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Our vision:
Every business
in our region
has access to a
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and **every job**
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A MESSAGE FROM **THE CEO & THE CHAIR**

On behalf of the San Diego Workforce Partnership, we are pleased to share our Annual Report. We are proud of the steps we made this past year toward realizing our vision of every business in San Diego County having access to a skilled workforce and every job seeker having access to meaningful employment. With greater efficiencies and stronger collaborations with our funded partners, we supported more than 14,000 County residents in their pursuit of quality careers.

We introduced new programs to support long-term unemployed individuals, as well as youth who are struggling to find jobs in a very competitive environment. We also welcomed new board members and expanded our collaborations with many community partners.

As we look ahead, we focus on our core values: stewardship, collaboration and excellence. These words shape who we are and what we do. We take very seriously the responsibility of serving as a steward of public funds, deploying federal, state and local resources into workforce development programs that will have the greatest impact on our region. We collaborate with the business community and funded partners to ensure that we are providing the skills and training to meet their needs while providing job seekers the best opportunities. We challenge ourselves to achieve excellence, implementing creative and effective approaches to solving workforce issues, displaying measurable results and sharing the positive impact.

There is more to do and we are prepared to lead the way. We hope the information included in this Annual Report inspires you to share your ideas, to partner with us and, most importantly, to hire!



A handwritten signature in black ink that reads "Peter Callstrom".

PETER CALLSTROM

President and CEO
San Diego Workforce Partnership



A handwritten signature in black ink that reads "Ron Roberts".

RON ROBERTS

San Diego County Board of Supervisors
Chair, SDWP Policy Board

Thank you to our local and national partners who funded workforce initiatives in 2013–2014:

Abt Associates

Amgen Foundation

Aspen Institute

Bank of America Merrill Lynch

Brandeis University

California Endowment

Car2Go San Diego

City of San Diego

County of San Diego

**Employment Development
Department**

Jobs for the Future

Microsoft

Mt. San Jacinto College

Price Charities

**San Diego Community College
District**

**San Diego Unified School
District**

**National Fund for Workforce
Solutions**

**U.S. Department of Health
and Human Services**

U.S. Department of Labor

Walmart Foundation

WHO WE ARE

The San Diego Workforce Partnership funds job training programs that empower job seekers to meet the current and future workforce needs of employers in San Diego County. We are the local Workforce Investment Board, designated by the City and County of San Diego. We also provide current and projected labor market research on the region's workforce trends and key industries.

When we began serving our region 40 years ago, workforce development was evolving in important ways, with funding and decision-making shifting to the local level. Today, we serve thousands of job seekers locally by helping them get the assistance and training needed to expand their skills and career opportunities. We also work closely with employers to understand their needs so that we align job seekers with in-demand jobs.



WORKING TOGETHER OUR BOARDS & COMMITTEES

Three boards provide oversight and funding direction: the Consortium Policy Board, the Workforce Investment Board (WIB) and the 501(c)(3) Board of Directors. Additionally, two committees report to the WIB and make youth and adult program recommendations. Our board and committee members are community leaders and include City and County elected officials as well as representatives from business, organized labor, education, economic development, community organizations and other entities.



SAN DIEGO WORKFORCE PARTNERSHIP ACROSS SAN DIEGO COUNTY

SDWP oversees the operation of a network of six uniquely designed America's Job Center of California (AJCC) sites and six branches (in public libraries) located throughout San Diego County.

We are also honored to work with a variety of funded partners, including public, private and nonprofit agencies; local businesses; and educational institutions.



2013–2014 FUNDED PARTNERS

- Able-Disabled Advocacy
- Access
- CMTC
- Comprehensive Training Systems
- Corporation for Supportive Housing
- CyberUnited
- Escondido Education COMPACT
- Grossmont Union High School District
- Interfaith Community Services
- International Rescue Committee
- Juvenile Court and Community Schools
- KRA Corporation
- MAAC Project
- New Haven Youth and Family Services
- North County Lifeline
- Occupational Training Services
- ResCare Workforce Services
- San Diego Futures Foundation
- San Diego Regional Economic Development Corporation
- South Bay Community Services
- The Arc of San Diego
- Turning the Hearts Center
- University of California, San Diego
- YMCA of San Diego County

BUDGET

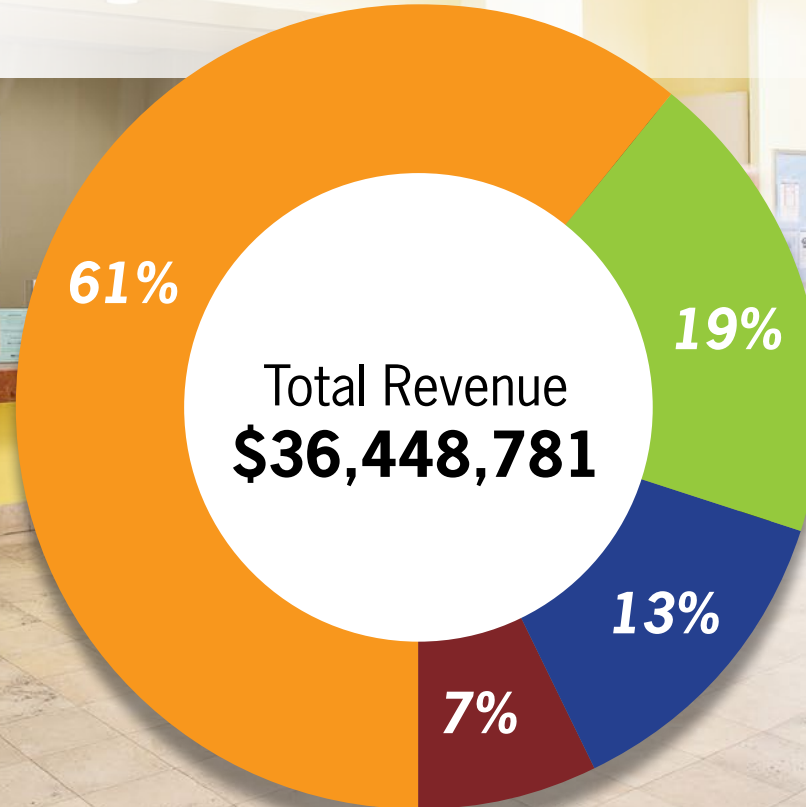
PROGRAM YEAR 2013-2014

● ADULT PROGRAMS: \$22,272,090

● YOUTH PROGRAMS: \$6,957,415

● DIRECT PROGRAM SUPPORT: \$4,604,345

● CENTRAL OPERATIONS: \$2,614,931



Workforce Investment Act programs funded through the U.S. Department of Labor (Employment and Training Administration).

ADULT PROGRAMS

BUILDING A STRONG WORKFORCE

Together with community partners, SDWP provides targeted employment services designed to help eligible adult job seekers identify, or regain, a career that will promote their success. Two examples: Platform to Employment (P2E) offers subsidized employment for long-term unemployed individuals, and the Health Profession Opportunity Grant (HPOG)* focuses on training low-income individuals for careers in the health care industry. (See HPOG success story at right.)

Additionally, SDWP's network of 12 AJCCs (including six housed in public libraries) provide employment services, including career assessment, job training and job search assistance for San Diego City and County residents whether unemployed or employed. AJCC visitors also have access to services provided by partners, such as the California Employment Development Department, CalFresh, Covered California, the Department of Rehabilitation, SDG&E and Courage to Call.



Located on the 5th floor of the downtown San Diego Central Library, the newest AJCC satellite site—generously funded by Bank of America Merrill Lynch—opened its doors on September 30, 2013.

*Funds provided by the U.S. Department of Health and Human Services Administration for Children and Families



4,500+

Visits to
San Diego
Central Library
AJCC between
October 2013
and June 2014

Bank of America
Merrill Lynch

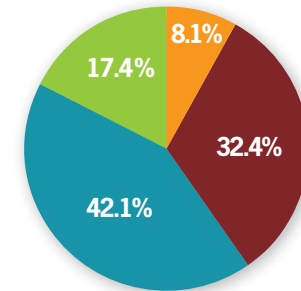
ADULT FAST FACTS

12,000+ Served through the AJCC network

2,123 Enrolled in training programs

\$16.13 Average wage at placement

**AJCC
Member
Ages**



18-25
26-40
41-55
56+

WHY CONNECT LIBRARIES AND CAREER SERVICES?

- Employment searches account for 40% of library computer use
- More than 7 million people received job interviews after using library services
- More than 3 million people were hired as a result of library services

Source: Gates Foundation "Opportunity for All" study

FROM REFUGEE TO RESIDENT **PHYSICIAN**



DR. NAJWAN Al Ani practiced medicine in Jordan and war-torn areas of Iraq for seven years before coming to the United States in 2010. She knew it would be a long process to achieve her dream of practicing medicine here in America, as foreign-trained doctors must redo a significant portion of their training, pass American licensing exams and compete for residency positions. But Najwan had help on her side.

Najwan learned about the Bridge to Employment (BTE) Program, which is made possible through HPOG. BTE is one of many career-focused programs offered through the International Rescue Committee (IRC). An SDWP funded partner, IRC helps refugees become self-reliant and find meaningful employment. Each year IRC offers grants, job-readiness training and guidance to 75 East County residents. Many of these participants are refugees who worked in health care back in their home countries and are eager to continue working in this field in San Diego.

Najwan first enrolled in the program to receive financial support related to the cost of the licensing exams; however, she soon discovered the benefits of the other services, including working closely with counselors who could help her search residency programs online and navigate the American health care system. She met weekly with counselors who helped her prepare for the application and interview process, including writing a personal statement, which is one of the requirements to apply to medical residency programs in the United States.

In March 2014, Najwan learned that she was matched for a residency program with Family Health Centers of San Diego, where she is now working as a resident family physician and providing care to a diverse group of San Diegans accessing medical care through community clinics throughout the region. Najwan's new dream is to give back to the San Diego community, working to provide needed medical support to underserved patients.

YOUTH PROGRAMS

TRAINING OUR FUTURE WORKFORCE



334

C2C young adults placed in summer jobs with 176 employers

WIA YOUTH PROGRAMS

SDWP funded 25 youth programs through the Workforce Investment Act that provide work-readiness training to youth from low-income households as well as youth who are at risk of dropping out of school. The goal is to prepare youth for high school graduation, post-secondary education and, ultimately, a career. For example, the Escondido Education COMPACT's recovery and re-engagement program provides work-readiness training to at-risk youth in North County, establishing individual career pathways and linkages to employment. (See COMPACT success story at right.)

SUMMER JOBS

A Northeastern University study shows that young adults who work in their teens and early 20s are more likely to earn higher wages over their lifetime. CONNECT2Careers (C2C), SDWP's summer employment program, addresses San Diego's skills gap and high youth unemployment by providing meaningful work experiences that prepare young adults for a career.

YOUTH FAST FACTS

2,170 Served through SDWP funded programs

1,150 Placed in employment, education or job training

472 Obtained degree or certificate

AGE/STATUS AT ENROLLMENT

41% ARE 14-17 YEARS OF AGE

59% ARE 18-21 YEARS OF AGE

19% ARE HIGH SCHOOL GRADUATES

49% ARE IN SCHOOL

32% DROPPED OUT OF SCHOOL

10 YEARS FOR LSSI

400+ students have participated in our Life Sciences Summer Institute. LSSI was created in 2005 to connect students with hands-on life sciences work experience.

HELPING FOSTER YOUTH

Driven by the County of San Diego, the San Pasqual Academy in Escondido is a first-in-the-nation residential education campus for foster teens. SDWP funds a work-readiness and self-sufficiency program for its students.

FINDING HER **PASSION**



ARIANNA first came to Escondido Education COMPACT in 2013, after years of personal struggles that involved substance abuse and incarceration at San Diego County's Girls Rehabilitation Facility. Through COMPACT's recovery and re-engagement program, Arianna received work-readiness training and assistance with GED preparation. She learned interviewing skills and how to build a résumé and cover letter. Case managers worked closely with Arianna to help her overcome some of her personal struggles and learn to make better choices.

One of the best parts of the program for Arianna was COMPACT's Regional Occupation Program class on Automotive Technology in which she learned about motor vehicle service maintenance—and soon discovered a passion for automotive work. After the successful completion of the class, she was placed in a paid internship at the House of Manifolds in Vista, where she received hands-on training and mentoring in an automotive shop.

Arianna loves cars and getting her hands dirty working on engines.

Arianna is currently enrolled in MiraCosta College to become a certified auto technician. She plans to complete her post-secondary education and work at an automotive shop to gain additional experience. Her future goal is to own her own automotive shop and give other youth opportunities to gain experience in this field.

SERVING THE BUSINESS COMMUNITY

Housed within the AJCC locations is a Business Services team comprised of professionals who work directly with employers to meet their specific staffing needs at no cost. Services include:

- Customized recruitment and hiring assistance
- Subsidized training (On-the-Job and Customized)
- Résumé screening
- Qualified candidate referrals
- Layoff aversion
- Job postings
- Job fairs

1,200+

Employers
working with
AJCC network



THE EMPLOYER / PARTNER PERSPECTIVE

“All my interactions with the East County Career Center have been overwhelmingly positive. Everyone is extremely friendly, accommodating and helpful. I couldn’t ask for a better group of people to work with, and Goodwill Industries of San Diego County is extremely grateful to have such an excellent business partner.”

— **BRIAN GUSTAFSON**, HUMAN RESOURCES RECRUITER,
GOODWILL INDUSTRIES OF SAN DIEGO COUNTY

“CONNECT2Careers is a really valuable program. With unemployment being what it is in San Diego, there needs to be more support for youth employment programs. Claudia is dedicated and hard-working. These are truly loyal employees, which, as an employer, is hard to come by these days.”

— **VICTOR ESQUER**, OWNER, CANINE LODGE & SPA, SAN DIEGO

“The On-the-Job Training program helped our business continue to grow profitably. I credit this program with assisting us in being recognized as the SBA San Diego/Imperial County’s 2013 Veteran-Owned Small Business of the Year. We appreciate all the work the Business Services Team did matching great candidates from the Career Center with our workforce needs.”

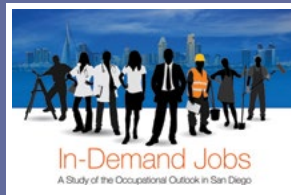
— **ALEX GALICIA**, OWNER, BPI PLUMBING

STUDYING **REGIONAL DATA**

SDWP serves as a vital source of information on the region's labor market. The Research Department is the go-to expert on workforce trends, in-demand occupations and high-growth industries in San Diego County. This informs job seekers, career counselors, trainers and educators about what employers are looking for in the current and future labor force.

SDWP Research produces in-depth industry reports and other products that focus on key workforce topics and trends. Some examples include:

- In-Demand Jobs Report
- Popular Fields in Extended Studies Report
- Sports and Active Lifestyle Industry Report
- Self-Sufficiency Employment Report
- Data Dashboard at Imi.workforce.org
- Monthly labor market trend analysis



SDWP Research collaborates with a variety of regional organizations, such as the San Diego and Imperial Counties Community Colleges Association, the San Diego Regional Economic Development Corporation, University of California - San Diego Extension, the San Diego Association of Governments (SANDAG), and the San Diego East County Economic Development Council, to name a few.

WHAT'S NEXT?

The SDWP Research Department is currently working on five priority sector reports: **Advanced Manufacturing**, **Life Sciences**, **Clean Energy**, **Information and Communication Technologies** and **Health Care**.



These priority sectors are both rapidly growing and projecting skill shortages in San Diego County. Each priority sector report will cover the workforce needs of employers, profiles of middle-skilled occupations and industry drivers for new and emerging jobs. The resulting research will inform workforce development stakeholders about how to conduct planning and management of resources, ultimately benefitting job seekers in the long run.

Acknowledgements

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