Sector Programs and Initiatives
Program Oversight Committee Presentation
June 29, 2011
Selecting Target Industries

Strategic Priority: meet critical needs of overall SF economy

Viability: High-growth and high-demand industries that have capacity to add jobs through creation or replacement

High Impact: provide quality jobs for all skill levels, provide advancement opportunities
- Accessible entry to jobs, particularly based on low educational attainment and experience
- Upward mobility within the occupation/industry
- Occupations provide or lead to self-sufficiency
TrainGreenSF Partners

- Coordinate City-wide Effort
- Intensive Support Services
- Vocational Training
- Job Placement Assistance
CityBuild Partners

- Coordinate City-wide Effort
- Intensive Support Services
- Vocational Training
- Job Placement Assistance
Health Care Academy Partners

- Coordinate City-wide Effort
- Intensive Support Services
- Vocational Training
- Job Placement Assistance
## OUTCOMES: Sector Programs

### January 2010 – May 2011

<table>
<thead>
<tr>
<th></th>
<th>CITY BUILD</th>
<th>HEALTH CARE</th>
<th>TRAIN GREEN</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Orientation attendees</td>
<td>2151</td>
<td>2364</td>
<td>1287</td>
<td>5802</td>
</tr>
<tr>
<td># of Participants Enrolled in Case Management Services</td>
<td>338</td>
<td>386</td>
<td>284</td>
<td>1008</td>
</tr>
<tr>
<td>Enrollment Goal</td>
<td>450</td>
<td>500</td>
<td>225</td>
<td>1175</td>
</tr>
<tr>
<td>Enrollment Actual/Goal</td>
<td>75%</td>
<td>77%</td>
<td>126%</td>
<td>86%</td>
</tr>
<tr>
<td>Total # of Participants Enrolled in Vocational Skills Training (VST)</td>
<td>175</td>
<td>363</td>
<td>228</td>
<td>766</td>
</tr>
<tr>
<td>Enrollment Goal</td>
<td>158</td>
<td>285</td>
<td>225</td>
<td>668</td>
</tr>
<tr>
<td>Enrollment Actual/Goal</td>
<td>111%</td>
<td>127%</td>
<td>101%</td>
<td>115%</td>
</tr>
<tr>
<td>Current # of Participants Enrolled in VST</td>
<td>0</td>
<td>33</td>
<td>20</td>
<td>53</td>
</tr>
<tr>
<td># of Participants Completed VST</td>
<td>153</td>
<td>259</td>
<td>172</td>
<td>584</td>
</tr>
<tr>
<td># of Participants Placed</td>
<td>76</td>
<td>115</td>
<td>97</td>
<td>288</td>
</tr>
</tbody>
</table>
Moving Forward: Sector Strategy

• **Broader approach:** Moving from a highly structured, ARRA-funded “Sector Academies” approach to a more flexible and diversely funded “Sector Initiatives.”

• **Integration of Sector Strategies:** into the infrastructure of training services and business services.

• **Sector Bridges & Pathways:** Continue to strengthen and develop opportunities and supports that help workers get connected to our Sector programs and services.

• **Seek and Attract Additional Funding**

• **Re-evaluation of Sectors and Occupations:** Must be done continuously to remain responsive to the labor market
Current Priority Industries for Sector Programs & Initiatives

**Physical Infrastructure:**
- Construction
- Green/ Landscaping
- Transportation

**Knowledge Sector:**
- IT/Digital Media
  - Currently primarily limited to youth focused services

**Human Infrastructure:**
- Health Care
- Social Service/ Education
  - These strategies are being pilot-tested in coordination with other City Departments & other partners

**Experience Sector:**
- Hospitality
  - This strategy is currently in research and design phase
  - Includes culinary, hotel, customer service, retail, etc.
JRS Providers Offer:

• Individualized In-Take & Assessment
• One-on-One Career Counseling
• Case Management Services – Barrier Remediation
• Enrollment into Training Programs
• Job Placement Assistance

In partnership with APA Family Support Services, Central City Hospitality House, Charity Cultural Services Center, Community Housing Partnership, Mission Hiring Hall, Mission Language & Vocational School, Mujers Unidas y Activas, Renaissance Parents of Success, SF LGBT Community Center, Toolworks, Inc., & Upwardly Global
Most Common Barriers Citywide

Lacking Valid Driver’s License
Right to Work Documentation
Education: Reading/Math Literacy, GED
Mental Health/Substance Abuse
Criminal Histories
Child Care
Transportation
Limited English
Homelessness/Housing
Personal Safety
(e.g. Domestic Violence, Gang Affiliation, Turf Restrictions)

These are just an example of the Barriers JRS works to remove.
## Outcomes: JRS

<table>
<thead>
<tr>
<th>July 2010 - May 2011</th>
<th>Goals</th>
<th>Actuals</th>
<th>% Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intake &amp; Assessment</td>
<td>561</td>
<td>1339</td>
<td>237%</td>
</tr>
<tr>
<td>Case Management</td>
<td>561</td>
<td>929</td>
<td>166%</td>
</tr>
<tr>
<td>Enrollment into Training</td>
<td>205</td>
<td>222</td>
<td>108%</td>
</tr>
<tr>
<td>Job Placement</td>
<td>235</td>
<td>313</td>
<td>133%</td>
</tr>
</tbody>
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