

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