

## **LAOCRC CEO Update**

### **Consortium meetings**

The last two monthly LAOCRC Consortia meetings have featured Toni Symonds, Chief Consultant to the Chair (Sharon Quick-Silva) of the California Assembly Committee on Jobs, Economic Development and The Economy and panel presentations from the LA City and LA County Workforce Development Board and OC Development Board Directors, and one with Kish Rajan, CEO of the Southern California Leadership Council, and Alma Salazar, Sr. VP, LA Area Chamber of Commerce and Executive Committee member of the California Workforce Development Board. Nominations are open for the LAOCRC's regional awards, recognizing colleges and partners in the following areas: Workforce Development Innovation, Regional Partner, and Regional Collaboration Leader.

Bi-weekly conference calls have been conducted with six other Regional Chairs to discuss dissemination of information from the Chancellor's Office related to Strong Workforce funding, metrics, marketing, coordination with Sector Navigators, implementation of the new program recommendation process, and new initiatives and opportunities.

Participated in the quarterly Extended Operations meeting in Sacramento with CCCCCO Vice Chancellor, Van Ton-Quinlivan (May 2017). Agenda focused on Strong Workforce Program Round 2 and deadlines for submission of revised regional plans, regional and local share allocation plans, statewide marketing efforts, including a major SWP marketing Launch in Sacramento on July 20, one day prior to the summer recess of the legislature, and regional Marketing Launch events in five regions (Los Angeles) the week of July 24-28, at a college still to be determined. The statewide campaign will promote Career Education (as opposed to Career TECHNICAL Education) based on market research, but maintain CTE as part of the message. Communications from the Chancellor's Office will go to all CEOs and PIOs to inform and help colleges prepare for a possible increase in calls and inquiries from the public.

### **Strong Workforce Program planning (Round 2)**

SWP Round 2 funding will be available by July 2017 and the timeframe for regional project submission to the Chancellor's office is January to March 2018. Planning will involve two fiscal years (17/18 and 18/19) in order bring planning in line with submission dates taking place prior to the beginning of projects in July.

As a result of two in-person meetings and two conference calls with LA Region Deans since April to prepare for planning and a framework for developing Round 2 regional share projects, there is consensus in the LA Region for completing SWP Round 2 planning and project submission for CEO consideration and approval by November 2017. Draft Guiding Principles are still being finalized as the guiding framework for prioritization and evaluation of proposed projects, along with the intelligence that will come from the regional labor market demand-supply report that will be produced by LAEDC in collaboration with our Center of Excellence for Labor Market

Research (COE). OC Round 2 planning is also underway with two Deans meetings and a regional collaborative meeting already held; the current timeline is to have regional share projects ready by August or September; both LA and OC regional projects however would be submitted for CEO approval at the same time.

### **Regional Initiatives and Partner Engagement**

LAOCRC invited to participate in a national initiative with 20 workforce development boards on *Beyond GIGs, Public Markets for Irregular Employment*, funded by the Kaufman Foundation, Living Cities, Beyond Jobs and Annie Casey Foundation.

On-going meetings and collaboration with the Los Angeles County Economic Development Corporation, Greater LA Chamber of Commerce and Southern California Leadership Council on the co-investment in a regional *Center for Workforce Innovation and Research*, supported by SWP Round 1 funding (LA WERC); possible permanent office space for the LA Director of LAOCRC, re-designing existing regional industry councils to include a community college and SWP-centric agenda and serve the function of Industry Advisory Committees for multiple colleges.

Business and employer engagement strategies strongly supported by the CTE Deans in the LA Region include coordination of annual membership for community colleges (CEOs, faculty, Deans and other administrators) in LAEDC and the LA County Business Federation, as well as membership for select colleges in regional organizations: San Gabriel Valley Economic Partnership and The Valley Economic Alliance (San Fernando).

In collaboration with CCCAOE and the Chancellor's Office, hosted the "More and Better CTE Forum" at Coastline Community College; the event, which primarily targeted faculty, provided attendees with important information about the Strong Workforce Program, Key Talent roles and functions, and Launchboard. Ongoing meetings with the OC Development Board to develop industry sector and business engagement strategies, and with the Orange County Department of Education to develop the 4<sup>th</sup> annual Counselors conference, targeting K-12 and Community College Counselors in Orange County.