

Agenda Report

TO: City Council **July 31, 2006**

FROM: City Manager

SUBJECT: INFORMATION UPDATE ON THE FOOTHILL EMPLOYMENT AND TRAINING CONSORTIUM AND FOOTHILL WORKFORCE INVESTMENT BOARD

RECOMMENDATION:

This report is provided for information only.

BACKGROUND

During the 2005-06 program year, the Foothill Employment and Training Consortium (hereinafter referred to as "Foothill") continued to provide high quality services to its two constituent groups — job seekers and employers. Its re-defined mission is to provide a training and employment system which is responsive to the needs of employers and job seekers. It is governed by a 32-member Workforce Investment Board (WIB) and a six-member Policy Board. The WIB is comprised of a majority of local business leaders, and representatives from education, government, labor, economic development, and community based organizations. The Policy Board is comprised of one elected official from each of the six cities comprising the consortium—Pasadena, South Pasadena, Sierra Madre, Monrovia, Arcadia, and Duarte.

The following summary highlights key accomplishments, successes, and new initiatives 2005-2006, along with potential challenges for 2006-2007.

Foothill provides a wide variety of services to job seekers. There are three levels of service under the Workforce Investment Act (WIA). Under WIA, anyone can access the first level of "core" or self-directed services. Core services include:

- ❖ Use of a variety of Internet based job search
- ❖ Use of telephones, copiers, and fax machines to facilitate the job search
- ❖ Career exploration
- ❖ Labor market information

Job seekers must meet established eligibility criteria before they can access the next two levels of services—intensive and training. Intensive services include case management, comprehensive skills assessment, development of an individual employment plan, and employability workshops (e.g., resume preparation and interview techniques). Training is primarily vocational classroom training.

Foothill also provides a variety of services to employers; primary among these employer services is assistance to meet their specific hiring needs. Foothill does this through:

- ❖ Job fairs
- ❖ Large scale employer-specific recruitments to meet the needs of new and large employers
- ❖ One on one job matching to meet the needs of smaller employers
- ❖ On-the-job training opportunities

Other business services include:

- ❖ Rapid response to businesses experiencing layoffs/closures
- ❖ Layoff aversion
- ❖ Workshops
- ❖ Labor market information

Revenue for 2005-06

Funds awarded for the 2005-2006 program year were as follows:

Program	Funds Available
Adult	\$614,946
Dislocated Worker	\$664,936
Youth	\$618,554
County Adult	\$87,057
County Dislocated Worker	\$111,723
County Youth	\$82,719
Rapid Response	\$189,027
Rapid Response—Layoff Aversion Grant	\$225,000
Incentive Grant	\$20,000
Auto Technology Project	\$600,000
Foster Youth Demonstration Project	\$800,000
CalWORKs Youth Jobs Program	\$130,303
TOTAL	\$4,144,265

The County funds were awarded by Los Angeles County to serve the unincorporated community of Altadena.

Foothill's primary funding streams -- the Adult, Dislocated Worker, and Youth programs -- have been reduced every year since WIA began in 2000-2001. The reduction in those funding sources in that period has been approximately 40%, and reflect overall federal budget cuts to such workforce development efforts.

Job Seeker Profile

The following table summarizes participant characteristics for the 2005-2006 program year:

Characteristics	Adult	Dislocated	Youth
Female	72%	62%	66%
Male	28%	38%	34%
Asian	14%	12%	6%
Africa-American	34%	20%	35%
White	24%	34%	14%
Hispanic	28%	34%	45%
Welfare	25%	16%	54%
High School Grad	92%	88%	35%

Participant Numbers

The following chart highlights Foothill's delivery of core self services (those services open to anyone regardless of eligibility criteria) for the 2005-06 program year:

Measure	Number
Total Number of Visitors	23,664
First Time Visitors	4,183
CalJOBS Sign-Ins	5,620
Resumes Faxed	4,569
Workshops Provided	269
Workshop Attendance	1,207

Clients eligible for intensive and training services are profiled as follows:

	Adult	Dislocated Worker	Older Youth
Participants	174	172	50
Exits	70	88	40
Placements	55	55	30

Older youth are primarily defined as those 19-21 years old who are not in school and looking for work.

Younger youth ages 16-18, who are in-school at the time of their program participation, included:

- ❖ Exiters 31
- ❖ Graduates 25
- ❖ Attained employability goal 86

Department of Labor Performance Measures

There are 15 performance measures mandated by the Department of Labor, which measure placement, retention, wage gain, and credential attainment. Every year, the State establishes for all local areas the goals for each measure. For the past four years, Foothill has exceeded at least 14 of the established goals.

Final results are not yet available for the 2005-2006 period. However, Foothill had outstanding performance for the 2004-2005 program year. Foothill was one of only six WIBs (out of the State’s 50 WIBs) to exceed all 15 goals. In most instances, Foothill exceeded the goal by a wide margin, and Foothill ranks second in the State in terms of the degree to which performance goals were exceeded. The attached chart provides information on specific goals and performance.

Business Services Activities

The primary function of the Business Services Unit is to assist employers to fill their job openings. Foothill’s activities in this area have greatly increased over the past two years as evidenced by the table below:

	Job Leads Generated	Job Applicants Referred	Applicant Referrals Hired
2003-04	203	149	60
2004-05	666	404	90
2005-06	1427	423	97

In addition, this Business Services Unit conducted two well-attended job fairs, with a combined total of over 600 job seekers present to meet with 67 participating employers.

New Initiatives for 2005-2006

Foster Youth Demonstration Project

The Foothill WIB has been awarded \$800,000 in federal, state, and Los Angeles County funds to develop and implement a model employment and training program to serve

Foster youth aging out of the program. During the 2005-06 program year, Foothill provided a variety of services to approximately 65 Foster youth ages 17-21. Services include job readiness training, paid work experience, mentoring, tutoring, and job development and placement. One of the key aspects of this program is the successful collaboration with a variety of local partners including the Casey Family Foundation, the Employment Development Department, local school districts, Foster group homes, and Los Angeles County Departments of Probation and Children and Family Services,

Foothill is the only Foster Youth Demonstration Project grantee in the State of California and only one of five in the nation. This program has been extended for the 2006-2007 program year.

Auto Technician Initiative

As a result of a very competitive funding application process, the WIB was awarded \$600,000 in Governor's discretionary funds to develop and implement a training program in the high demand field of automotive technology. This program was designed to address the difficulties expressed to Foothill by local car dealers in filling openings for skilled auto technicians. During the period January 1, 2006 through December 31, 2007 Foothill will use these funds to train approximately 90 at-risk out-of-school youth, dislocated workers, and currently employed workers using curriculum reviewed and approved by employers in the automotive field.

Currently, the planning process has been completed and the program is now into the implementation phase. Staff continues to work closely with area auto dealers to design the program to meet the dealers' needs. Much of the training will be provided by local community colleges—Pasadena City College and Citrus College.

Layoff Aversion Project

The Foothill WIB was awarded \$225,000 in WIA Rapid Response Special Project funds to operate a layoff aversion program for area employers. With these funds FWIB will identify local employers at risk of downsizing or closure and identify their needs through the use of a survey and focus groups. With this information, staff will develop a resource directory to assist at-risk employers to avoid closures and downsizing, and an Employer Tool Kit that will guide these employers to find solutions to their financial problems. This grant covers the period January 1, 2006 through December 31, 2006.

To date, staff has worked with the California Employment Development Department (EDD) Labor Market Information Division (LMID) and Dun & Bradstreet to identify declining industries and employers at risk. In addition, the employer survey is being completed. Five local Chambers of Commerce have provided invaluable assistance in the implementation of the survey.

Other Accomplishments

CAPE Award

On April 7, 2006, the Foothill WIB received an award for organizational excellence from the California Council for Excellence (CCE) at its annual California Awards for Performance Excellence (CAPE) ceremony. The mission of CCE is to assist California's private and public sector organizations achieve world-class results through the principles and criteria of the Malcolm Baldrige Award for Performance Excellence. To receive this award, Foothill submitted an application and participated in a year long evaluation conducted by State certified examiners.

Performance Awards

Foothill's high level of performance has resulted in the receipt of over \$30,000 in incentive awards.

Challenges

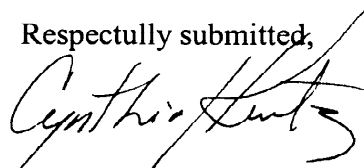
Despite our successes and accomplishments, there are challenges ahead:

- ❖ Of primary concern is the funding reduction, with funding for Foothill's core formula programs down another 12% for 2006-07. The President's budget proposal for the next year includes additional reductions in WIA funding. Further complicating the funding picture are two additional factors. First, the State has revised its formula for allocating dislocated worker dollars to local areas. In its current form, it benefits rural areas at the expense of urban areas. Second, there is a bill in Congress to reduce or eliminate the funds that can be carried forward from one fiscal year to another.
- ❖ Through the budget process, the President has advocated scrapping the One Stop delivery system in favor of Career Advancement Accounts (CAA). CAAs are vouchers for up to \$3,000 which eligible adults and youth could use to purchase education or training.
- ❖ The Workforce Investment Act is up in Congress for reauthorization. While it appears there are advantages and disadvantages to the proposals before Congress, any of those proposals would require significant changes to our service delivery strategy.

- ❖ The labor market is always changing. An industry or occupation growing one year might be declining in another. The characteristics and needs of Foothill's clients and the labor force as a whole are also in flux. It is essential to stay alert to any such changes.

Although there are challenges, Foothill is in a good position to meet those challenges and to continue to perform well.

Respectfully submitted,



CYNTHIA J. KURTZ
City Manager

Prepared by:



Philip Dunn
Career Services Administrator

Approved by:



Patricia A. Lane, Director
Human Services and Recreation

Attachment A

ATTACHMENT A
ACHIEVEMENT OF PERFORMANCE STANDARDS FOR 2004-2005

The criteria upon which performance is measured has been established by law and is standard for all local workforce areas in the United States. The specific goals are the result of a negotiation process between the Foothill WIB and the State Workforce Investment Division. The following table shows Foothill's actual performance in achieving the established goals for 2004-2005.

Performance Measures		Performance Goal	Actual Performance	Success Rate
Entered Employment Rate	Adult	75.7%	80.2%	105.9%
	Dislocated	76.4%	77.1%	100.9%
	Older Youth	68.4%	79.2%	115.8%
Retention Rate	Adult	80.4%	90.8%	112.9%
	Dislocated	86.7%	93.9%	108.3%
	Older Youth	79.1%	82.1%	103.8%
	Younger Youth	56.5%	70.0%	123.9%
Earnings Change/Replacement Rate	Adult	\$2,950	\$6,661	225.8%
	Dislocated	89.6%	92.6%	103.4%
	Older Youth	\$3,800	\$3,991	105.0%
Credential/Diploma Rate	Adult	50.0%	71.7%	130.4%
	Dislocated	58.0%	63.3%	109.1%
	Older Youth	30.0%	66.1%	220.3%
	Younger Youth	55.0%	83.3%	150.1%
Skill Attainment Rate	Younger Youth	77.9%	99.1%	127.2%

NOTES:

- The Entered Employment Rate is the percent of participants who are employed at the time they exit the program.
- The Retention Rate is the percent of those employed who are still working six months after exit from the program.
- The Earnings Change/Replacement Rate is a comparison of pre-program wages with post-program wages. For adult and older youth, performance is expressed as the increase in total wages for comparable six-month periods (pre- and post-program). For dislocated worker participants, performance is expressed as a percent of the pre-program wage for similar six-month periods.
- The Credential/Diploma Rate is the percent of program exiters who are employed and receive a nationally, state, or locally recognized certification or license. For younger youth, it is the percent of those who receive a high school diploma or its equivalent.
- The Skill Attainment Rate is the percent of basic skills, occupational skills, and work readiness skills goals set that are achieved within a 12-month period.
- Older youth are individuals ages 19-21; younger youth are ages 14-15