends** to interns.
- Partner with [JobTrain](#) to expand tuition-free training and certification opportunities to our region.
- Connect colleges to [Degrees When Due](#) to identify barriers to completion, **close equity gaps** in attainment, and **improve student success rates** after stopped-out students re-enroll.



### STUDENT AMBASSADOR PROGRAM

Our Student Ambassador Program offers meaningful **non-profit work-based learning** and research experience to local college students in the region. Students gain **employability and leadership skills** and **opportunities to network** with industry professionals through our members. Special projects include community outreach and engagement, grant research and writing, project management, data entry, social media, content creation and event planning. Upon completing predetermined deliverables, students earn a stipend.

**We value the work of our students** and seek funding to double our stipend offering with the goal to **increase student incentives and productivity** and enhance their overall experience, compensation, and professional portfolio.

## TALENT ATTRACTION SOLUTIONS: WHY WORK-BASED LEARNING MATTERS

Internships and apprenticeships provide opportunities for students to gain valuable work experience while attending college or university and allows employers to help develop the workforce in the Monterey Bay region. Work-based learning programs benefits:

- Students use internship experience to **bridge the gap between education and employment**<sup>7</sup>
- Students **strengthen career outcomes** by **developing soft skills** sought out by employers<sup>8</sup>, in some cases **secure employment**<sup>9</sup> and **start their careers at higher salaries**<sup>10</sup>
- Employers **“future-proof”** and **diversify talent pipelines**<sup>11</sup>
- Employers **increase overall productivity** and **leadership opportunities** for staff<sup>12</sup>

## WORKFORCE DEVELOPMENT STAFF: STATE & REGIONAL INVOLVEMENT

- [California Forward](#) and [California Stewardship Network](#), co-host of [2020 California Economic Summit](#)
- Regional Partnerships: [Regional Economic Association Leaders Coalition](#) & [California Manufacturing Technology Consulting](#)
- Advisory Committees & Board Positions: Bay Area Community Colleges Consortia Strong Workforce Program Selection Committee, Cabrillo College Computer Information Systems, CSU Monterey Bay Collaborative Health & Human Services, Comprehensive Economic Development Strategy Committee for Monterey County, Gavilan College Career Education Pathways Consortium, Pajaro Valley Unified School District Career Technical Education, Regions Rise Together Initiative, Santa Cruz Works, Your Future Is Our Business

<sup>7</sup> [Developing Interns in Areas Critical to Their Careers](#) National Association of Colleges and Employers (NACE) February 2020

<sup>8</sup> [The Top Attributes Employers Want To See on Resumes](#) NACE Job Outlook 2020 Survey

<sup>9</sup> [Job Offers for Class of 2019 Impacted by Internship Experience](#) NACE 2019

<sup>10</sup> [Internship and Co-Op Report](#) NACE 2019

<sup>11</sup> [Future-Proofing Your Organization's Talent Pipeline](#) NACE July 2020

<sup>12</sup> [14 Benefits of Starting an Internship Program for Your Company](#) Chegg Internships August 2019