



BUSINESS SERVICES COMMITTEE

Tuesday, August 30, 2022, 3:00 pm

www.work2future.org

COVID-19 NOTICE

Consistent with AB 361 and City of San Jose Resolution Number 80628, 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/97508905288?pwd=Y0lDNng3YURaQWY5dGFNeUFRWE1NUT09>

To provide Spoken Public Comment *during* the meeting:

a) **Phone** (669) 900-9128, Meeting ID 975 0890 5288, Passcode: 643254. **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 10:00 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 Deanna.Walter@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 | 2022

George Chao, *Chair*

Director of Strategic Partnerships
Manex

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

Susan Koepp-Baker, *Board Chair*

Principal
Enviro-Tech Services

*Stakeholder member

BUSINESS SERVICES COMMITTEE

August 30, 2022

3:00 pm

This meeting is in lieu of the regular meeting on August 9, 2022, which was cancelled

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 can 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 June 14, 2022, Business Services Committee meeting | <i>3:15 pm end</i> |
| | B. Employer Engagement | <i>20 min</i> |
| | <i>Staff reports and discussion, including without limitation</i> | <i>3:35 pm end</i> |
| | 1. Small Business: Meta/Facebook Marketing Internship Updates | |
| | <i>Sylwia Palczewska, Project Director, Equus Workforce Solutions</i> | |
| | Report on placements and progress on the current round of digital marketing internships | |
| | 2. Layoff Activity | |
| | <i>Huong Tran, Lead Analyst, Business Services Rapid Response</i> | |
| | Updates on recent layoff notices and report on the closure of the Amy's Kitchen San Jose plant | |
| | C. Services | <i>25 min</i> |
| | <i>Staff reports and discussion, including without limitation</i> | <i>4:00 pm end</i> |
| | 1. Career Fairs | |
| | <i>Huong Tran, Lead Analyst, Business Services Rapid Response</i> | |
| | Report on June and July career fairs and the planning for a large event on September 23, 2022 | |
| | 2. WAF 9.0 Career Accelerator Update | |
| | <i>Lawrence Thoo, Strategic Engagement Manager; Fidel Sanchez, Business Services Specialist</i> | |
| | Report on the completion of the career accelerator pilot at Flex Interconnect Technologies which concluded on August 12, 2022, and update on additional pilots | |
| | 3. Incumbent Worker Training | |
| | <i>Deanna Walter, Project Manager, Strategic Engagement</i> | |
| | Update on program development and discussion of marketing the new Incumbent Worker Training service | |

D. Business Intelligence

10 min

Staff reports and discussion, including without limitation

4:10 pm end

1. Labor Market Update

Lawrence Thoo, Strategic Engagement Manager

Report and discussion on the labor market in and around Santa Clara County

E. Members' Roundtable

10 min

George Chao, Business Services Committee Chair

4:20 pm end

Committee member share observations on their business, their industry and/or the economy generally which they think will or should impact the local workforce or how/what business services work2future should provide

IV. OTHER

5 min

Announcements, committee housekeeping

4:25 pm end

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

Approval of the acceptance of:

A. Minutes of the June 14, 2022, Business Services Committee meeting

[Action]

BUSINESS SERVICES COMMITTEE
June 14, 2022
MEETING MINUTES

STAFF: Tran, Thoo, Sanchez, Walter

GUEST: Sylwia Palczewska, Project Director, Equus Workforce Solutions

NOTE: All votes were by roll call unless otherwise indicated.

I. CALL TO ORDER & ROLL CALL

Chair George Chao called the meeting to order at 3:06 pm.

Roll Call

Present: McGrath, Smith, Takahashi, Taunk, Koepp-Baker (3:19 p.m.), Chao

II. OPEN FORUM

None

III. BUSINESS

A. Minutes Approval

Mr. Takahashi moved to approve minutes of the April 12, 2022, Business Services Committee meeting. Ms. Smith seconded. The committee approved unanimously.

B. Employer Engagement

Staff reports and discussion, including without limitation

- 1. Meta/Facebook Marketing Internship Updates** – Equus Workforce Solutions San Jose Project Director Sylwia Palczewska reported on the Career Connections partnership between work2future and Meta/Facebook. The project supports very small businesses in Santa Clara County with interns trained in digital marketing at no cost to the businesses. Facebook provided a 5-week mentoring/training program for young adults in digital and social media marketing. Over 200 young adults applied for the program and 31 were selected. 95 small businesses indicated an interest in participating in the program. Currently, Equus is pairing trained interns with selected small businesses. On July 5, 2022, the interns will begin an 8-week internship. Interns will be paid \$25.31 per hour for up to 237 total hours.
- 2. Skillful Talent Workshops** – Lead Business Services Analyst Huong Tran gave an update on the Bay Peninsula Regional Planning Unit's (BPRPU) Skillful Talent Workshops, a program designed to train businesses to improve the effectiveness of their recruiting efforts by focusing on the skills they need for various positions, instead of relying on academic degrees or other academic credentials as a primary screening filter. Ms. Huong shared that the team had been offering 4 free workshops per month since March. Starting in June, the workshop program will shift to a virtual asynchronous model. Series 101 (Attract the Right Talent) and Series 102 (Selection Process) are currently available in the online model, while Series 103 (Selection Guidelines) and Series 104 (Retention) remain in development. Ms. Huong expects to provide additional updates on the online workshop availability in the next meeting.

C. Services

- 1. Career Fairs** – Ms. Tran reported on the planning for the June 23rd Career Fair in partnership with Bloom Energy and the City of San Jose. 23 employers are confirmed as participants, as well as EDD and work2future. Also in progress, a large job fair with a focus on Youth Employment is scheduled

for September 2022, with anticipation for at least 75 employers to participate. Ms. Tran also highlighted the outcomes for the April 20th Manufacturing Career Fair; 18 employers, 4 resource providers, and 151 job seekers participated. Follow-up regarding job placements resulting from the Manufacturing Career Fair is ongoing.

2. **WAF 9.0 Career Accelerator Update** – Strategic Engagement Manager Lawrence Thoo gave an update on the WAF 9.0 Career Accelerator Pilot with Flex Interconnect Technologies (FIT). 4 participants are entering their 3rd week in an 11-week training program. 1 participant was offered the opportunity to apply for a direct-hire position. Business Services Specialist Fidel Sanchez detailed the outreach, selection, and onboarding processes for the program participants. Mr. Thoo shared changes in program management strategies after completing the first pilot with CAES that have led to improved outcomes.
3. **Incumbent Worker Training** – Project Manager Deanna Walter gave an overview of the planned Incumbent Worker Training (IWT) program. Ms. Walter anticipates that the IWT program will be ready to roll out in late July 2022 or August 2022, pending review and approval by the City of San Jose. She highlighted program goals and expectations, as well as key characteristics of eligible employers, employees, and training providers.

D. Business Intelligence

Staff reports and discussion, including without limitation

1. **Rapid Response Updates** - Ms. Tran reported receiving two WARN notices in April 2022 from PayPal (for 83 individuals) and Parcel (Amazon delivery provider) (for 83 individuals). No WARN notices were reported for May 2022 and June 2022.
2. **February 2022 Labor Market Summary** – Strategic Engagement Manager Thoo reported on the status of the labor market in Santa Clara County and the San Jose-Sunnyvale-Santa Clara Metropolitan Statistical Area (MSA). He noted that the unemployment rate continues its downward trend; for Santa Clara County the rate was 2.1% in April 2022, marking the lowest unemployment rate since the beginning of the pandemic. Mr. Thoo also pointed out that while the unemployment lowered, the total number of employed persons in Santa Clara County also decreased by approximately 7,500, indicating a reduction in labor market participation. He highlighted year-over-year employment increases within the MSA in several sectors: leisure and hospitality, professional and business services, educational and health services, manufacturing, information, transportation and utilities, and construction.

Mr. Thoo discussed a nationwide trend showing a gap in the labor force – 5.5 million unemployed workers coupled with 11.4 million job openings – and noted future concerns for workforce boards around an aging workforce with high retirement rates, as well as a lack of and the high cost of reliable childcare. Mr. Thoo also pointed out a decline in the MSA/County population as compared to national population rates. Within Santa Clara County, Mr. Thoo demonstrated that labor gap numbers follow a similar trend with approximately half as many job seekers as job postings, but also noted that hiring is complicated by a mismatch between required skill sets and available talent. Mr. Thoo pointed out that several demographics are underrepresented within the in-demand quality occupation categories identified by work2future. He noted a readjustment in the County's living wage rate, resulting in a recalculation of the base wage that work2future will consider for in-demand quality occupations to \$26.96 per hour.

3. **Committee Observations on Local Labor Market** – Mr. Takahashi commented that the combination of a compressed labor force, wage escalation, inflationary pressures, and lack of affordable housing could create an unsustainable situation in the region. Ms. Taunk wondered about the availability of research analysis around trends in work-from-home and return-to-office.

Ms. Koepp-Baker related a personal experience demonstrating employers having success offering greater accommodation for school and other scheduling issues when hiring part-time workers.

4. **Bay Peninsula RPU Apprenticeship Grant Information** – Mr. Thoo informed the committee that San Francisco, NOVA, and work2future — working together as the BPRPU — have submitted an application for a \$5 million Apprenticeships Building America grant. The intent of the application is to create an intermediary to promote and support regional businesses in the adoption, creation, and implementation of apprenticeships as an additional pathway to employment, particularly in non-traditional industries. Mr. Thoo expects to hear the result of the application in Fall 2022, with possible implementation in early 2023.

IV. **OTHER**

Mr. Thoo announced that the next Business Services Committee meeting would likely be held in person and is scheduled for August 2022.

V. **ADJOURNMENT**

Mr. Chao adjourned the meeting at 4:26 pm.

Draft minutes prepared by D. Walter, reviewed by L. Thoo.

III.B

Employer Engagement

EMPLOYER ENGAGEMENT

Staff reports will include, without limitation:

1. **Small Business:** Sylwia Palczewska, San Jose Project Director, Equus Workforce Solutions, will report on placements and progress in the current Meta/Facebook digital marketing Internships project.
2. **Layoffs:** Business Services Lead Analyst Huong Tran will provide updates on recent layoff notices and report on the closure of the Amy's Kitchen food manufacturing facility in San Jose and various services to assist its laid-off workers.

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III.C

Services

SERVICES

Staff reports will include, without limitation:

1. **Career Fairs:** Business Services Lead Analyst Huong Tran will report on June and July career fairs and planning for a large careers event on September 23, 2022, at the San Jose McEnery Convention Center, South Hall.
2. **WAF 9.0 Career Accelerator Update**
Strategic Engagement Manager Lawrence Thoo and Business Engagement Specialist Fidel Sanchez will report on the career accelerator pilot at Flex Interconnect Technologies, which began training on May 31, 2022, at and concluded on Friday, August 12, 2022. Mr. Sanchez will also provide an update on discussions with employers around additional pilots.
3. **Incumbent Worker Training**
Strategic Engagement Project Manager Deanna Walter will report on the development of and marketing plans for the new Incumbent Worker Training support program.

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III.D

Business Intelligence

BUSINESS INTELLIGENCE

Staff reports will include, without limitation:

1. **Labor Market Update**

The unemployment rate in the San Jose-Sunnyvale-Santa Clara MSA was 2.2 percent in July 2022, down from a revised 2.3 percent in June 2022, and below the year-ago estimate of 5.1 percent. This compares with an unadjusted unemployment rate of 3.9 percent for California and 3.8 percent for the nation during the same period. The unemployment rate was 2.1 percent in Santa Clara County. Strategic Engagement Manager Lawrence Thoo will report on and discuss this and other regional labor market conditions.

2. **Other**

As appropriate.

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III.E

Members' Roundtable

MEMBERS' ROUNDTABLE

Business Services Committee Chair George Chao will lead committee members in sharing observations on their business, their industry and/or the economy, generally, which they feel will or should impact the local workforce. The committee will discuss how or what business service work2future should provide in response.

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IV.

Other

V.

Adjournment