



SECTOR STRATEGY

Sector Programs and Initiatives
Program Oversight Committee Presentation

June 29, 2011



Sector Programs & Initiatives

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

Office of Economic and Workforce Development



HealthCare

Office of Economic and Workforce Development



CityBuild

Office of Economic and Workforce Development



TrainGreenSF Partners



SAN FRANCISCO
Office of Economic and Workforce Development



- Coordinate City-wide Effort



- Intensive Support Services



City College of San Francisco



- Vocational Training



SAN FRANCISCO
Office of Economic and Workforce Development



- Job Placement Assistance



CityBuild Partners



- Coordinate City-wide Effort



- Intensive Support Services



City College of San Francisco

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



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

Human Infrastructure:

Health Care

Social Service/ Education

- These strategies are being pilot-tested in coordination with other City Departments & other partners

Knowledge Sector:

IT/Digital Media

- Currently primarily limited to youth focused services

Experience Sector:

Hospitality

- This strategy is currently in research and design phase
- Includes culinary, hotel, customer service, retail, etc.





Job Readiness Services

Office of Economic and Workforce Development

San Francisco: Building Tomorrow's Workforce Today

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, Mujeres Unidas y Activas, Renaissance Parents of Success, SF LGBT Community Center, Toolworks, Inc., & Upwardly Global





Job Readiness Services

Office of Economic and Workforce Development

San Francisco: Building Tomorrow's Workforce Today

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.





Job Readiness Services

Office of Economic and Workforce Development

San Francisco: Building Tomorrow's Workforce Today

Outcomes: JRS			
July 2010 - May 2011	Goals	Actuals	% Completed
Intake & Assessment	561	1339	237%
Case Management	561	929	166%
Enrollment into Training	205	222	108%
Job Placement	235	313	133%

