ECONOMIC AND HUMAN DEVELOPMENT COUNCIL COMMITTEE MEETING MINUTES

TUESDAY, OCTOBER 4, 2016
1:30 PM
MEDIA BRIEFING ROOM, CITY HALL

Members Present:	Councilmember Joe Krier, *Chair, District 9* Councilmember Rebecca Viagran, *District 3* Councilmember Mike Gallagher, *District 10*
Members Absent:	Councilmember Roberto Treviño, *District 1* Councilmember Ray Lopez, *District 6*
Staff Present:	Carlos Contreras, *Assistant City Manager;* Veronica Zertuche, *Deputy City Attorney;* Rene Dominguez, *Director, Economic Development Department;* Ana Acevedo, *Education Policy Administrator;* Adrian Perez, *Economic Development Department;* Denice F. Trevino, *Office of the City Clerk*
Others Present:	John Butchkosky, *Community Liaison, Texas Alliance for Human Needs;* Sister Pearl Ceasar, *Executive Director, Project Quest;* John Dewey, *Industry Liaison, SA Works;* Gail Hathaway, *CEO, Workforce Solutions;* Hugo Hernandez, *Program Manager, Project Quest;* A.J. Rodriguez, *External Affairs, Zachry Group;* Romanita Matta-Barrera, *Executive Director, SA Works;* Marc Raney, *Member, SA Works Board;* Katherine Rocha, *Intern Coordinator, Alamo Academies;* Kate Rogers, *SA Works;* Ruby G. Siddle, *Project Lead, Project Quest;* Federico Zaragoza, *Vice Chancellor, Alamo Colleges*

Order

Chairman Krier called the meeting to order.

1. **Approval of the Minutes from the August 2, 2016 Economic and Human Development Committee Meeting.**

Councilmember Gallagher moved to approve the Minutes of the August 2, 2016 Economic and Human Development Council Committee Meetings. Councilmember Viagran seconded the motion. Motion carried unanimously by those present.

Briefing and Possible Action on

2. **Briefings from Community Leaders of Workforce Development Organizations.**

Rene Dominguez stated that workforce development was a major national issue. He noted that this issue and had become a critical part of the Economic Development Funding Strategy for the Economic Development Department (EDD). He stated that through a partnership with the San Antonio Economic Development Foundation (SAEDF), the Business Retention and Expansion (BRE) Program was founded six years ago. He noted that in the resulting meetings with employers; workforce development was

identified as their number one issue. He reported that this became a Nationwide Bi-Partisan Issue. He stated that EDD's Strategy was focused on the following key components:

- Industry driven
- Data driven
- Career pathway development
- Collaboration and Coordination

He noted that the following community partners would provide a briefing on their role in the workforce development strategy:

- SA Works
- Alamo Colleges
- Project Quest

Mr. Dominguez stated that a key partner in the community was Mr. Butt and H.E.B. who has promoted Workforce Development and Education and provided funding for the Chamber of Commerce for key initiatives. He introduced Kate Rogers, Chair of the Board for SA Works and the Board Members present. Mr. Dominguez stated that SA Works was a newly formed non-profit housed with SAEDF and overseen by a Business-Led Board.

Romanita Matta-Barrera stated that SA Works was an Industry-Led Coalition focused on a Human Capital Strategy designed to enhance and align Education and Workforce Development to achieve an optimum workforce across San Antonio and Bexar County. She noted that the SA Works Board was comprised of representatives from the three major industries in San Antonio:

1. Manufacturing
2. Retail
3. Corporate Headquarters

Ms. Matta-Barrera stated that staff had completed an assessment of best practice models and identified the Boston Private Industry Council (PIC) Model and the U.S. Department of Commerce Model as those with Best Practices. She noted that the perceived needs and solutions to workforce issues in San Antonio differed from an employer's and an educator's perspective. She stated that SA Works included the following strategic areas (Domains) of focus:

- ❖ Domain 1: Industry/Sector talent and skills gap
- ❖ Domain 2: K-16+ talent pipeline alignment
- ❖ Domain 3: Upskilling and connecting incumbent workers

She stated that the area of focus for Domain 1 was to establish and implement action plans for target industries by leveraging industry expertise to ensure a sustainable and reliable workforce. She noted that Domain 1 further focused on identifying and validating targeted industry gaps specifically in Healthcare, Advanced Manufacturing/Aerospace, and Information Technology (IT)/Cyber Security by the following means:

- Private sector partnership including: Toyota, Toyotetsu, Takata, CPS Energy, and H.E.B

- Recruitment from various "streams" of potential candidates including Veterans, the formerly incarcerated, incumbent workers, and high school seniors

Ms. Matta-Berrera stated that the focus for Domain 2 was accomplished through a partnership with Alamo Colleges and centered on developing and/or supporting work-based learning opportunities and alignment of the K-16+ talent pipeline by the following means:

- Job Shadow Day-in partnership with Junior Achievement, Employers, and School Districts
- Teacher Externships-in partnership with the Alamo Science, Engineering, Technology, and Math (STEM) Coalition, Workforce Solutions Alamo (WSA), ATEAMS, Education Service Center (ESC)-Region 20, and the San Antonio Chamber of Commerce
- Career Specialist Program-in partnership with WSA, Goodwill, and key organizations such as Communities in Schools, Family Service Association, College Advising Corps, and the San Antonio Education Partnership (Café College)

Ms. Matta-Barrera noted that as their primary partner in Occupational Training and Education, Alamo Colleges provided both credit based and non-credit certificate based programs to train the skills needed by industry. She stated that this partnership had provided unique approaches between the Alamo Community College District (ACCD) and the City of San Antonio (CoSA) which funded important programs like the Alamo Academies and the Eastside Education and Training Center (EETC). She reported that SA Works identified the industry sectors of Manufacturing in conjunction with Information Technology and the Healthcare Sector as In-Demand Industries.

She noted that the focus of Domain 3 was to connect citizens which were unemployed, the formerly incarcerated, or those which resided in chronically depressed areas of San Antonio by the following means:

- My Brothers Keeper San Antonio-Coalition of various industry, community-based, and non-profit partners
- Goodwill-Good Careers Academy, Goodwill College, and Career Navigator Framework
- CoSA Delegate Agencies-Including Project Quest, Seguir Adelante, Chrysalis Ministries, Dress for Success, Each One Teach One, Goodwill, SA Youth, and others including the Family Service Association
- Eastside Promise Zone and Choice-particularly the Eastside Education and Training Center
- Incumbent Workers-upskilling and college completion efforts such as the Graduate Network, rebranded as UpGrade, in collaboration with the San Antonio Education Partnership (SAEP) at Café College

Ms. Matta-Barrera noted that with the passing of House Bill (H.B.) 5, a comprehensive approach to workforce development, came the opportunity to have industry's voice represented in some key initiatives carried out through School Districts.

She stated that a Request for Proposals (RFP) would be released in October 2016 with funding provided by CoSA for Consulting Services. She noted that the RFP would require identification of implementation strategies via an Action Plan and tactics to address employer needs for a skilled workforce. She noted that the Action Plan would include recommendations for employers and industry associations to support career advancement and credential attainment for their entry- and mid-skilled workers, building pipelines for hard-to-fill skilled positions. She stated that the goal was to have a

sustainable and reliable stream of scarce talent and skills for In-Demand Industries in San Antonio and across Bexar County.

Chairman Krier asked what brought the Boston PIC Model to our attention. Ms. Matta-Barrera replied that the U.S. Department of Commerce referred to the Boston PIC Model as an example of having best practices.

Councilmember Viagran asked of the skill gap in San Antonio. Ms. Matta-Barrera stated that the skill gap in San Antonio was several hundred in the middle skill level of manufacturing.

Dr. Zaragoza stated that the four Alamo Colleges Imperatives were:

1. Increase the number of degrees and graduates

He stated that graduations and completions increased from 6,016 in 2010 to 12,003 in 2016.

2. Align education programs to labor market demand

    - ❖ Programs and graduates in the demand occupations and strategic growth clusters

He stated that 90% of graduates were in demand occupations with 89.53% in Driver Industries.

3. Education vertical alignment
    a. Higher education-all credits count
        1. University transfer
        2. Technical and workforce education
    b. Improve high school pipeline
        1. Dual credit and academies and early colleges and college readiness

He stated that for Imperative 3, there was a 30% Transfer Rate, 12,000 Dual Credit Students, the Alamo Academies, and 11 Early College Initiatives.

4. Adult training-reaching out to our diverse communities

    - ❖ High school non-completers and some college and incumbent workers

Mr. Dominguez noted that City Council approved a 15-Year Interlocal Agreement with the Alamo Colleges and funded and created the academies for those who have not graduated from high school and those seeking higher education. He noted that funding of approximately $500,000 was appropriated annually to the Academies.

Dr. Zaragoza stated that the Westside Education and Training Center (WETC) and the Eastside Education and Training Center (EETC) both created a One Stop Education and Training Center containing a Day Care, Case Management, Tuition Assistance, etc. He noted that these models would be replicated in the Eastside Promise Zone. Mr. Dominguez noted that the Education and Training Centers were allocated funds through the Delegate Agency Process. He stated that 10,000 students were engaged in upskilling at Rack Space and with the San Antonio Manufacturing Association. He noted

that the Alamo Colleges were emerging as a National Leader in Workforce Development. He reviewed the awards received by the Alamo Colleges.

Chairman Krier asked if remedial education was provided to high school students to make them college-ready. Dr. Zaragoza replied that remedial education was being provided earlier today and that developmental education was being accelerated.

Mr. Dominguez stated that the city helped to develop Project Quest 20 years ago and it was currently funded for $2.2 million in part by the city through the Delegate Agency Process.

Sister Pearl Ceasar stated that the mission of Project Quest was to strengthen the economy with highly qualified employees for in-demand occupations that offer a living wage, benefits, and a career path. She noted that Project Quest took the view that not any job was a good job. She stated that Project Quest was community initiated and created from the work experiences of the people of San Antonio. She noted that Project Quest was employer driven and based on economic development. She stated that their participants were looked upon as participants and not clients meaning that they were not passive but took an active part in the process. She noted that participants signed an engagement agreement to find a job in San Antonio, to work there for one year, and to take one work readiness class per week. She stated that said classes enabled them to join the workforce. She noted that the program entailed long-term training. She noted that Project Quest identified demand driven occupations, performed outreach and assessment, and career advising which led to employment. She stated that Project Quest was engaged with the following partners:

- City of San Antonio
- Bexar County
- U.S. Department of Labor
- State of Texas
- COPS/Metro Alliance
- San Antonio Chamber of Commerce
- Support Service Agencies
- Educational Institutions
- Private Foundations

Sister Ceasar reviewed the 2015 Career Tracts noting that the majority occupation was Registered Nurses. She noted that 83% of Project Quest's Trainees have been in Healthcare but Information Technology was on the rise. She reviewed the program demographics, outcomes, and the annual wage increases noting that the 2015 average annual earnings increase was 350% up from 2010-2011. She stated that the following were partners in the Open Cloud Academy Cyber Security Bootcamp (Bootcamp):

- Rackspace
- City of San Antonio
- U.S. Department of Labor
- Texas Veterans Commission Veterans Economic Communities Initiative
- Coley and Associates
- Local Employers

Sister Ceasar noted that Cyber Security Job Postings were growing and taking longer for employers to fill. She stated that San Antonio had the second highest Cyber Security Demand in the country. She noted that the following employers were asked of their needs for Cyber Security Jobs:

- Rackspace
- U.S.A.A.
- VIA Metropolitan Transit
- VIP Secure
- CPS Energy
- Webhead
- Def Logix
- Accenture

Sister Ceasar stated that employers did not favor any of the Cyber Security Curriculums currently available in San Antonio. She noted that they were in favor of a bootcamp. She noted that Rackspace, U.S.A.A., and Coley and Associates were asked to develop a curriculum and had done so. She stated that this resulted in the 12-week Bootcamp which was held at Rackspace. She noted that these companies offered to sponsor a three-month internship in which interns could possibly be hired at the end of their term. She stated that the capacity for the pilot Bootcamp was 15 but next year, the capacity would be 40. She reviewed the Project Quest Program Evaluations which demonstrated them to be a National Model. She stated that the challenges faced by Project Quest were: 1) Scale; and 2) Need for additional resources. She stated that Project Quest was reviewing new strategies to co-enroll students with Workforce Solutions Alamo and to obtain additional funding from the Alamo Colleges.

Chairman Krier asked if the demand for Healthcare was decreasing. Sister Ceasar replied that the demand for Healthcare has continued to increase.

Councilmember Gallagher asked of the demand for Teachers. Sister Ceasar replied that another project with a Teacher Pipeline was unsuccessful.

No action was required for Item 2.

Adjourn

There being no further discussion, the meeting was adjourned at 3:05 p.m.

Joe Krier, Chairman

Respectfully Submitted,

Denice F. Trevino