



BUSINESS SERVICES COMMITTEE

Tuesday, October 12, 2021, 3:00 pm

www.work2future.org

COVID-19 NOTICE

Consistent with AB 361 and City of San Jose Resolution No. 79485 and Resolution No. 80237, this meeting will not be physically open to the public. Committee members will be teleconferencing from remote locations.

Members of the public can observe the meeting by computer, smartphone and smart tablet at <https://zoom.us/j/98118983017?pwd=QmZHbkRMMFNZZG1MUVJpVEIhejI0QT09>

To provide Spoken Public Comment *during* the meeting:

- a) **Phone** (669) 900-9128, Meeting ID 981 1898 3017. **Press *9** to Raise a Hand to let the Chair know that you'd like to speak. **Press *6** to Mute and Unmute yourself.
- b) **Online** using the [Zoom link](#) above: 1) Use an up-to-date browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, Safari 7+. (Certain functionality may be disabled in older browsers including Internet Explorer.) Mute all other audio before speaking. Using multiple devices can cause audio feedback. 2) Enter an email address and name. The name will be visible online and will be used to notify you that it is your turn to speak. 3) When the Chair calls for the Agenda Item to which you wish to speak, click on the "Raise Hand" icon or command. Speakers will be notified shortly before they are called on to speak.

Please limit remarks to the time limit allotted by the meeting chair, usually two minutes.

To submit written Public Comment *before* the committee meeting: Send by e-mail to Lawrence.Thoo@sanjoseca.gov by 9:30 am the day of the meeting. The e-mails will be posted with the Agenda as "Letters from the Public". Please identify the Agenda Item Number in the subject line of your email.

To submit written Public Comment *during* the meeting: Send e-mail during the meeting to Kathryn.Azevedo@sanjoseca.gov, identifying the Agenda Item Number in the e-mail subject line, to have the comments verbally read into the record, with a maximum of 250 words, which corresponds to approximately 2 minutes per individual comment, subject to the Chair's discretion. Comments received after the agenda item is heard but before the close of the meeting will be included as a part of the meeting record but will not be read into the record.

BUSINESS SERVICES COMMITTEE

MEMBERS | 2021

George Chao*, *Chair*

Manager, Advanced & Clean Tech Manufacturing
Manex

Rajiv Batra*

Associate General Counsel
Fundbox

Blanca Gomez*

Social Impact and Innovation
Wells Fargo

Susan Koepp-Baker*

Principal
Enviro-Tech Services

Emily McGrath*

Director of Workforce Development, Education and Training
NextFlex

Priya Smith*, MPH

Medical Group Administrator, The Permanente Medical Group
Kaiser Permanente, San Jose

Alan Takahashi*

Senior Vice President and General Manager, Multifunction Microwave Solutions
CAES

Karamjit Taunk

Senior Manager, Technical Training, National Service Center West
Olympus Surgical Technologies America

ex officio

Joe Flynn*, *Board Chair*

COO, Sourcewise

*work2future Board member

BUSINESS SERVICES COMMITTEE

October 12, 2021

3:00 pm

MEETING AGENDA

- | | |
|--|--------------------|
| I. CALL TO ORDER & ROLL CALL | <i>5 min</i> |
| | <i>3:05 pm end</i> |
| II. OPEN FORUM | <i>5 min</i> |
| Members of the public are able to address the committee on matters not on the agenda | <i>3:10 pm end</i> |
| III. BUSINESS | |
| A. Minutes Approval {Action} | <i>5 min</i> |
| Approve minutes of the September 14, 2021, Business Services Committee meeting | <i>3:15 pm end</i> |
| B. Employer Engagement | <i>5 min</i> |
| <i>Staff reports, including without limitation</i> | <i>3:20 pm end</i> |
| 1. Introduction of Greg Harris, the career services team's new business services manager | |
| 2. Updates on Facebook and Resilience Corps Digital Marketing Internships, including the addition of a second Resilience Corps cohort | |
| 3. Layoff and Layoff Aversion Activity Update | |
| C. Services | <i>20 min</i> |
| <i>Staff reports, including without limitation</i> | <i>3:40 pm end</i> |
| 1. Employer Demand-Driven Cohort Training Pilot | |
| Update on development of the first of three Career Accelerator employer-support pilots supported by a Workforce Accelerator Fund grant from the California Workforce Development Board | |
| 2. Incumbent Worker Training | |
| Information on investigation into obtaining an Employer Training Panel Multiple Employer Contract to support employer efforts to upskill employees | |
| D. Business Intelligence | <i>25 min</i> |
| <i>Staff reports and discussion, including without limitation</i> | <i>4:05 pm end</i> |
| 1. August 2021 Labor Market Summary | |
| 2. AI in the Workplace, a new workforce development initiative from Intel | |
| 3. Request for Business Services Committee assistance with employer engagement | |
| E. Workplan | <i>5 min</i> |
| <i>Staff report and discussion</i> | <i>4:10 pm end</i> |
| Committee meeting schedule and update on return to in-person meetings | |

IV. OTHER

Announcements, suggested business for future meetings, other housekeeping

V. ADJOURNMENT

Please note: Times to the right of agenda items are estimates only of the duration of the item and its approximate ending time. Actual times may vary, and items may be taken out of order at the discretion of the chair.

CITY OF SAN JOSE CODE OF CONDUCT FOR PUBLIC MEETINGS

The Code of Conduct is intended to promote open meetings that welcome debate of public policy issues being discussed by the City Council, its Committees, and City Boards and Commissions in an atmosphere of fairness, courtesy, and respect for differing points of view.

Novel Coronavirus (COVID-19) Precautions

Consistent with the California Governor's Executive Order No. N-29-20, Resolution No. 79450 from the City of San José and the Santa Clara County Health Officer's March 16, 2020 Shelter in Place Order, the meeting will not be physically open to the public. Instead, the meeting will be conducted via video teleconference open to the public. The Code of Conduct will apply to the extent possible in a video teleconference setting.

1. Public Meeting Decorum:
 - a. Persons in the audience will refrain from behavior which will disrupt the public meeting. This will include making loud noises, clapping, shouting, booing, hissing or engaging in any other activity in a manner that disturbs, disrupts or impedes the orderly conduct of the meeting.
 - b. Persons in the audience will refrain from creating, provoking or participating in any type of disturbance involving unwelcome physical contact.
 - c. Persons in the audience will refrain from using cellular phones and/or pagers while the meeting is in session.
 - d. Appropriate attire, including shoes and shirts are always required in the meeting room.
 - e. Persons in the audience will not place their feet on the seats in front of them.
 - f. No food, drink (other than bottled water with a cap) or chewing gum will be allowed in the meeting room, except as otherwise pre-approved by City staff.
 - g. All persons entering the meeting room, including their bags, purses, briefcases and similar belongings, may be subject to search for weapons and other dangerous materials.
2. Signs, Objects or Symbolic Material:
 - a. Objects and symbolic materials, such as signs or banners, will be allowed in the meeting room, with the following restrictions:
 - i. No objects will be larger than 2 feet by 3 feet.
 - ii. No sticks, posts, poles or other such items will be attached to the signs or other symbolic materials.
 - iii. The items cannot create a building maintenance problem or a fire or safety hazard.
 - b. Persons with objects and symbolic materials such as signs must remain seated when displaying them and must not raise the items above shoulder level, obstruct the view or passage of other attendees, or otherwise disturb the business of the meeting.
 - c. Objects that are deemed a threat to persons at the meeting or the facility infrastructure are not allowed. City staff is authorized to remove items and/or individuals from the meeting room if a threat exists or is perceived to exist. Prohibited items include, but are not limited to: firearms (including replicas and antiques), toy guns, explosive material, and ammunition; knives and other edged weapons; illegal drugs and drug paraphernalia; laser pointers, scissors, razors, scalpels, box cutting knives, and other cutting tools;

letter openers, corkscrews, can openers with points, knitting needles, and hooks; hairspray, pepper spray, and aerosol containers; tools; glass containers; and large backpacks and suitcases that contain items unrelated to the meeting.

3. Addressing the Board or Committee:

- a. Persons wishing to speak on an agenda item or during open forum are requested to complete a speaker card and submit the card to the administrative staff at the meeting.
- b. Meeting attendees are usually given two (2) minutes to speak on any agenda item and/or during open forum; the time limit is in the discretion of the Chair of the meeting and may be limited when appropriate. Applicants and appellants in land use matters are usually given more time to speak.
- c. Speakers should discuss topics related to work2future business on the agenda, unless they are speaking during open forum.
- d. Speakers' comments should be addressed to the full body. Requests to engage Board or Committee Members or Staff in conversation will not be honored. Abusive language is inappropriate.
- e. Speakers will not bring to the podium any items other than a prepared written statement, writing materials, or objects that have been inspected by security staff.
- f. If an individual wishes to submit written information, he or she may give it to the administrative staff at the meeting.
- g. Speakers and any other members of the public will not approach the dais at any time without prior consent from the Chair of the meeting.

Failure to comply with this Code of Conduct which will disturb, disrupt or impede the orderly conduct of the meeting may result in removal from the meeting and/or possible arrest.

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at work2future's Business and Administrative Services Center at the Almaden Winery Community Center, 5730 Chambertin Drive, San Jose, California at the same time that the public records are distributed or made available to the legislative body.

I.

Call to Order & Roll Call

II.

Open Forum

III.A

Minutes Approval

[Action]

BUSINESS SERVICES COMMITTEE

September 14, 2021

3:00 pm

MINUTES

Staff: Azevedo, Hupman, Pham, Thoo, Tran

Guest: Camdyn Carter, Business Services & Training Supervisor, Equus Workforce Solutions

I. CALL TO ORDER & ROLL CALL

In the absence of Chair Chao, Ms. Koepp-Baker called the Zoom meeting to order at 3:17 pm

Roll Call

Present: Batra, Koepp-Baker, Smith, Takahashi, Taunk

Absent: Chao, Flynn, Gomez, McGrath

II. OPEN FORUM — None

III. BUSINESS

A. Minutes Approval

ACTION: Mr. Takahashi moved, Mr. Batra seconded, and the committee unanimously approved the minutes of the August 10, 2021, Business Services Committee meeting.

B. Employer Engagement

1. **Facebook Digital Marketing Internships** — Analyst Nguyen Pham reported that 57 young adults have been placed in digital internships with diverse, COVID-impacted, San Jose CBOs and small businesses between the Facebook Career Connections and Resilience Corps Small Business programs. Mr. Pham highlighted a minority-owned restaurant, Vietnoms, that opened a second location with the help of a successful digital marketing campaign.
2. **Resilience Corps** — Mr. Pham shared a profile of types of small businesses that are being served by Resilience Corps and also noted that 77% of these businesses are BIPOC.

C. Services

1. **Employer Demand-Driven Cohort Training Pilot** — Strategic Engagement Manager Thoo provided an update on the Workforce Accelerator Fund 9.0 grant. Efforts have continued to be focused on the first phase of the grant, development of a sustainable earn-and-learn model that helps businesses with recruiting talent and offers a new gateway to quality jobs for people with little or no prior experience in the occupation. A team that includes Evergreen Valley College and CAES (Cobham Advanced Electronic Solutions) have framed a first pilot cohort of 5 participants that is tentatively scheduled to begin on November 8, 2021. They will take part in subsidized classroom and hands-on training and successful graduates will be eligible for full-time employment at CAES.
2. **Incumbent Worker Training** — Mr. Thoo reviewed the Employment Development Department's Workforce Services Directive on Incumbent Worker Training. Mr. Thoo hopes to have a draft local policy for the committee at the next meeting.

3. **Layoff Aversion** - Business Services Specialist Nakisa Hupman gave the committee an overview of work2future's WIOA-funded Rapid Response activities. She described layoff aversion as a high-performing business engagement strategy to help solidify relationships with businesses. Ms. Hupman also explained how work2future does layoff aversion starting with identifying at risk companies, assisting them with retaining valued staff, and referring businesses to partner organizations such as SBDCs and EDD. Ms. Hupman answered questions for committee members.

D. Business Intelligence

1. Layoff-related Activity Report — Business Services Analyst Huong Tran announced that there were no new WARN notices in the last two months. However, the Business Services team continues to work with Boston Scientific and TE Connectivity, two companies that have pushed out their layoff dates.
2. July 2021 Labor Market Summary — Mr. Thoo presented the June to July 2021 labor market activity summary. He noted that unemployment in the MSA and County had dipped slightly to 5% and 4.9%, respectively. Mr. Thoo also presented a chart noting how the region was recovering jobs lost during the pandemic, especially in priority sectors such as Information & Communications Technology (ICT) in which employment now exceeds pre-pandemic levels. He also presented new local Census data, including shifts in Santa Clara County's racial and ethnic makeup since the 2010 census. Discussion among committee members ensued.
3. Discussion of the need to improve business intelligence — Mr. Thoo discussed the need to improve how we gather business information at the operational level. He presented the question of how do we develop the capacity to have this information for our front-line career services workers?

E. Workplan

1. Mr. Thoo shared and discussed the current in-demand quality occupations list
2. Mr. Thoo informed that committee that in-person meetings are expected to resume in October and a discussion of a committee meeting schedule beyond October 2021 ensued. Staff will poll committee members on best meeting frequency and day of week/time.

IV. Other — None

V. ADJOURNMENT

Ms. Koepp-Baker adjourned the meeting at 4:34 pm.

Draft minutes prepared by K. Azevedo, reviewed by L. Thoo

All votes were by roll call, unless otherwise indicated

III.B

Employer Engagement

[Discussion]

EMPLOYER ENGAGEMENT

Staff reports will include, without limitation:

1. Introduction of new work2future career services Business Services Manager Greg Harris, Equus Workforce Solutions
2. Updates on Facebook and Resilience Corps Digital Marketing Internships, including the addition of a second Resilience Corps cohort
3. Layoff and Layoff Aversion Activity Update

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III.C

Services

[Discussion]

SERVICES

Staff reports will include, without limitation:

- 1. Employer Demand-Driven Cohort Training Pilot**

Outreach has begun for the first of three Career Accelerator employer-support pilots supported by a Workforce Accelerator Fund grant from the California Workforce Development Board. The pilot is scheduled to begin on November 8, 2021, and take place over ten and a half consecutive weeks. Participants will receive a stipend or wage of \$19 an hour. The goal is to recruit five trainees. As of October 11, 2021, ten individuals have registered for an information session that will be presented via Zoom on Tuesday, October 19 at 2 p.m.

- 2. Incumbent Worker Training**

Information on investigation into obtaining an Employer Training Panel Multiple Employer Contract to support employer efforts to upskill employees.

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III.D

Business Intelligence

[Discussion]

BUISNESS INTELLIGENCE

Staff reports will include, without limitation:

1. August 2021 Labor Market Summary
2. AI (Artificial Intelligence) in the Workplace, a new workforce development initiative from Intel
3. Request for Business Services Committee assistance with employer engagement

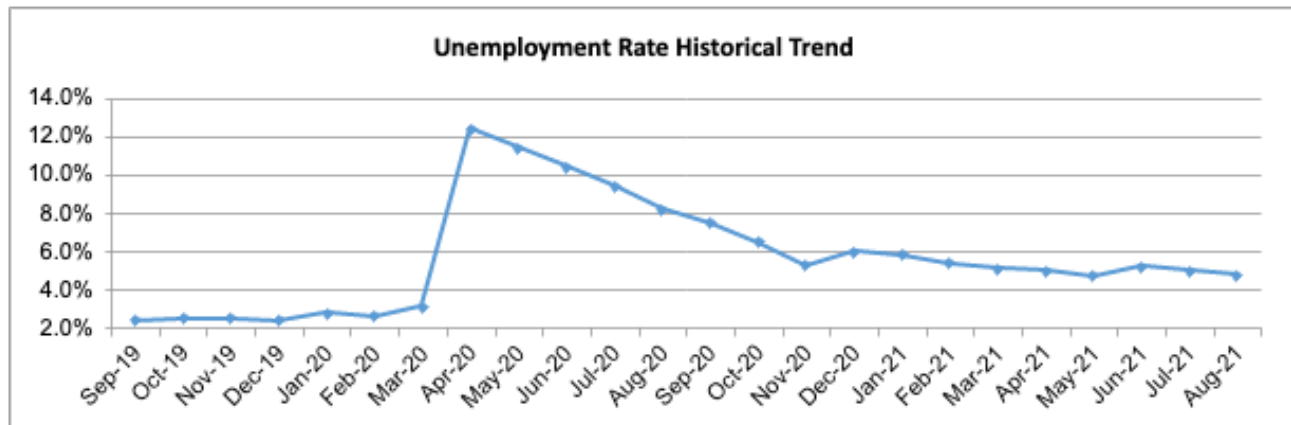
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Attachment: August 2021 Labor Market Summary rev. 100821

AUGUST 2021 LABOR MARKET SUMMARY

The August 2021 unadjusted unemployment rate in the San Jose-Sunnyvale-Santa Clara MSA (Santa Clara County and San Benito County) was 4.8 percent, down from a revised 5.0 percent in July 2021. It remained substantially below the year-ago estimate of 8.2 percent.

The August 2021 unemployment rate in Santa Clara County was 4.8 percent, 6.9 percent in San Benito County. It was 7.5 percent for California and 5.3 percent for the nation.



Labor Force (Residents)

At 1,055,700, the estimated August labor force in the MSA was down 0.4 percent from July 2021's revised 1,060,100. Still, it represented a 1.5 percent improvement over August 2020. The number of MSA residents employed in August stood at 1,004,900, down 0.2 percent from July, but still better than June's 990,700. The number of employed remained significantly below pre-pandemic employment levels (1,057,800 in February 2020; 1,045,100 in March 2020). The number of unemployed residents in August was 50,800, down 4.2 percent from July and 40.2 percent from a year ago, but well above late pre-pandemic levels (29,100 in February 2020; 33,700 in March 2020).

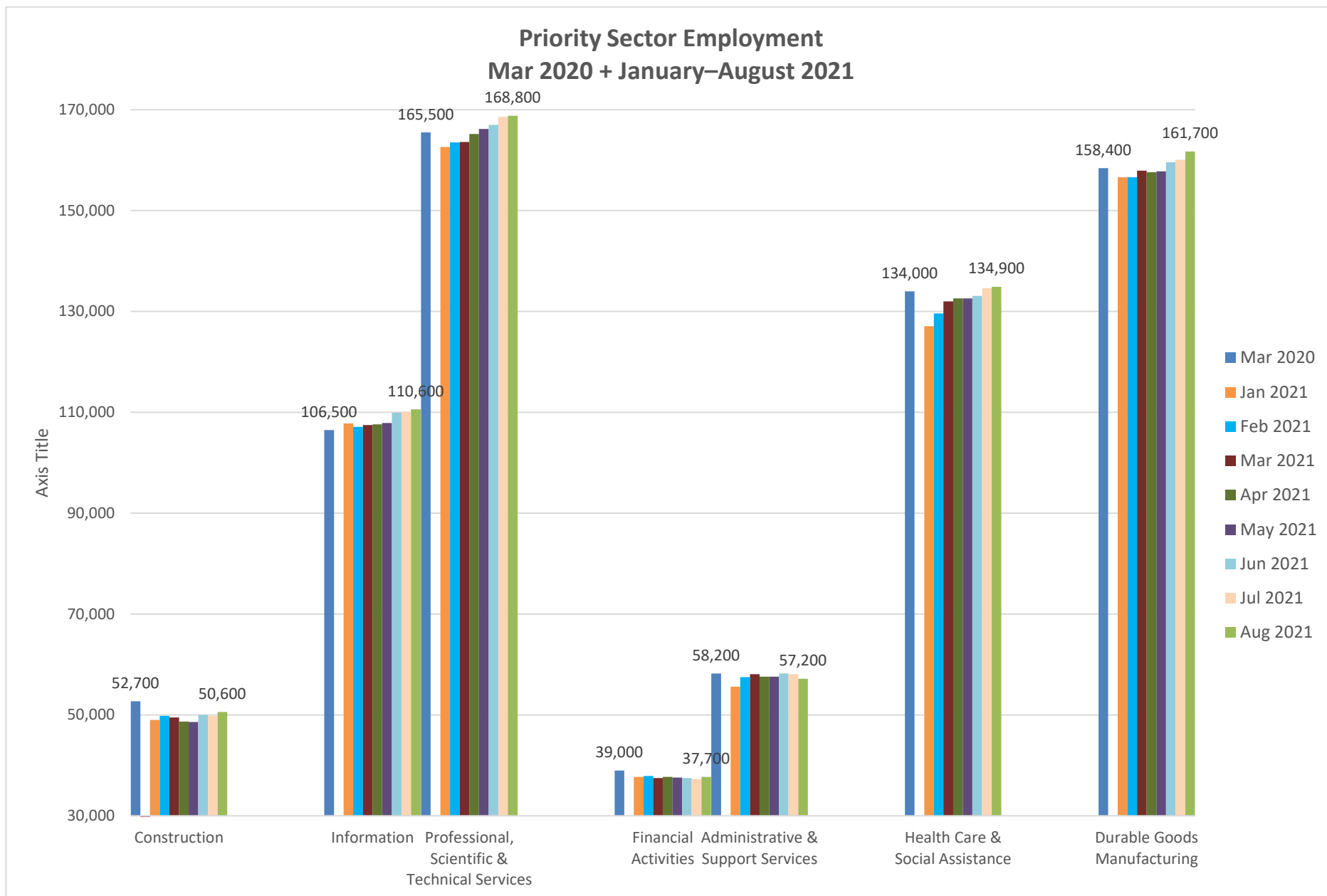
Santa Clara County's share of the MSA labor force in July was 1,024,200, estimated, of whom 975,500 were employed and 48,700 were unemployed.

Employment (Jobs)

Between July and August 2021, total non-farm employment in the MSA increased by 8,000 jobs to 1,099,700. (Farm employment was 5,800, down 300 jobs.)

Manufacturing led gains, adding 2,100 jobs. Leisure & Hospitality gained 1,600, a slower rate than the previous month, and remains well below pre-pandemic levels. Government recovered from the previous month's loss, gaining 1,400 jobs, with growth in local government offset by state and federal losses.

The chart on the next page shows employment in work2future's priority sectors since January of this year, with a pre-pandemic benchmark.



Approximately, Information + Professional, Scientific, & Technical Services = Information & Communications Technology; and Financial Activities + Administrative & Support Services = Finance & Business Services

III.E

Workplan

[Discussion]

WORKPLAN

Committee meeting schedule and update on return to in-person meetings:

On September 17, 2021, Governor Gavin Newsom signed into law AB 361, which allows public bodies to continue meeting by teleconference without certain requirements imposed by the Brown Act, provided certain conditions are met. These conditions include the continued existence of the public health emergency at both the state and local level, and the adoption by the local legislative body at least once every 30 days of a resolution allowing public bodies under its jurisdiction to meet by teleconference.

On September 28, 2021, the San Jose City Council adopted such a resolution on behalf of all the City's boards, commissions and other public bodies, except for the City Council, which will continue the in-person public meetings that it resumed in September. While not a conventional board or commission of the City, as an affiliated public body, the work2future Board and its committees are covered by the City Council's resolution.

The Business Services Committee will, therefore, continue to teleconference its meetings and the public will continue to be able to attend via Zoom or by telephone. Based on staff polling of committee members, the committee will continue to meet on the second Tuesday of the month at 3 p.m.

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IV.

Other

V.

Adjournment