## Workforce Development: Proposed Annual Funding

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIA Formula</td>
<td>$5.5 million</td>
</tr>
<tr>
<td>WIA Adult</td>
<td>$2 million</td>
</tr>
<tr>
<td>WIA Dislocated Worker</td>
<td>$2 million</td>
</tr>
<tr>
<td>WIA Youth</td>
<td>$1.5 million</td>
</tr>
<tr>
<td>CDBG</td>
<td>$1.35 million</td>
</tr>
<tr>
<td>General Funds</td>
<td>$5 million</td>
</tr>
<tr>
<td>Additional DOL Resources</td>
<td>$13 million</td>
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</tbody>
</table>

*Over 4 years*
Strategic Plan: **Goals**

1. **Sector**
   - Improve responsiveness to demand industries & labor market dynamics

2. **Young Adult**
   - Re-engage young adults disconnected from education system & work to achieve:
     - academic credential,
     - post-secondary education, or
     - living wage employment

3. **Access**
   - Increase access to workforce services for populations underserved by the workforce system

4. **Business**
   - Improve quality of services for businesses
   - Promote hiring of SF jobseekers

5. **Policy**
   - Streamline and align policy & administration across multiple funding sources
OEWD Workforce System Program Areas

- Sector Initiatives
- Young Adult Services
- Business Services
- Job Readiness Services
- Access Points & Related Services
Community Input

- DCYF and TAY SF presented strategies and recommendations at last Youth Council Meeting
- Feedback in numerous surveys (providers and employers)
- CBO Focus Groups
- Employer subcommittees
- Dialogue with Education Partners
- Community Meetings Scheduled for October
- WiCAC and Youth Council will discuss priorities at next meetings
Goals
Align the Health Care Academy to the demands of the industry

– Provide employers with skilled workers

– Expand employment opportunities and career pathways for San Francisco residents

– Develop new and relevant academic and career pathways to meet the ongoing and ever-changing demand for a skilled workforce
Creating a competitive WORKFORCE

- The need for skilled workers will grow
  - Population Growth
  - Aging Population
  - Technological Advances
  - Health Care Reform
Healthcare Jobs: Growth during and after the Recession

• The Health Services sector was the only private sector to experience consistent job growth throughout the recession, adding 27,500 jobs per year throughout the recession.

• Strong employment growth will continue in the coming years, adding over 40,000 jobs per year over the next four years.

Source: Highlights of the October 12 California Forecast, University of the Pacific School of Business
Employment Projection Data 2008-2018:

<table>
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<tbody>
<tr>
<td>Personal and Home Care Aides</td>
<td>10,520</td>
<td>43.1%</td>
</tr>
<tr>
<td>Pharmacy Technician</td>
<td>430</td>
<td>26.1%</td>
</tr>
<tr>
<td>Home Health Aide</td>
<td>660</td>
<td>21.7%</td>
</tr>
<tr>
<td>Medical Assistant</td>
<td>520</td>
<td>15.7%</td>
</tr>
<tr>
<td>Dental Assistant</td>
<td>380</td>
<td>14.2%</td>
</tr>
</tbody>
</table>

Source: CA EDD LMI by Metro Area
TRAINING 2012-13

- Personal Caregiver (English, Spanish, Chinese)
- Home Health Aide (English, Chinese)
- Certified Nurse Assistant
- Medical Administrative Assistant

PLUS

- Panel Management training for Medical Assistant students at CCSF
- Wraparound and Job Search support for MA’s, Medical Billers, others at CCSF
- Research and develop additional trainings as needed
## HealthCare Academy Results Years 1-3

307+ job placements

<table>
<thead>
<tr>
<th></th>
<th>1/1/10-6/30/11 Year 1 (18 mos.)</th>
<th>7/1/11-6/30/12 Year 2</th>
<th>7/1/12-10/31/12 Year 3 to date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of clients enrolled</td>
<td>398</td>
<td>249</td>
<td>120</td>
</tr>
<tr>
<td>Number of clients in vocational training</td>
<td>369</td>
<td>179</td>
<td>101</td>
</tr>
<tr>
<td>Number of clients completing training</td>
<td>280</td>
<td>126</td>
<td>40</td>
</tr>
<tr>
<td>Number of job placements</td>
<td>142 by end of year 1; approx. 225 by mid-2012</td>
<td>69 by end of year 2; partners still working to place graduates</td>
<td>13 to date, with most students still in training</td>
</tr>
</tbody>
</table>

*5 months into Year 3
Career Lattice Pathways

Lab / Technical
- Medical Laboratory Technician
- Pharmacy Technician
- Phlebotomist / Lab Assistant
- Pharmacy Clerk Aide

Patient Care
- RN
- LVN
- Physical Therapy Assistant
- Surgical Technician
- Respiratory Technician
- Medical Assistant
- CNA
- Home Health Aide
- Personal Care Giver
- Community Health Worker

Administration / Clerical
- Respiratory Therapist
- Registered Health Info. Tech.
- Certified Coding Specialist
- Medical Biller
- Medical Admin. Assistant

Healthcare Academy track
Program Development Strategies

• Analyze and develop program model for Personal Caregiver career pathways

• Consider future demand in allied health occupations, including Medical Assisting, and use technology to be creative about vocational and soft skills training

• Consider future demand and develop training model for Nurses, especially “recession graduates”
Program Development

Strategies

• Expand **Bridge to Health Care** model

• Integrate **Core Skills Training** for young adults and low-skilled adults using blended online and classroom teaching

• Conduct **further research** on other growing occupations, including **Community Health Workers** and **Patient Advocates**
Discussion Questions

1. Employment Projections
   • What trends are you experiencing?
     – Most in-demand jobs
     – Jobs no longer in-demand
     – Recruitment “pain points”
Discussion Questions

2. Occupational Training Programs

• What are the recommendations for future HCA training tracks?
  – Programs to expand
  – Programs to reduce/eliminate
  – New programs to explore
Discussion Questions

3. Program Strategies and Priorities

• What should be the focus of HCA 4.0?
  – Career Pathways?
  – Program Strategies?
  – Other Priorities?
Next Steps:

Planning & Recommendations

- Program Development – Winter 2013
- Resource Allocation Plan – Spring 2013
- Program Implementation – Summer 2013