



NCCC Board Retreat~ Strategic Planning Session  
February 24-25<sup>th</sup> 2010  
*Facilitated by John Baker and John Chamberlin*

**SUMMARY AND ACTIONS**

Retreat Content

- NCCC Updates
  - Release of RFP for Operators of One Stops and RFP for Non Operator Labor Market Information and WIA Training Projects
  - Must Expend ARRA Funds to Meet Responsibilities
- WIA Overview
  - California and National Picture - John Baker and John Chamberlin
- NCCC Industry Occupational Outlook
- Small Business Outlook and Discussion
- Strategy Session
  - Scenarios Discussions
  - Priority Issues as Defined by Members
  - Micro-Cluster Discussion
  - Additional Discussion Ideas
  - Interest Areas (Industry/Occupations) as Defined by Members
  - “Action Committees” to Address Priorities
    - Committees
      - Executive (Defined members)
      - Fiscal (Existing)
      - Youth Council (Existing)
      - Business Services (New)
      - Community Outreach (New)
    - Assign Remaining WIB members (ACTION)
    - Convene First Committee Meetings (ACTION)
      - (These meetings were discussed to have taken place prior to the April 29<sup>th</sup> meeting; however meetings will be set to convene after the April 29<sup>th</sup> meeting and prior to the July 29<sup>th</sup> meeting. Each committee will have an assigned staff person and designated committee chair assigned by the WIB Chair once membership is determined. Staff will coordinate first meeting.)
    - First Meeting Create Goal Statement/ Achievable Tasks (ACTION)

## SCENARIO DISCUSSIONS

### Scenario #1

#### **Addressing a Layoff: Beyond WIA Resources**

- Determine why the business is closing
- Explore selling it to a 3<sup>rd</sup> party, employee structured buyout, bankruptcy, or a Chapter 11 reorganization
- Put out a call for mutual aid from other cities, counties, chambers, etc. Tap all available resources \*\*
- Set up a talent brokerage- determine the talents of the current workforce and cross walk them to other businesses that are a natural fit
- Tap SBDC to provide entrepreneurial assistance to those who may want to start their own business
- Provide education & training in related or new fields of endeavor \*
- Explore finding a buyer or investor to keep the business open

### Scenario # 2

#### **Raising the Visibility of the Drop-Out Situation in a Way that Compels Action from the Community**

##### Determine Need

Determine who is dropping out and why, and what resources are needed to help them stay in school or go back to school \*

##### Identify Resources, Costs and Advantages

Lay out an Advantage Map \*\*\*\*

Bring in other services to fill in needed assets or resources

##### Get Closer to and Involve the Youth

Develop internships that help develop skills and help them see career paths \*\*\*\*

Connect youth with adults in the community to help them in choosing career paths similar to ROADTRIPNATION ([www.roadtripnation.com](http://www.roadtripnation.com))

Connect youth with real people and mentors \*\*\*\*

Partner with youth in program planning and implementation, e.g. Friday Night Live

Identify grants to open up more options and contacts

Start a shadowing program that allows youth to get a realistic idea about what's involved in different jobs and careers \*\*\*\*

### Scenario # 3

#### **Increasing the Quality of Government Services to Better Support Business as a Customer**

- Make government more business friendly
- Have a business/ work plan for them to follow to improve services \*
- Develop a test group (city, county dept., local state office) to experiment with different models
- Have a plan on how they can improve services to business
- Assist with Talent Retention/ how they can keep the best & brightest
- Provide training in quality customer service
- Assist in implementation of a continuous improvement model, including training and internship to increase skill level and that underscores government service as a profession \*\*\*
- REBEL!!! \*\*
- Stress the importance of vocational education
- Instill the Attitude that “we can make a difference” \*
- Establish “learning labs” to test out different approaches \*\*

### Scenario # 4

#### **Supporting and Involving the Private Sector in the Summer Youth Program**

##### Funding

Using TANF Emergency Contingency Funds

Deploying WIA resources on the front end and business resources on the back end

Get business or other groups to sponsor individual youth or groups of youth (like little league teams) \*\*

##### Supportive Services

Transportation Assistance (helping them get to and from work)

CalTrans

Grants that support drivers and vans

Help youth get Driver’s License

Cover auto insurance while they are in the program

##### Assistance to Business

Provide placement screening

Offer supervisor to business (volunteers)

Set up case management to resolve issues and offer the necessary support \*

Follow up with employers throughout the program

Use Job Corps to provide training to youth \*

Hold a Summit with all youth that teaches work readiness skills \*

Have a career day that would teach interviewing skills and more

**PRIORITY ISSUES**  
(As identified by members)

- Combine and utilize public/private and community resources \*\*\*\*\*
- Easier access to working capital \*\*\*\*\*
- Advantage mapping \*\*\*\*\*
- Develop internships that help develop skills and help them see career paths \*\*\*\*
- Connect youth with real people and mentors \*\*\*\*
- Start a shadowing program that allows youth to get a realistic idea about what's involved in different jobs and careers \*\*\*
- Determine the effect of delayed retirement and come up with an action plan around them (replacement jobs) \*\*\*
- Assist in implementation of a continuous improvement model, including training and internship to increase skill level to underscore government service as a profession \*\*\*
- REBEL!!! \*\*
- Establish "learning labs" to test out different approaches \*\*
- Banks, loans, capital... loan guarantees \*\*
- Put out a call for mutual aid from other cities, counties, chambers, etc. Tap all available resources \*\*
- Get business or other groups to sponsor individual youth or groups of youth (like little league teams) \*\*
- Identify and address specific skill needs at businesses that are restructuring \*
- Discover micro-clusters town by town (conduct similar processes within our own communities to uncover even more micro-clusters) \*
- Foster and Mentor Youth Entrepreneurs \*
- Establish Internships \*
- Have a business/work plan to follow to improve services \*
- Provide education & training in related or new fields of endeavor \*
- Determine who is dropping out and why, and what resources are needed to help youth stay in school or go back to school \*
- Instill the Attitude that "we can make a difference" \*
- Set up case management to resolve issues and offer the necessary support \*
- Use Job Corps to provide training to youth \*
- Hold a Summit with all youth that teaches work readiness skills \*

## MICRO-CLUSTER DISCUSSION

*Where do you see promising opportunities within specific micro-clusters or actions that would support micro-cluster development?*

- Identifying micro-clusters town by town (conduct similar processes within our own communities to uncover even more micro-clusters) \*
- Olive Oil Processing
- Determine national and regional niche agriculture (e.g. heirloom seed production)
- Agri-tourism
- Niche manufacturing
- Environmental clean up specialists
- Training businesses
- Consumer businesses
- Export regional businesses (exo-businesses)
- Bring together tourism related businesses to help them discover and build on synergies (e.g. hunting, fishing, water sports)
- Have cities and counties adopt policies that they put in their plans that address rules, so individual businesses don't have to (e.g. Tulare and the dairy industry)
- Start career exploration in the 7<sup>th</sup> & 8<sup>th</sup> grades/career pathways in high school and community college
- Fostering and Mentoring Youth Entrepreneurs \*
- Maximizing industries around universities/ build off research being done by universities (UC Davis, BioTech & Pharma in the Bay Area, organic pesticides and fertilizers, etc.)
- Support Entrepreneurship and related activities
- Establish Internships/quick win \*

## ADDITIONAL IDEAS

- Maximize and utilize public/private and community resources \*\*\*\*\*
- Working capital \*\*\*\*\*
- Determine the effect of delayed retirement and come up with an action plan around them (replacement jobs) \*\*\*
- Banks, loans, capital... loan guarantees \*\*
- Identify and address specific skill needs at businesses that are restructuring \*
- Create Strategic Community Investors
- Identify movers and shakers in the communities and ensure they are on board

## INTEREST AREAS (INDUSTRY/OCCUPATIONS)

*(As Defined by Members)*

### **Interest Areas (\*votes)**

Small Business (micro-cluster/entrepreneurship) \*8

Health Care \*4

Agriculture \*3

Construction \*3

Energy/ Green/ Environment \*2

Retail / Sales/ Marketing \*2

Government \*2

## **NCCC Committees**

*The following committees are existing or new as defined in Strategic Planning Session. Existing Committees (Fiscal and Youth Council) currently have active members. The Board member names listed below in each new committee came from designation at planning session, however the WIB Chair will look to those members not designated to participate in a committee and also assign a Chair of each Committee. The Executive Committee has a standard designated membership of Chairs. An NCCC staff person will be assigned to each committee.*

### **Executive Committee**

(NCCC Staff-Executive Director)

*GB Chair*

*WIB Chair*

*Fiscal Chair*

*Youth Chair*

*Business Services Chair*

*Community Outreach Chair*

### **Fiscal Committee**

(NCCC Staff-Nancy Crooks)

*Chair: Ben Felt (Current)*

*Members: See current membership*

### **Youth Council**

(NCCC Staff-Lettie Seaver)

*Chair: Randy Page (Current)*

*Members: See current membership*

*New Members: Mickey Harrington*

## **Areas of Focus as discussed at Strategic Planning Session**

- Lowering drop out rate
- More private sector
- More opportunities for mentors/ shadowing/ internships
- Where can youth be used?
- Fire Safe Councils

### **Business Services Committee**

(NCCC Staff-Cheryl Riley)

*Chair (To be assigned)*

*New Members:*

*-Roger Abe*

*-Ralph Newlin*

*-Ben Felt*

### **Areas of Focus as discussed at Strategic Planning Session**

- Goal: *Businesses hire more workers; revitalize local economy*
- Micro Clusters
- Funding/developing access to working capital
- Specific skills needs
- Internships
- Revitalize

### **Community Outreach Committee**

(NCCC Staff-Cheryl Riley)

*New Members:*

*-Chris Paige*

*-Ric Teagarden*

*-Andre Carrao*

*-Beatriz Espinoza*

*-Selenia Moseley*

### **Areas of Focus as discussed at Strategic Planning Session**

- Identify needs
- Create a greater sense as a region
- Bridge disconnects and build synergy
- Conduct targeted marketing to business in specific areas that would help our counties grow
- Become the marketing arm for other committees
- Advantage mapping
- Expand public/private partnerships
- Call out for aid from the community
- Coordinating work plans
- Providing linkages to resources
- Message to general public, employers and elected officials