WORKFORCE INVESTMENT SAN FRANCISCO

Local Workforce Investment Board for the City and County of San Francisco

MINUTES OF THE
January 27, 2017 MEETING
OF THE
Information & Communications Technology (ICT) Committee
OF THE
WORKFORCE INVESTMENT SAN FRANCISCO (WISF) BOARD
Jawbone, 99 Rhode Island Street, San Francisco, CA 94103

Members Present	Andrew Lindsay, Jawbone [Sub-Committee Chair] Tiffany Apczynski, Zendesk [Sub-Committee Co-Chair] Leslie Bee, Goodby, Silverstein & Partners Scott Mauvais, Microsoft Jason Gong, Pinterest (representing Abby Maldonado in her proxy) Jessica Blair-Driessler, UCSF
Members Not Present:	Nicole Isaac, LinkedIn Damon Berkhaug, Autodesk Edward J Archtner, Bank of America
OEWD Staff	Patrick Mitchell Carmelo San-Mames Emily Stefiuk Orrian Willis **BAVC Staff** Carol Varney, Executive Director Annie Tahtinen, Senior Manager of Workforce Patricia Schultz, Workforce Development Associate
Public (As Evidenced by the Sign-In Sheet)	Mary Voelbel, Upwardly Gloabal Chris Denchukwu, RAMS Hire-Ability
Roll Call	Andrew Lindsay called the meeting to order at 9:05am.

Agenda

On motion by Andrew Lindsay seconded by all members present and carried, the ICT Committee adopted the agenda.

1. **Chair's Report**

   Board Updates:

   The board has a new member. Edward J. Archtner, Head of Digital Banking at Bank of America.

   White house update:

   - Tiffany A. was there in DC (December 2016)
   - The discussion was about how we are going to get folks who are falling into the digital divide to get skills in tech.
   - Many people who attended were from the middle of the country. Some of them were running programs in Nebraska, Detroit and DC small areas. It was a good exposure to people from not metropolitan areas.
   - Tiffany learned about an organization called [Detroit Labs](). This coding school partners with GM to have cohorts in which they train 30 to 40 former automotive workers in coding skills. This is an example of a legacy company headquartered in the middle of the country that can't get enough talent to fill tech roles.
   - The discussion was around How to get specific contracts between these coding bootcamps to train their workers in specific skills.
   - Megan Smith former US Chief Technology Officer spoke and mentioned the importance of using the equity argument and how it is important to change the narrative and the way we tell the story, specially on diversity. It's important to recognize how we have these lenses that we sometimes showcase leadership in. For example: After hiring apprentice Gabbi, Zendesk team decided to give Gabbi the same treatment as an employee at Zendesk.
   - An idea Tiffany proposed is to ask employers to consider double referral bonuses for roles that are underrepresented in the Workforce. Tiffany discussed that idea with the legal team at Zendesk and they said that it's possible.
   - New administration is focusing on manufacturing jobs that we don't think we might be able to fill whereas the last administration gave funding to innovation and creation of middle class tech jobs, This could mean more pressure in the tech industry to work on filling that gap. Thinking bigger and creating more initiatives from San Francisco are going to be key, and if manufacturing jobs are created, making sure that we think through how tech fits into those traditional workplaces.

   Question: Was there a discussion about the future of workforce development tend to be heading in this new administration?
   - There is a focus on manufacturing jobs, but companies like GM actually want more Engineers, Programmers, Designers.
   - An article in the SF Chronicle mentioned that young professionals between the ages of 18 to 25 don't want those jobs. They are inspired to go to college and then look to work for a sector that is more relevant to their lives.

- It seems like it's going to be up to nonprofits and private sector to carry the torch around why is important to keep this conversation going.

2. Workforce Diversity Needs

Committee Chair:
The subcommittee discussed a year ago the key areas to focus on to help TechSF around training and placement goals. Two of this areas are:
- Apprenticeships
- Diversity. We recognized as a group that there is a need to make this a priority

Things to discuss:
- What can the subcommittee should be doing?
- What can Tech SF could be doing? And what participants should be doing?
- We need to consider gender, race, geographical location, age, backgrounds of TechSF members.
- We need to discuss what we can do around:
  - Education
  - Exposure
  - Placement
  - Retention

TechSF has organized Coding labs in the Tenderloin and BayView neighborhood.

* See First slide presentation for numbers

Comment 1: Speaking of retention, it is important that the TechSF program focuses on job retention but more relevant is to focus on industry retention.
For example: If a TechSF client gets placed in a company, but it's not a great fit, it wouldn't necessarily be a bad thing if after 6 months this person goes to a different tech company.

Question: Can LinkedIn be used to track retention for TechSF clients?

Comment 2: TechSF clients coming through the BAVC TechSF certificate program get one year of counseling and coaching, a lot of them after a first placement. Some of this data is already being tracked. BAVC compliance officers are keeping track of career transitions that our clients are going through. Some of this work is already happening.

Things to consider:
- It might be helpful to look at what sectors of companies are still not represented. Who we aren't serving and how to educate the community about what the program offers, where we have placements, success stories.
- We need more business partners.
- Companies are not aware that these ways to being trained could make a very viable candidate. Companies can rethink a 4 year CS degree required for various roles. And also the community doesn't know that these services exist.
- A lot of times in some tech companies you have 50 people getting onboarded and 50 people leaving at the same time. It's not all about having a degree or

being qualified for a role, in many cases people who don't go to college would do anything to get an opportunity and are sometimes more committed to staying.

- There are organizations like Code 2040. They do an amazing work at engaging employers into hiring diversity.
- Using success stories (garage stories) could be a great way to engage more employers.
- We need to go to communities and areas that are underrepresented and increase education and awareness about what we do.
- It would be a good idea for the partners to go to events, be speakers.
- TechSF needs to increase more diverse enrollees

Question: What types of jobs can be available for our candidates? What are those jobs in Tech? So TechSF can align its training to these entry level jobs.

Comment 3: Those roles might be non-technical. At Pinterest, they're bringing diversity in Customer Service and Program Management roles. It's a way to get a foot in the door. Not all job seekers necessarily want to apply for Tech roles.
At the same time, non tech companies are looking to fill tech roles.

Comment 4:
We need to go deeper into the numbers to discuss:
- Enrollee issue
- Retention issue
- Kind of entry level or non- technical jobs that are available
- There is a sub working group to focus on diversity.

3. **TechSF Program Update**

TechSF Updates by Patrick Mitchell:

- San Francisco as a city was awarded additional funding by $200,000 after meeting and exceeding its numbers in terms of placements in contrast to other counties (San Jose, Alameda). Great work BAVC.

- California Community Colleges Chancellor's Office awarded $1million over 2 years to City College. 270,000 to expand Apprenticeship to serve 50 additional individuals who received Cyber Security training through City college.

- Additional funding awarded for additional tech initiatives (Code Tenderloin and Mission Bit)

- There is no information on how a sanctuary city policy would affect the city as a whole.
  Projections are: 18% are through categorical funds, 15% are direct contracts with the federal government, 14% of federal money is coming. Around 50% general funded.

- Request for proposals for new education and training providers for July 2017 are being reviewed. Formal Announcements will be made at the end of February.

- A newsletter was sent out to the board.

Update on Apprenticeships by Carmelo San-Mames:

- Gabbi started at Zendesk in November as our first apprentice as part of the Learning Accelerator program.
- We've had two Working Group webinars to date to solicit feedback from employers/industry.
- OEWD attended a national DOL conference with fellow American Apprenticeship Grantees and we are progressing well in the launch of the program in comparison to other cities/states. Looking forward to sharing best practices with other cities, namely Seattle, WA.
- The team looking to develop new apprenticeships for Cybersecurity (with a new partnership with CCSF) and Data Science and will reach out to the board to look for opportunities available.

BAVC updates:
2016 Highlights
- BAVC received the **National Arts and Humanity Youth Program Award**, presented by Michelle Obama in November, 2016.
- **Thought leadership in workforce development on a national scale**. Consulting with Opportunity@Work about TechHire, studying the Gig Economy with Aspen Institute, and presenting at the Workforce of the Future event hosted by LinkedIn
- **Evolving relationships with key tech sector leaders.** Twitter funded a Treehouse Lab to build a bridge to TechSF (image), offered an ongoing series of mock interview events in 2017. Other key events, milestones and participation with LinkedIn, Google, Goodby, Silverstein & Partners, Zendesk, review of our training curriculum by Autodesk, Pinterest, and Goodby.

4. **Industry Engagement Highlights**

Immediate Program Needs
- "Exploring Careers in Tech" Career panel coming up in Bayview Hunters Point (Looking for companies to participate) -- March date TBD. Working with Andrew L. on venue and outreach based on his ties to community.
- Hosting work-based learning opportunities for SFUSD and City College of SF students including field trips, internships, guest speaking
- Companies to host mock interviews. Friday's work good.

Companies can reach out to annie@bavc.org for more information.

On motion by Andrew Lindsay, seconded and carried, adjourned the meeting at 11:00am.

5. **Public Comment**

6. **Adjournment**   **Meeting Adjournment.** Committee supports.