



VISION: The Workforce needs of employers and job seekers in San Luis Obispo County are met.

WORKFORCE DEVELOPMENT BOARD BUSINESS COUNCIL MEETING AGENDA

Date: Thursday, October 17, 2019
Time: 9:00 AM – 10:30 AM
Location: Department of Social Services, 3433 South Higuera, Room 356, San Luis Obispo, CA

MEMBERS:

Isiah Gomer, Chair
Paso Robles Waste &
Recycle

John Cascamo
Cuesta College

Kirk Coviello
TransUnion

Chuck Jehle
Mission Community
Services Corp.

Judy Mahan
Cal Poly Center for
Innovation &
Entrepreneurship

Michael Specchierla
County Office of
Education

**Verena Latona-
Talhman**
Cannon Corporation

Jim Yancheson
Eckerd Workforce
Development

- 1. Call to Order and Introductions** *Gomer*
 - 2. Public Comment**
 - 3. Consent Items** *Gomer*
 - 3.1 Approve the August 15, 2019 Minutes
 - 4. Information/Discussion**
 - 4.1 Receive Update/Clarification on Commercial Driver's License Prep Course at Cuesta College *Marin*
 - 4.2 Receive report on SLO County Health Workforce Forum *Marin*
 - 4.3 Create Action Plan to Promote Healthcare Career Awareness *All*
 - 4.4 Create Action Plan for Downtown SLO Business Walk *Marin and Yancheson*
 - 5. Council Member Workforce Development Updates** *All*
- Next Meeting**
Thursday, December 19, 2019, 9:00am – 10:30am
Department of Social Services, 3433 South Higuera, Room 356,
San Luis Obispo, CA
- 7. Adjournment**

Public Comment: Members of the public may address the committee on items appearing on the agenda. The public may also address items of interest to the committee which are within the jurisdiction of the WDB. However, in compliance with Government Code section 64954.3(a), the committee shall take no action on any item not appearing on the agenda. Speakers are asked to limit their remarks to a maximum of three minutes.

This WIOA Title I - financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services available upon request to individuals with disabilities. California Relay Service 711 or 1-800-735-2922 (English) 1-800-855-3000 (Spanish).

**WORKFORCE DEVELOPMENT BOARD
of San Luis Obispo County
BUSINESS COUNCIL MEETING MINUTES**

Date: Tuesday, August 25, 2019
Time: 9:00 a.m.
Location: Department of Social Services, 3433 South Higuera, Room 356, San Luis Obispo, CA

Present: Isiah Gomer, Chuck Jehle, Jim Yancheson, Kirk Coviello, Verena Latona-Tahlman, Jennifer Whitworth, John Cascamo

Absent: Judy Mahan, Michael Specchierla

Staff: Dawn Boulanger, Sarah Hayter, Diana Marin

Guest: Irene Ornelas, Jen Miller

1. Call to Order:

Chair Isiah Gomer: called the meeting to order at 9:05 A.M. **Quorum.**

2. Public Comment:

Chair Gomer: noted no public in attendance therefore no public comment.

3. Consent Items:

3.1 Approve the February 21, 2019 and the June 20, 2019 minutes

Motion: Kirk Coviello

Second: Chuck Jehle

Abstentions: None

Motion Passed Unanimously

4. Information/Discussion:

4.1 Receive update on License Prep Course at Cuesta College

John Cascamo (committee member) presented the item which provided an update on the status of the License Preparation Course aimed to assist the community in preparing for the Class B licensure at Cuesta College. John stated that the college is still interested in moving forward however they are currently working out insurance details to use their vans for the behind the wheel portion of the course. He also stated that they are currently looking to hire an experienced individual to teach the course.

4.2 Receive update on current State and Regional Healthcare Industry Initiatives

Irene Ornelas (guest) presented the item and informed of current State and Regional Initiatives. Current state initiatives include Health Management/Technology/Cyber Security, Specialty Nursing, Behavioral/Mental/Geriatric Healthcare, Public Health/Community Health Worker, Certified Nursing Assistant/Home Health Aide, Rehabilitative Healthcare, Public Safety, Pre-Med Pathways. In her region Irene is trying to connect and work closer with the Community Colleges.

4.3 Discuss available resources for Healthcare Industry

The committee discussed possible resources to address workforce issues in the healthcare industry including employer involvement and possible in house (on the job) training models. A proposed action plan for this item will be further discussed at the next meeting.

5. Council Member Workforce Development Updates:

Chair Gomer: opened the floor to updates from the Committee membership

Isiah Gomer spoke

Verena Latona-Talhman spoke

John Cascamo spoke

Chuck Jehle spoke

6. Next Meeting:

Thursday, October 17, 2019 9:00am-10:30am

Department of Social Services, 3433 South Higuera, Room 356, San Luis Obispo, CA

7. Adjournment:

Chair Gomer: adjourned the meeting at 10:30 A.M.

Diana Marin, Clerk of the Business Council of the Workforce Development Board of San Luis Obispo, do hereby certify that the forgoing is a fair statement of the proceedings of the meeting held Tuesday, June 25, 2019 by the Business Council of the Workforce Development Board of San Luis Obispo County.

Diana Marin, Business Council Clerk

Dated: June 27, 2019

**Receive update on the Commercial License Prep Course at Cuesta
College**

-Diana Marin, Workforce Development Board Staff

Receive report on SLO County Health Workforce Forum
-Diana Marin, Workforce Development Board Staff

**WDB Business Council
INFORMATION ITEM
October 17, 2019**

AGENDA ITEM NUMBER: 4.3

ITEM: Create Action Plan to Promote Healthcare Career Awareness

ACTIONS REQUIRED:

Develop action plan and next steps to promote healthcare career awareness

SUMMARY NARRATIVE:

The Business Council discussed creating a plan to promote Healthcare Career Awareness in SLO County. The goal is to make the community aware of the rich variety of jobs in the Healthcare field and increase involvement of Healthcare Employers in recruitment of new talent and training for job growth of internal staff.

Action steps would include:

1. Providing education to the community including data about the industry and specific occupations.
2. Answer the following questions for those seeking careers in the Healthcare field:
 - How long do you want to attend school?
 - What kind of salary suits your lifestyle?
 - What is the career outlook for your desired position?
3. Encourage employers to promote from within and provide/develop training for internal staff to upskill. Educate and inform employers about programs that provide reimbursement for training and creative ways to institute internal training.
4. Create awareness using Social Media avenues to inform community of the many opportunities available within the Healthcare field.

Implementation steps:

- Identify potential partners to develop materials and conduct outreach of target audience
 - Education, industry representatives,
- Set timeline to achieve goals
- Determine measures to quantify impact of awareness campaign
- Determine audience for community education

RECOMMENDATIONS:

Staff recommends offering the Healthcare Industry and the community a series of tools and resources with a coordinated message as well as social media promotion of careers to create awareness in the Healthcare field.

Action Plan for SLO Downtown Business Walk
-Diana Marin, Workforce Development Board Staff
&
Jim Yancheson, America's Job Center of CA

San Luis Obispo Downtown Business Walk

Dear valued community partner,

The San Luis Obispo County Workforce Development Board Business Council and the America's Job Center of California (AJCC) in San Luis Obispo would like to invite you to participate in our upcoming Business Walk on **January 22, 2020**. A Business Walk offers an excellent opportunity to listen to the local business community and identify common themes for action while bringing together educational partners, municipal servants, and representatives of the business community for specific action plans. Your participation will give you the opportunity to connect with local business owners and show your continued support in their success.

By joining us, you will be part of a team that will walk from business to business asking set questions of the business owner or manager. The questions are meant to keep the visit conversational and identify successes and obstacles that the local business community faces within the San Luis Obispo Downtown area as a means to help businesses stay in the community and grow. As a volunteer "walker," you will walk with your team for a one-hour period in a targeted area downtown. Your team will record the responses on a survey template document. The San Luis Obispo County Workforce Development Board Business Council and the AJCC will then follow up with the companies most in need and gather detailed information to provide one on one support.

With your participation the Business Walk will reach more businesses thus providing the Workforce Development Board with valuable information to help businesses to thrive and continue to strengthen the Downtown SLO economy. Please respond by emailing WIBAdmin@co.slo.ca.us or calling (805) 781-1934, no later than **January 8, 2020** to confirm your participation.

Sincerely,

Workforce Development Board Business Council
(805) 781-1934
WIBAdmin@co.slo.ca.us

San Luis Obispo County

Downtown SLO Business Walk

Business Information

Name of Business:

Name of Person Interviewed:

Position of Person Interviewed:

Volunteer Information

Scribe Name:

Organization:

Email Address:

Phone Number:

Note to Scribe: Please include your name and contact details on the survey. You may be contacted for clarification of notes if required.

Steps to Take

1. Ask to speak with the owner or manager in charge
2. Introduction & exchange business cards

Script: "Hi I'm [insert name] from [insert the organization you represent] participating in the Downtown SLO Business Walk. Do you have five minutes to answer 3 [adjust number accordingly] questions about your business? Your answers will remain confidential and will be used to assist the business community."

3. Record the following responses

- i) Please rate the current state of your business: Slow/Poor | Fair/Steady | Good/Increasing

ii) Out of the options provided, what do you like MOST about doing business in the area?
(choose one)

- | | |
|---|---|
| <input type="checkbox"/> Location | <input type="checkbox"/> Business friendly local government |
| <input type="checkbox"/> Affordability | <input type="checkbox"/> Availability of talented labor |
| <input type="checkbox"/> Clientele | <input type="checkbox"/> Cost of doing business |
| <input type="checkbox"/> Other – please specify | |

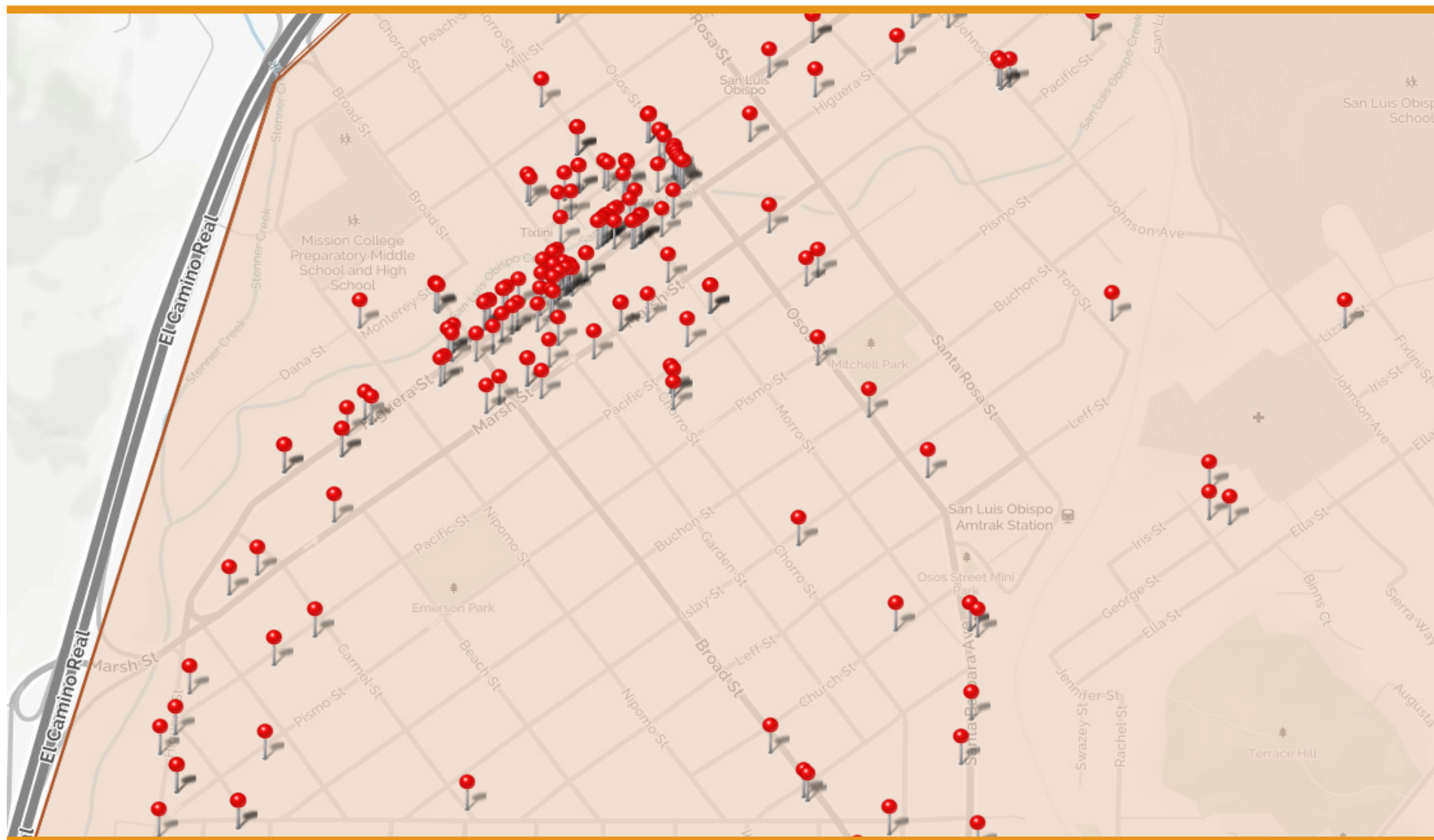
iii) What can be done to help your business thrive?

iv) [Insert Optional Community Specific Question]

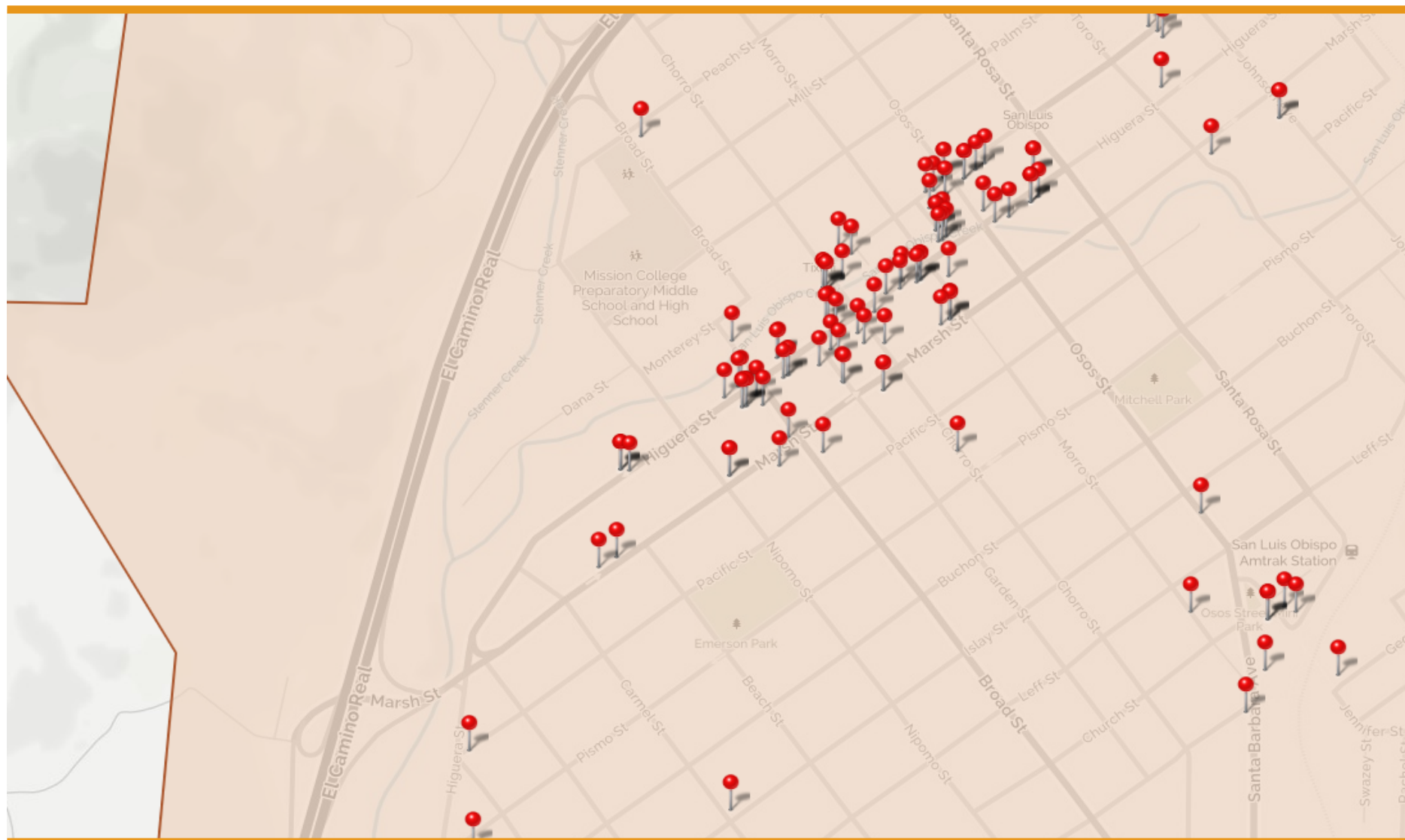
4. Scribe - *AFTER* leaving the business, complete the following:

Based on your judgement, complete the following as required. Should this business be revisited to provide assistance?

- | | |
|---------------------------------------|----------------------------------|
| <input type="checkbox"/> No | |
| <input type="checkbox"/> Yes, within: | <input type="checkbox"/> 30 days |
| | <input type="checkbox"/> 60 days |
| | <input type="checkbox"/> 90 days |



- Selected zip codes
- Search Results : Business Listings where Business Type = Retail Stores, All Retail Stores, filtered by: No filters



Selected cities



Search Results : Business Listings where Business Type = Eating and Drinking, All Eating and Drinking Establishments, filtered by: No filters

2020

DOWNTOWN SAN LUIS OBISPO

BUSINESS WALK

To see the results of this survey
and hear what other businesses are saying
visit our website
www.SLOworkforce.com

