



Welcome to the
Committee on City Workforce
Alignment (CCWA):
**Invest in Workforce
Development Across the Life
Course**
Working Group Meeting
September 27, 2024

HOSTED BY: THE OFFICE OF ECONOMIC & WORKFORCE
DEVELOPMENT

RAMAYTUSH OHLONE LAND ACKNOWLEDGEMENT

The Committee on City Workforce Alignment acknowledges that we are on the unceded ancestral homeland of the Ramaytush (rah-my- toosh) Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land, and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost, nor forgotten their responsibilities as the caretakers of this place, as well as for all peoples who reside in their traditional territory. As guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging the Ancestors, Elders, and Relatives of the Ramaytush Ohlone community and by affirming their sovereign rights as First Peoples.

Housekeeping

▶ Recording

- ▶ Audio, video, and chat will be monitored and recorded.

▶ Audio and Video

- ▶ We respect all participants in this convening today and want to create a safe space for all. By default, all participants will be muted and video is disabled. Video will be on for speakers only.

▶ Public Comment

- ▶ To submit public comment, please select the Chat button at the bottom of your screen and send a message to "Public Comment." You can either put your question in the chat or request to speak.

Agenda

1. Ohlone Land Acknowledgement, Announcements, & Housekeeping (Discussion Item)
2. Roll Call (Discussion Item)
3. Chair's Welcome (Discussion Item)
4. Adoption of the Agenda (Action Item)
5. Approval of the Minutes from July 2, 2024 Meeting (Action Item)
6. Review of Progress: Citywide Workforce Development Plan – Goal 3: Life Course Investment (Discussion Item)
7. Outcome 3.1: Life Course Mapping Framework & Activity (Discussion Item)
8. Opportunities for Partnership and Collaboration (Discussion Item)
9. Public Comment on Non-Agenda Items (Discussion Item)
10. Adjournment (Action Item)



September 27, 2024

Review of Progress: Citywide Workforce Development Plan – Goal 3: Life Course Investment

**Prepared for
Committee on City Workforce Alignment
Working Group**

Workforce Alignment Ordinance No. 209-22

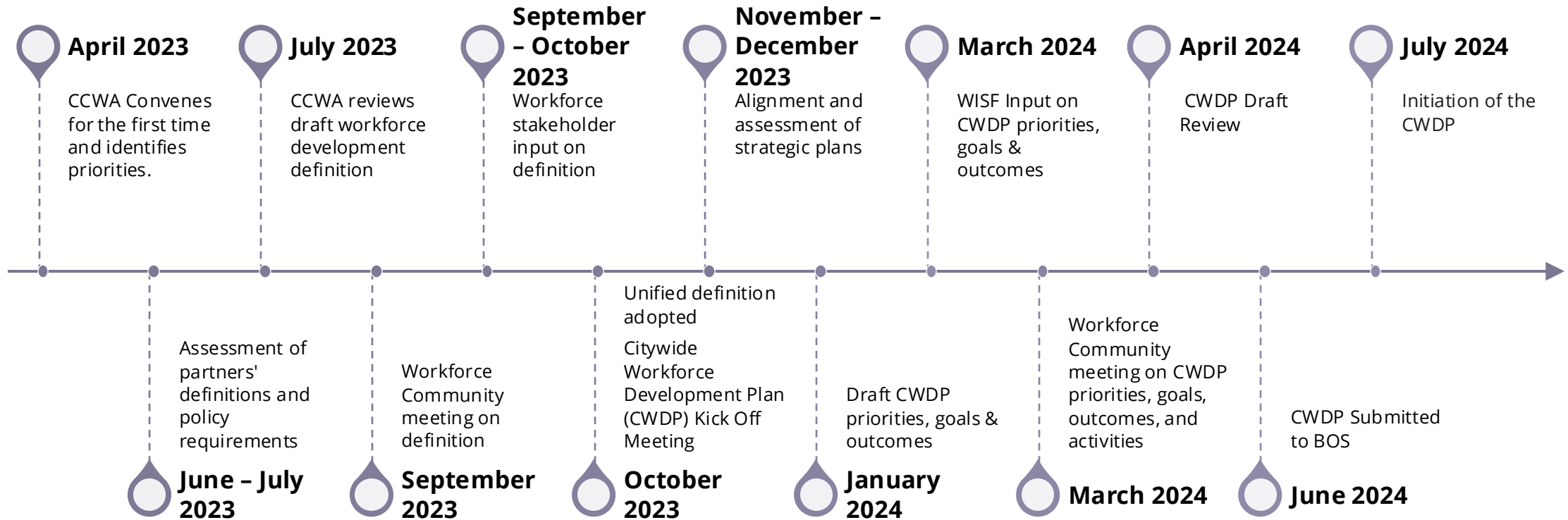
- ✓ **Public body** with City, labor, and community representation
- ✓ Define "**workforce development**" and adopt uniformly
- ✓ **Develop FY 24-29 Citywide Workforce Development Plan:**
 - Integrate Citywide **racial equity policy goals** and benchmarking goals
 - Coordinate resources and decision-making in line with **sector strategy and demand-side analysis**
 - Achieve **client de-duplication** and evaluate **program-level data** to increase effectiveness for measurable success



Committee Members



CWDP Development Process





Coordination of Partners' Plans and Priorities



Equitably Invest in Workforce Programs for our Most Vulnerable



Invest in Workforce Development Across the Life Course



Enhance Apprenticeship & Pre-Apprenticeship Programs that Lead to Careers



Enable Data-Sharing for Better Coordination Between Workforce & Other Systems

CCWA Working Group #3: Invest in Workforce Development Across the Life Course

The purpose of this work group is ensure individuals can access the skills, opportunities, and support needed for meaningful employment and career advancement across their life course. By fostering collaborative partnerships, prioritizing youth and older adult workforce development, and implementing inclusive, client-centered services, this work aims to create a comprehensive workforce system that meets the evolving needs of San Francisco's diverse community.



Invest in Workforce Development Across the Life Course

CO-CHAIRS

Ruth Barajas, Bay Area Community Resources
Dion-Jay Brookter, Young Community Developers

WORKING GROUP MEMBERS



Self-Help for the Elderly
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HUMAN RIGHTS
COMMISSION

MEETING SCHEDULE

Quarterly

COMPLETION DATE

July 2026

GOAL #3: Invest in Workforce Development Across the Life Course

Outcome 3.1

Ensure workforce system meet the needs of individuals across their life course from pre-employment through full retirement.

- **Life Course Mapping**
- **Audience Segmentation & Needs Assessments**
- **Career Lifecycle Training & Programs**
- **Work-Life Experience Opportunities**
- **Inclusive Engagement Practices**

Outcome 3.2

Awareness of programs and career options and how to access them.

- **Multilingual Program Accessibility**
- **Door-to-Door and Social Media Outreach**
- **Community Event Tabling & Success Stories**
- **Library and School Collaborations**
- **Expanded Community Outreach**
- **Partnerships with Educational Institutions, Community Organizations, & Employers**
- **Career Counseling and Mentorship Programs**

Outcome 3.3

Develop additional workforce programs and services to meet community-identified needs.

- **Develop coordination process for proposed programs and services.**
- **Establish resourcing mechanism for proposed programs and services.**

GOAL #3: Invest in Workforce Development Across the Life Course

Outcome 3.4

Provide young people with access to work experience and career opportunities.

- **Youth Workforce Program Coordination**
- **Youth-Focused Financial Literacy**
- **Youth Mentorship Programs**
- **Career Exploration Opportunities for Youth**

Outcome 3.5

Improve employer engagement in the workforce development system.

- **Employer Collaboration and Program Support**
- **Extended Wage Subsidies for Local Hiring**
- **Independent Contracting and Business Ownership Education**
- **Entrepreneurship and LLC Development Pathways**
- **Specialized Training and Staffing for Small Businesses**
- **Employer Support Interventions**
- **Expansion of High-Road Job Partnerships**
- **Investment in Nonprofit Wages and Career Ladders**
- **Access to Non-degree Government Jobs**
- **Connection to Job-Ready Individuals for Shortage Industries**
- **Succession Planning and Knowledge Transfer**

Outcome 3.1: Ensure workforce system meet the needs of individuals across their life course from pre-employment through full retirement.

Comment/?:
 MODERATE PRIORITY
 LOW PRIORITY

Comment/?:
 Need to figure out what is available. This is starting point

MODERATE PRIORITY DCYF

HIGH PRIORITY- Department of Children Youth and Their Families

MODERATE PRIORITY | YCD

Map life course stages for world of work (e.g., youth development, early skill development, new career, mid-career, career changer, retiree, workforce returner).

High Priority

Comment/?:
 Create a true system. Clean format to create system.

HIGH PRIORITY- Office of Economics and Workforce Development

HIGH PRIORITY- Human Rights Commission

Conduct audience segmentation and needs assessments to tailor skill development initiatives to the unique needs of different target populations.

MODERATE PRIORITY: OEWD

MODERATE PRIORITY DCYF

MODERATE PRIORITY | YCD

Ensure training and development programs address the evolving needs of individuals from the start of their careers to retirement by designing programs that help individuals transition between different stages of their careers and lives, including retirement planning and part-time or return to the workforce from retirement.

Comment/?:
 Overlap between action 1 & 3. Combine. Workshop the language to make high priority.

HIGH PRIORITY-Bay Area Community Resources

MODERATE PRIORITY: OEWD

HIGH PRIORITY-Self-Help for the Elderly

Comment/?:
 More centered on the job-seeker and their development. Stages meeting them on were there.

HIGH PRIORITY- Young Community Developers

MODERATE PRIORITY DCYF

Implement work-life experience opportunities and credit-for-prior-learning programs to address the paper ceiling.

MODERATE PRIORITY

MODERATE PRIORITY - BACR

MODERATE PRIORITY DCYF

MODERATE PRIORITY - Human Rights Commission

Comment/?:
 actions 4 & 5 can be implemented into combined action of 1 & 3. All the actions feed into each other.

Ensure inclusive practices to minimize participant disengagement.

MODERATE PRIORITY - BACR

MODERATE PRIORITY - Human Rights Commission

MODERATE PRIORITY DCYF

GOAL #3 PRIORITIZED ACTIONS

Outcome 3.1

Ensure workforce system meet the needs of individuals across their life course from pre-employment through full retirement.

Map life course stages for world of work (e.g., youth development, early skill development, new career, mid-career, career changer, retiree, workforce returner).

Ensure training and development programs address the evolving needs of individuals from the start of their careers to retirement by designing programs that help individuals transition between different stages of their careers and lives, including retirement planning and part-time or return to the workforce from retirement.

Outcome 3.2

Awareness of programs and career options and how to access them.

Expand persistent outreach by providing multilingual materials and support, conducting door-to-door campaigns, utilizing social media, partnering with libraries and schools, and participating in community events to reach a wider audience.

Outcome 3.3

Develop additional workforce programs and services to meet community-identified needs.

Develop coordination process for proposed programs and services.

Outcome 3.4

Provide young people with access to work experience and career opportunities.

Improve coordination among youth workforce programs to identify and address gaps, while reducing duplication of efforts.

Incorporate financial literacy education into workforce development initiatives, with a focus on financial empowerment, wealth building, and financial justice.

Citywide Workforce Development Plan (CWDP) FY 2024-2029

Invest in Workforce Development Across the Life Course Working Group Timeline

June 2024	July 2024	January 2025	March 2025	July 2026	July 2027	July 2029
First Meeting of CCWA Working Group #3: Invest in Workforce Development Across the Life Course	Initiation of the CWDP Five-Year Plan	Updated roadmap to CWDP Goal #1	Submission of One-Year Update to BOS	Anticipated Completion of CCWA Working Group #3: Invest in Workforce Development Across the Life Course	Biennial Update of the CWDP Five-Year Plan	Conclusion of the CWDP Five-Year Plan



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<http://rb.gy/sqv09n>





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Outcome 3.1: Life Course Mapping Framework & Activity



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<https://rb.gy/q1hsfp>





September 27, 2024

Opportunities for Partnership and Collaboration



Thank you for joining the
Committee on City Workforce Alignment (CCWA)
Invest in Workforce Development Across the Life Course
Working Group

QUESTIONS OR NEEDS? PLEASE CONTACT:

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