



# OAKLAND AT THE CROSSROADS



Workforce Investment Board

CITY OF OAKLAND

*Growing Talent for Business*

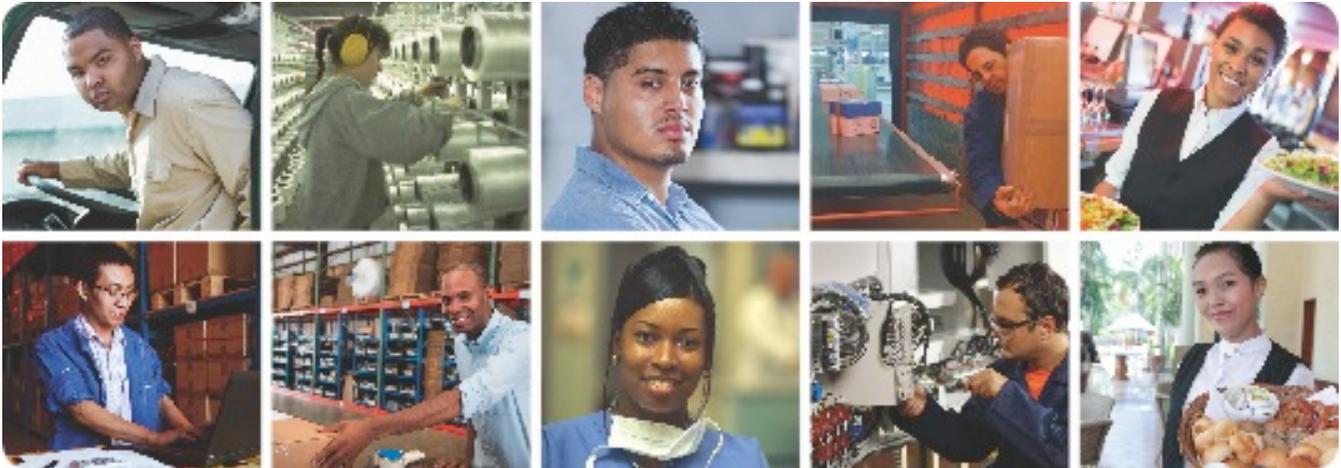
2015  
Community Engagement

Report on Stakeholder Surveys, Executive Interviews and Speakers Bureau

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## Oakland at the Crossroads

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An effective workforce system is the foundation of future economic development

*The Workforce Innovation and Opportunity Act, in concert with its implementation at the state and regional levels, provides the Oakland Workforce Investment Board (OWIB) with an opportunity and responsibility to increase public understanding of the goals and outcomes of the legislation, and engage interested members of the public.*

To assist the **Oakland Workforce Investment Board**, employers, workers and job-seekers in a transparent, accountable and competitive development and issuance process for Request For Proposals in Fall 2015, **Opportunity Partners** provided community engagement services in partnership with the **Insight Center for Community Economic Development**.

Our goal was to engage in two-way conversation with employers, job seekers and workers, providing information about OWIB-funded services and programs, while listening carefully to responses. We reached over 500 people and heard directly from 230 Oakland employers, workers and job-seekers. While our process shares tools – presentations, surveys, interviews – with needs assessment or program evaluation, the goal of community engagement is different. Significant outreach efforts by Board members, student volunteers and OWIB staff, open new doors and build new relationships, but are not intended to be a scientific survey or a systematic needs assessment. **Our goal was to seek opportunities for growth as identified by Oakland employers, job seekers and workers, and to lift up those opportunities to the Oakland Workforce Investment Board to incorporate into planning for future services.**



## This is a critical time for new investment and economic development in Oakland, and the anticipated jobs for Oakland residents that may follow.

Decades of disinvestment in the American urban core have left infrastructure systems underfunded and underdeveloped in cities across the U.S. As investment returns, a once-in-a-generation occasion to open up opportunity for residents and help employers uncover new labor markets, new talent, and new growth arises. Oakland can use this set of opportunities to meet the needs of employers, workers and job seekers, while helping to preserve the quality of life, cultural dynamism and “secret sauce”<sup>1</sup> that long-time residents love.

**Oakland’s workforce system is a key component of its economic development potential.** Research by the Bay Area Council Economic Institute for the MTC- and HUD-funded Bay Area Regional Prosperity Plan Steering Committee demonstrates the connection between forward-looking land use policy and contemporary workforce systems. [See side bar: *Regional Prosperity Strategy*.]

As Oakland’s economy changes, workforce and employment training systems will continue to adapt to new employment structures and practices. The historic strengths of Oakland’s economy – our proximity to maritime, rail, ground and air transportation; deep capacity in research and advanced manufacturing techniques; our diverse culture of experience, creativity and innovation – will continue to nurture new industries and companies. At the same time, the historic strengths of our residents – a similarly diverse culture with experience, creativity and innovation at its core – offers our new companies a workforce ready for global challenges and competitiveness.

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<sup>1</sup> Oakland’s “secret sauce,” <http://records.oaklandnet.com/request/7497>



## Regional Prosperity Strategy:

### *Improving economic opportunity for the Bay Area's low- and moderate-wage workers*

The continued success of the Bay Area economy requires growing middle-wage jobs and offering lower-wage workers more opportunities to advance. The region faces a number of critical issues in improving upward mobility for lower-wage workers. The strategies outlined in this report are grounded in the following key findings.

- Lower-wage workers face significant barriers to higher wage employment. However, focused attention on improving basic skills, building partnerships to provide employer-based training opportunities and helping workers navigate career paths can make these barriers surmountable.
- Middle-wage jobs are declining as a share of total employment, and there are too few jobs into which lower-wage workers might advance. Even though the share of middle-wage jobs are declining, there are middle-wage opportunities in a wide range of industries and occupations. Strategic, targeted, and regionally coordinated economic development tactics could help grow the Bay Area economy in a pattern that produces more middle-wage jobs.
- Jobs at the lower end of the wage scale are likely to grow over time, and workers typically remain in these jobs for their entire careers. Most workers cannot afford to pursue additional education and training without having economic security. Therefore, improving wages and working conditions for those in lower-wage jobs helps workers achieve enough stability to invest in their futures. Promoting mobility for lower-income workers is an essential element of this report's economic opportunity strategy.

### Goals and Strategies

The Economic Prosperity Strategy identifies three interrelated goals to improve upward mobility for lower-wage workers in the Bay Area. These goals and supporting strategies are based on technical analysis and research, as well as a synthesis of challenges and opportunities that emerged during an extensive outreach process...

#### ***GOAL A: Pathways to the middle***

Strengthen career pathways to middle-wage jobs.

**Strategy 1:** Expand job-focused basic skills training.

**Strategy 2:** Establish industry-driven, sector-based regional training partnerships.

**Strategy 3:** Improve career navigation systems and support pathways at the K–12 level and beyond.

#### ***GOAL B: Economic growth***

Grow the economy with a focus on middle-wage work.

**Strategy 4:** Focus economic development resources on industries of opportunity, business expansion and formation and greater policy coordination among jurisdictions

**Strategy 5:** Develop land use plans that support transit-oriented jobs, industrial uses and housing.

**Strategy 6:** Rebuild and expand infrastructure in a way that supports economic development and job growth.

**Strategy 7:** Manage the region's transportation as an integrated navigable system.

#### ***GOAL C: Economic security***

Improve conditions for workers in lower-wage jobs.

**Strategy 8:** Raise the floor by increasing minimum standards for equal opportunity, working conditions and compensation.

**Strategy 9:** Organize and professionalize industries to improve wages, benefits and career ladders.

**Strategy 10:** Establish standards to ensure that the investment of public dollars is aligned with the goal of economic opportunity.

*Source:* Economic Prosperity Strategy: Improving economic opportunity for the Bay Area's low- and moderate-wage workers, MTC, ABAG, Bay Area Council Economic Institute, Center for Continuing Study of the California Economy, SPUR, San Mateo County Union Community Alliance, Working Partnerships USA, [http://planbayarea.org/pdf/EconomicProsperity\\_web\\_single.pdf](http://planbayarea.org/pdf/EconomicProsperity_web_single.pdf)



## Emerging Themes

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Oakland job-seekers, workers and employers are navigating a new world of work, where rapidly changing technology, recruitment and training systems shift opportunity.

- **Oakland employers see a bottom-line benefit from hiring locally**, and nearly two-thirds of respondents plan to hire in the next six months.
  - Employers place added value on upgraded technology skills and finding a pool of skilled candidates. In our on-line survey, employers reported recruiting through community contacts and organizations, however, in personal interviews, employers emphasized industry trade groups and employee networks.
- **Oakland job seekers are seeking information** about openings, an opportunity to interact with employers, and referral to employers.
  - They rank unpaid internships, support groups and information about industries and employers as important services.
- **Oakland workers surveyed report access to training** at their current jobs, as well as through community colleges, non-profit organizations and One Stop Centers.

Employers, workers and job seekers revealed different experiences and preferences. 68% of workers see a need for on-the-job training (*Q38*) while only 18% of employers do (*Q9*). Job seekers rank unpaid internships as a priority (*Q25*); 42% of workers (*Q42*) and 24% of employers prioritized paid internships (*Q9*).

Employers, OWIB board members, student volunteers, job seekers and workers reached through our engagement efforts nearly unanimously indicated the importance of workforce services to their future success, whether for their company, career or community. Employers offered to host tours of their facilities and meetings, to serve on short-term committees or task forces, and to make Oakland hiring commitments. Job seekers and workers shared concerns about the changing nature of employment, and how they would get and stay ahead.

### Skills essential to success in many industries

Oakland employers in every sector surveyed noted the importance of customer service skills, including communications, empathy and problem-solving – at all levels, in all areas of specialization. Technology upgrades are a priority for employers, workers and job seekers.

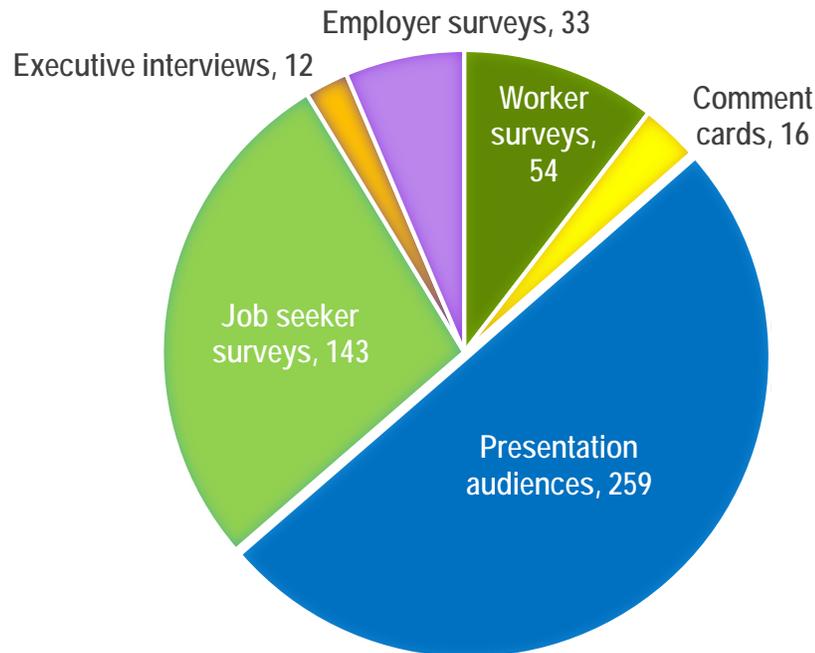
### Beyond coding: Expanding opportunity across tech spaces

Oakland employers in multiple industries were careful to explain common misconceptions about tech employment. “It’s not just coding!” was frequent interjection as employers noted the needs for skilled information / communications technicians in all industries.



# Stakeholder Engagement Goals and Methodology

## WIB engages 519 community members



To reach broader constituencies and build stronger local relationships, this engagement initiative trained leaders and volunteers to share information about services, engage in discussion, and elicit feedback.

Our pro-active, multi-media program involved four main components:

- **An online survey**, circulated through OWIB email newsletters, City of Oakland website and emails, publication in local media, and the CalJobs enrollment list
- **In-person surveys**, conducted at four OWIB funded locations by Mills College MBA students in English, Spanish and Cantonese
- **Executive interviews** with a dozen prominent CEOs and human resources professionals in Oakland
- **Speakers Bureau presentations** by Oakland Workforce Investment Board leaders and board members at community and business organizations, offering **comment cards** as well as the online survey.

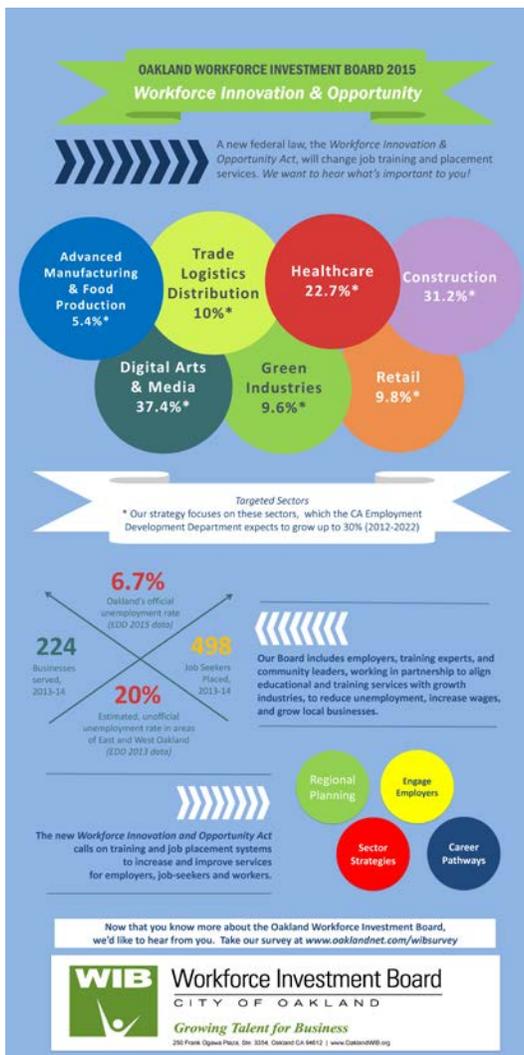


The **Oakland City Administrator** included the survey description and link in its regular publication. Working with the **Office of Workforce and Economic Development**, OWIB staff twice circulated a link to the survey through the city-wide newsletter.

OWIB staff emailed the link to 1,500 Oakland residents enrolled through the CalJobs site.

OWIB staff facilitated a discussion with service providers during a regular monthly meeting.

This process engaged staff and leaders, connected with more than 500 people, gathered 230 detailed responses from stakeholders (33 employers, 143 job seekers and 54 workers), and built a foundation for future engagement.





## Speakers Bureau

More than one third of OWIB Board members volunteered to attend an additional training, then take the message out to business groups, employers, community organizations, faith groups, training centers, and Oakland residents at large. Board - staff teams made presentations to thirteen organizations:

- Affordable Housing Owner Appreciation Day
- Bay Area Apprenticeship Coordinators
- Building Trades Council of Alameda County
- East Bay Economic Development Alliance
- Fruitvale Neighborhood Crime Prevention Council
- Heartland Merchants Association
- Lockwood Gardens community meeting
- National Electrical Contractors Association Alameda Division
- Oakland UNITE Provider Meeting
- Oakland Housing Authority Resident Advisory Board
- Rotary Club Community Service Committee
- Sobrante Park RAC / Neighborhood Crime Prevention Council
- West Oakland Commerce Association

A database of more than 40 organizations was developed for future outreach.

Special thanks to these board members: Chair **Agnes Ubalde**, Vice Chair **Elena Anaya**, **Linda Carlton**, **Mark Everton**, **Eric Johnson**, **Barry Luboviski**, **George McDaniel**, and **Obray Van Buren**. Staff members John Bailey, Elinor Buchen, and Ricardo Quezada supported these presentations.

## Comment card highlights

- *We need employers who are on board with local hire, job training, case management*
- *We need a quicker way to mitigate the issue around driver's licenses*
- *Pathway opportunities for re-entry adults*
- *Training for job placements connected with agencies already working with young adults*
- *We refer all of our clients for employment services*
- *Being able to provide adult services for re-entry adults*
- *Educating youth earlier than high school about future jobs*
- *Knowing what's available and having correct information about where training will be held, hopefully around Oakland, so I can use public transportation*
- *Keep communities clean, to keep the youth busy and involved in their community*
- *We need to develop a coherent strategy for the construction sector that includes participations of all stakeholders including the Building Trades*
- *Willing to participate in job fairs to promote our apprenticeship*



## Surveys

- Equal numbers of women (50%) and men (50%) completed the survey. (Q31)
- Job seekers had been **out of work less than three months** (25%), **3-6 months** (21%), **6-12 months** (12%) and 24% had been unemployed for **more than 12 months**. (Q29)

Where do you go first to look for a job? (Q22)	
Craigslist	57%
Friends / Family	36%
One Stop Center	22%
School/college counselors	21%
Community organization	21%
EDD, State websites	20%
Training organizations	16%
Newspapers	10%
Other	18%
<i>Other includes "Agencies, Civicorps, Contact businesses directly, everywhere, Flyers, Google, Idealist, Indeed.com, on foot, word of mouth, Youth Employment Project"</i>	

Most recent position was in which industry? (Q27):	
Retail	14%
Construction	14%
Health Care	8%
Trade, Distribution	7%
Digital Arts & Media	7%
Manufacturing	4%
Green Industries	2%
Other	44%

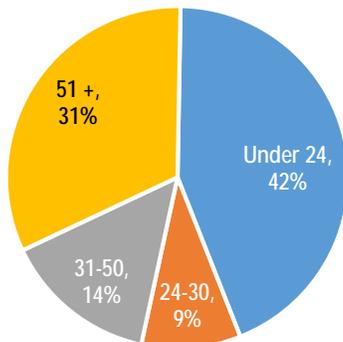


How did you learn about services? <i>(may give multiple responses) (Q24)</i>	
Friends / Family	48%
Internet	40%
Counselor	32%
School / College	21%
Employer	8%
Prior Job	8%
Newspaper, Radio	5%
Other	21%

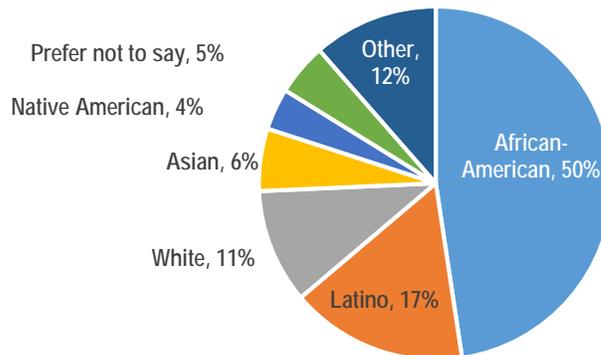
Resources used <i>(may give multiple responses) (Q23)</i>	
One Stop Centers	47%
Online / CalJobs	40%
Counseling	28%
Community Organization	32%
College / Training counselor	28%
Other	15%

*Other includes: "EDD, online tools, everything, family, monster.com, the streets"*

**Age of job-seeker respondents (Q33)**

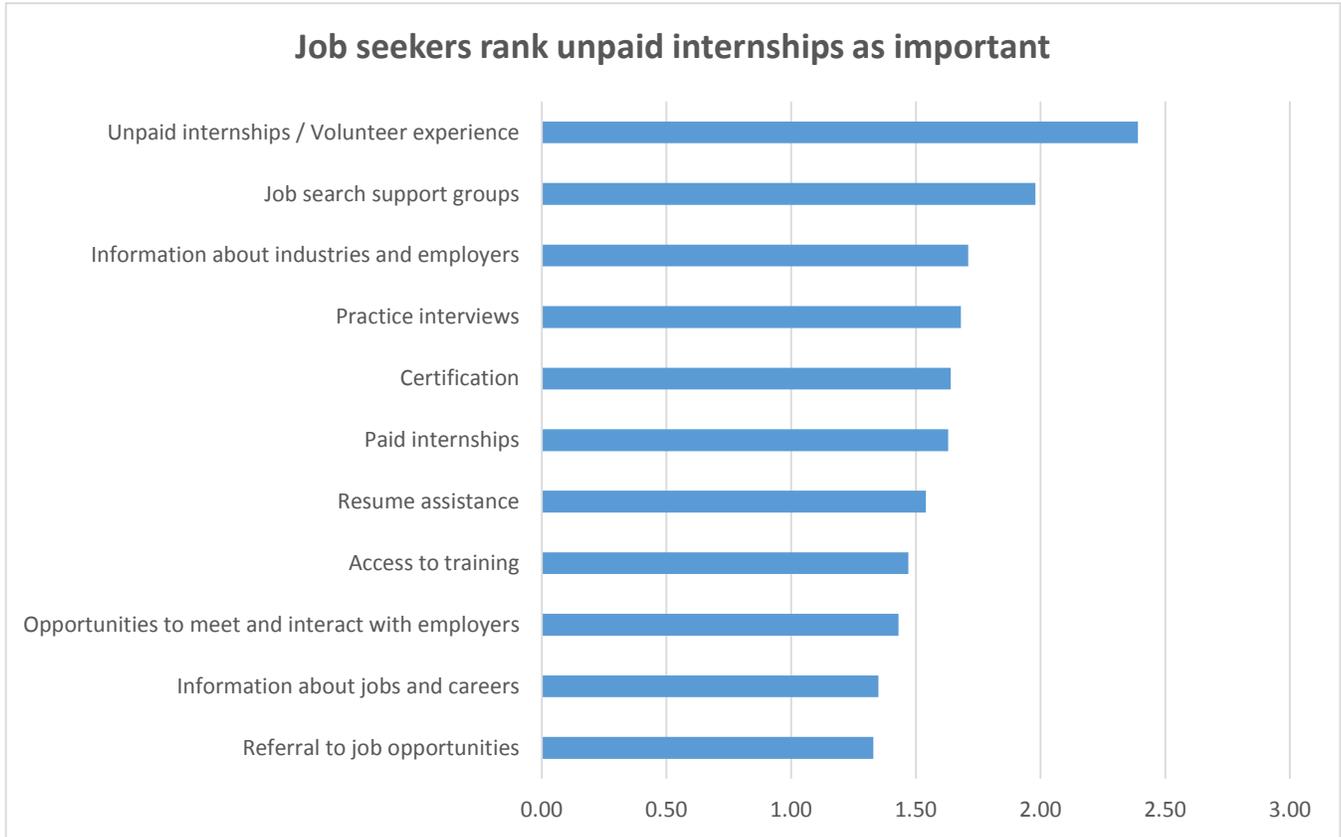


**Race and ethnicity of job-seeker respondents (Q30)**





## In your current job search, how important are the following services to you? (Q25)





## In their own words: survey responses

*“Thank you for completing our survey. Please add any further comments.”*

- \$950 from SSI less taxes, the money is not enough. Orientation is important, community outreach, and training is important. Computer training is also important.
- Computer training is important, otherwise, looking on foot is the only option.
- EDD center has complete lab, the computers are extremely slow. We cannot compete with the market for applying jobs on the internet if the computers are this slow. The staff will only provide the information related
- Computer jobs search. I think we should have category of stuff that can assist on training using media networks such as LinkedIn.
- Everyone needs WIA program enrollment. I went through 3 times and used services when not employed.
- I like this survey
- I would like to see some of the monies allocated to employing young people and utilizing their physical strength and fill up ALL of the potholes throughout OAKLAND. Give them a PAID stipend.
- I would love to see a great impact of jobs being renovated for potential job seekers within our communities. More valuable experience and the ability to provide for families without the barriers of unemployment.
- Information on internships would be helpful
- Job search one stop was hectic and stressful. One Stop Center is so helpful because everything is right here, rolled into one. They have everything right here. Look for ways to provide job seekers a way to get
- Access to transportation or continuing education.
- Lack of communication. Hard to get placed or hired for a position after completing training. Because of insurance requirements trainers don't respond jobs.
- More hands on review for resumes development with one on one help
- Order of importance of the needs facing individuals such as do they have access to schooling, language skills, ELL. Build trust, ask people to help spread the word about local community services. Some schools
- Can be really good resources for job training. Word of mouth is the most important for success.
- Really need to assist the seniors. I've been out since 2007. I apply and no response. Kevin's computer classes are good. Need to have serious employers that will hire seniors.
- Go over dress code and make-up. Too much sometimes. Communication skills / interpersonal skills.
- So much I could say, but it would take too much time and I don't know that anyone is going to read what is typed in these comment boxes.
- Temp positions to help while searching for a job. Transportation expense help. Jobs categorized by pay rate, education requirements, and whether parole or probation disqualifies you.
- Testing workers for personality types that are extroverted. More mid-level/professional jobs as well as technologies.
- Thank you
- Want to have people who are searching for job to be taken seriously. Expedite services, current services take too long
- What will this data be used to go towards?
- Work with community colleges and other providers to get more WIA-approved programs



## Worker response summary (54)

- Most of our currently employed respondents had been in their current job **less than one year** (50%); **1-3 years** (25%); **more than three years** (18%). (Q36)
- Nearly half were African-American (48%); 20% Latino; 13% Asian; 10% White; 3% Native American. (Q45)
- Nearly two-thirds were male (61%), and 34% were female. (Q46)
- More than half were under 24 years of age (56%); 9% were 24-30 years; 16% were 31-50; and 14% were 50+. (Q47)

When you look for help in a job search, where do you go first? (Q39)	
Craigslist	41%
One Stop Center	22%
School / College counselors	21%
Friends / Family	18%
Training organizations	14%
EDD, State Websites	7%
Community Organization	2%
Newspapers	2%
<b>Other</b>	
<i>Other includes "Agencies, Civicorps, Contact businesses directly, everywhere, Flyers, Google, Idealist, Indeed.com, on foot, word of mouth, Youth Employment Project"</i>	

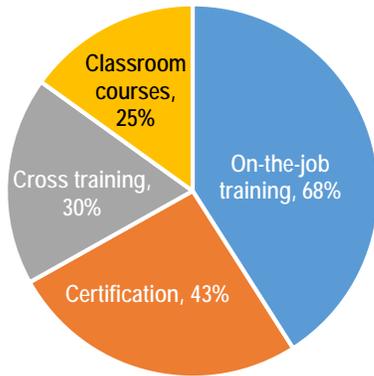
Current position is in which industry? (Q43):	
Construction	18%
Digital Arts and Media	18%
Healthcare	18%
Retail	18%
Manufacturing	14%
Green	11%
Trade, Distribution, Logistics	4%



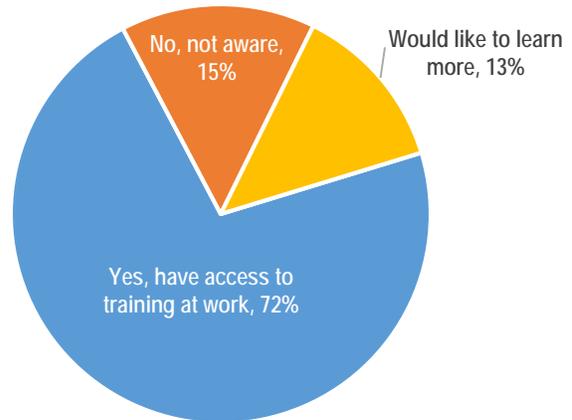
How did you learn about services? <i>(may give multiple responses) (Q41)</i>	
Friends / Family	51%
Internet	33%
Counselor	31%
School / College	31%
Employer	18%
Prior Job	18%
Job Fair	5%
Newspaper, Radio	3%

Resources used <i>(may give multiple responses) (Q40)</i>	
Community Organization	36%
Online Tools	33%
One Stop Centers	31%
College / Training Counselor	28%

**Workers see need for OJT, certification, cross training and classroom courses (Q38)**

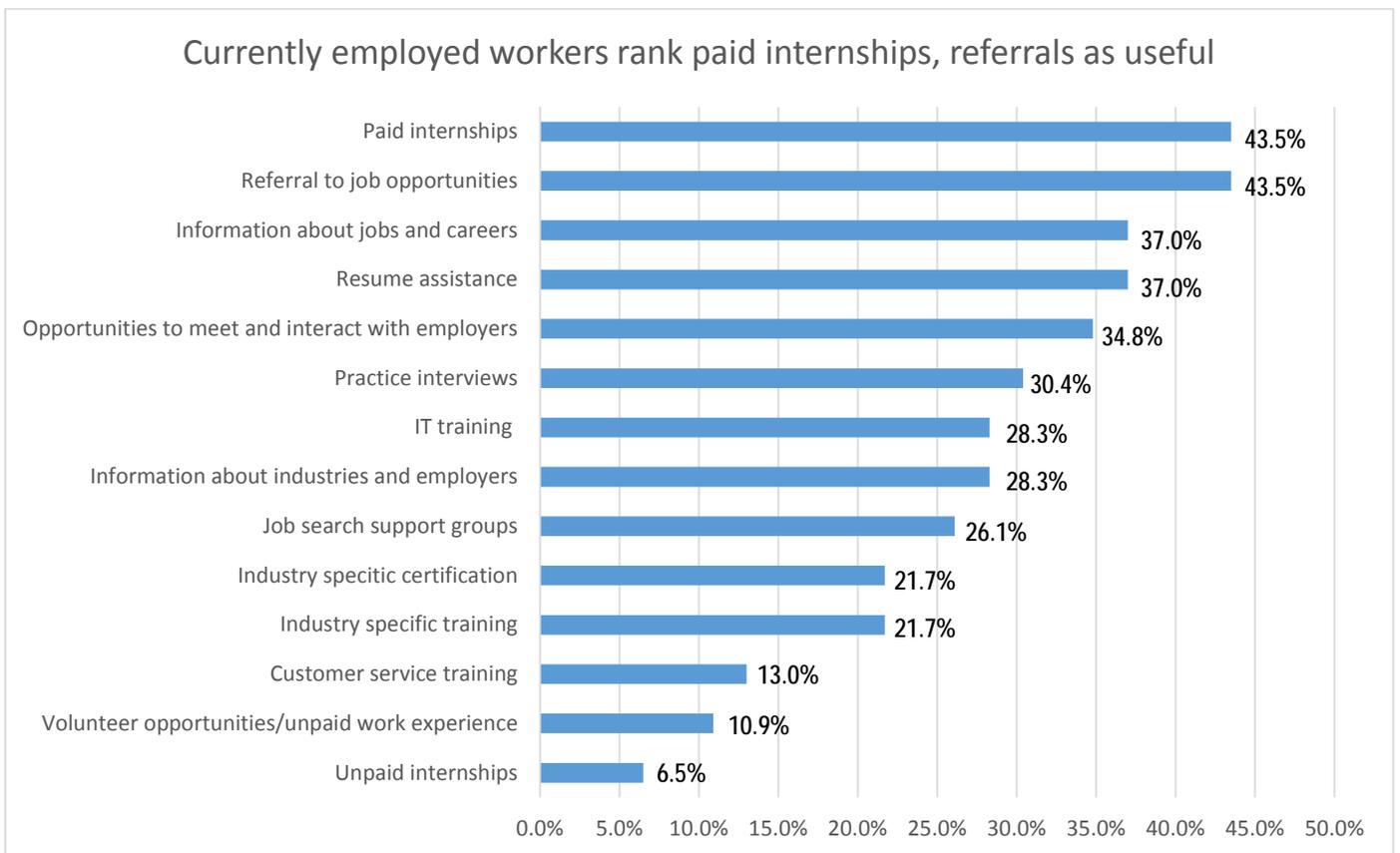


**72% of currently employed workers have access to further training through their jobs (Q37)**





## What kinds of services/training would be most useful to you? (Q42)





## Employer Response Summary (33)

Employers reporting more than a decade in Oakland (Q18)		Employers representing companies of different sizes (Q19)		Respondents included in targeted clusters (Q17)	
More than 10 years	58%	Fewer than 10	41%	Construction	31%
6-10 years	17%	11-50 employees	24%	Digital arts / media	23%
2-5 years	24%	51-100 employees	18%	Retail	15%
1 year or less	0%	More than 100	18%	Healthcare	15%
				Manufacturing	8%
				Green Industries	8%
				<i>Other industries: hospitality, business services, government, education.</i>	

Employers use multiple sources for recruitment (Q7)		What would help your company hire more Oakland residents? (Q9)		Nearly two-thirds (65%) indicate they have used these services successfully in the past (Q13)	
Community Based Organizations	33%	Recruitment Assistance	47%	On The Job Training	38%
Industry Trade Groups	33%	Referrals	47%	Subsidized Employment	31%
Craigslist	28%	Wage Subsidies	47%	Enterprise Zone / CA Competes	31%
Employee Networks	28%	Certification	29%	Customized Training	25%
Private Staffing	28%	Summer Jobs	29%	Incumbent Worker Training	19%
EDD Website	22%	Internships	24%	Not Aware of Programs	31%
Colleges / Universities	17%	Pre-Screening	24%		
Newspapers	17%	On-The-Job Training	18%		
One Stop Centers	17%				



Employers report training availability for new hires and existing employees (Q11)		Employers use external resources for training (Q12)		How could these programs add more value for your company? (Q14)	
New Hire Training	44%	Community Colleges	35%	Updated Technology	60%
Skills Upgrades	44%	Community-Based Programs	29%	Pool of Skilled Candidates	53%
Mentoring	44%	Industry Trade Groups	24%	Administrative Support	53%
Technical Skills Training	33%	Apprenticeship Programs	18%		
Education Reimbursement	33%	Private Training Schools	18%		
Apprenticeship	11%	Not Sure / Don't Seek Training	34%		
Don't Provide Training	6%				

Nearly two-thirds (64%) say that hiring locally is a benefit to their company. (Q8)

Nearly two-thirds (65%) anticipate hiring in the next six months. (Q6)

Customer service (58%) and technology (48%) are primary training needs. (Q15)



## In their own words: executive interview excerpts

We conducted in-depth interviews with a dozen chief executive officers and human resources managers from leading employers and business organizations, with a focus on technology, healthcare, retail, trade and logistics. Almost all noted the transition, before and after the Great Recession, away from public hosting and advertisement of openings, to recruitment through existing employee networks.

This practice closes off opportunity for many Oakland workers, and presents a significant barrier to entry into the labor market.

“72% of employers say they first look at internal resources — including ATS (applicant tracking systems), talent community/network, referrals — before posting a job.”<sup>2</sup>

### *Barbara Leslie, CEO, Oakland Chamber of Commerce*

“The workplace is different and the definition of the workplace is different, so how we train and prepare young people for world of work has changed since the days of connecting to a company and staying for the gold watch. When I was coming up the average tenure at a company was seven years, now it’s three. We are a mobile workforce in more ways than one!

“Employers are committed to local eco-system and they want people who are ready to work, with what we used to call soft skills. Employers want an easy, transparent mechanism to hire locally; they want a system that treats them like a customer. I’m an Oakland resident, an employer and a mom. I want to see a system that is a partnership of many entities that educates trains and helps Oakland youth from birth to retirement.

“As the shape of our workforce world is changing, so must we change the way we train people. As the world of work changes with technology, the way we train students and integrate them in the workplace, has to change. People don’t go in and type up their resume on a typewriter. The world is changing.

“The future is a more integrated system of education and employment, connect classrooms to training and real life experiences.”

### *Mark Quinn, San Francisco Region Director, US Small Business Administration*

*SBA provides services to small businesses and solopreneurs, and is seeing an increase in independent contracting and self-employment.*

“Making the leap from a workforce development client base to tech recruitment is not easy. Some efforts in this area are easily oversold. It’s not just a question of teaching people tech skills, and then finding they can’t get placements. There needs to be a linkage. Opportunities and positions are being created daily and it just seems logical to get our workforce prepared...The manner in which tech firms

<sup>2</sup> 2015 Career Builder Candidate Behavior Survey of 5,013 US candidates and 2,002 employers. <http://careerbuildercommunications.com/>



hire is a different model: they look to a different network [rather than workforce system], through their existing employees.”

### *Floyd Kephart, Chairman, Renaissance Companies*

*Renaissance is the master developer for Coliseum City, a proposed 800 acre entertainment, technology, and industry center near Coliseum BART, Oakland Airport, Interstate 880 and the Oakland Estuary. The project is expected to be re-named before opening in 2020, and a working title is “The City of the Internet.” Mr. Kephart and his team plan to convene potential tenants and employers to understand employment and training needs later in 2015, and will share highlights with the Workforce Investment Board.*

“Employers know about Oakland’s workforce. Many employers live in the East Bay, and they have firsthand knowledge through their current employees. Employers today don’t go out through search, they hire through their existing employee base. The question is: How best to reach that base?”

“A big concern is not just how to bring in new employees, but how to sustain them? We’ll see more training and education needs. Our project is a regional project on a transportation hub, which changes the way employers need to look at the demographics of employees available.

“It’s like affordable housing – everybody has a great time talking about it. What matters is the next step up in the housing chain or ladder, the transition from entry-level to next step.”

### *Ahmad Anderson, Senior HR Business Partner, Western US, DHL Express*

*Mr. Anderson previously served on the Oakland WIB while employed at another company in the trade and logistics space. He invites the OWIB to a site visit at DHL Express to tour its Oakland hub, which has benefited directly from OWIB services and employs 200 people on Earhart Road.*

“We just did a recruitment via the One Stop and Peralta Community Colleges in early April. Forty-five people entered the process, and 23 are continuing forward (after background checks). We met our goal for this recruitment, and approximately 20 people came forward later and will be in our system.

“We do online recruitment, postings for courier drivers, and have access to the Teamsters Local 70 pipeline. DHL Express has a specific five-question interview:

- Resume
- What is your driving experience?
- What is your experience with different management styles?
- What kind of management works for you?
- What are your goals and aspirations?

“Career fairs are a great opportunity to be connected to the community for our branding. It also helps recruit customer service agents and build a talent pipeline.



“At first, our thought process about hiring locally involved social responsibility. But the job fair is also economic development. As our people grow, so does our community. It leads us into connection with other organizations in the community.

“The benefit of hiring locally impacts the bottom line.

“People think it’s harder to find a job in this logistics industry than it really is. DHL Express is hiring qualified people every day. We are the Bay Area Employer of Choice!”

### *Mary Fuller, COO, Hack the Hood*

*Hack the Hood has trained three cohorts of Oakland residents through a six-week bootcamp coding academy for opportunity youth. Participants build websites for small, local businesses and acquire tech, client management and essential employment skills. HTH has received funding from the California State WIB, a \$500,000 Google Bay Area Impact Challenge to expand the program regionally, and a California Wellness Foundation grant for support services. HTH looks to create apprentice-style openings in the tech industry and related job classifications across industries.*

“We’re trying to avoid deficit language around tech. There is diversity in tech, there are people who can support [new workers], and people you can hold the door open for, who will come behind you. Our model is building a community around young people. So much of the problem is this disconnection between the community. Small businesses love to see talented, ambitious young people – it changes their perception of Oakland youth and improves relationships in our community.

“The tech industry is a place where experience counts for a lot. Computer science degrees can count, but for many employers, having done quality work on your own matters. We need to get young people interested in computer science careers. There are too many barriers in the public school system. In California, 60-65% of our high schools don’t provide computer science coursework, and only 11% offer AP computer science. Statewide, 131 African-American students took AP Computer Science test in 2013 – that out of 30,000. There’s work to be done at our schools, also room for HTH and coding boot camps that can pick up the slack.

“Employers are creating training academies internal to their companies. They are looking for people with soft skills, who need tech capacity, for diversity and investing in people with strong academic performance in high school, who have demonstrated motivation.

“We could develop certification on company products where implementation is technical and narrowly focused. For example, Google AdWords Certification offers very good wages. It could be a stackable certification, and more competitive in the job market.”



### *Jason Young, CEO, MindBlown Labs*

*Mr. Young is the founder and CEO of MindBlown Labs, an educational tech startup with 10 full-time employees in downtown Oakland, and a presidential appointee to the Council on Financial Capability for Young Americans. His firm was the only financial capability company (out of 326 applicants) to receive a research contract through the United States Treasury Department's Financial Empowerment Innovation Fund.*

“I was living in SF. Oakland was warmer! And more affordable. We ran the startup out of our apartment. Our team now includes artists, software developers, designers, salespeople, and we are hiring a producer to run product and an educator experience lead to support our work with teachers. We attended a job fair in Redwood City, hosted by the EdSurge network at GSV labs, a venture capital firm. We hire candidates through our networks, we also post to industry sites.

“Whether or not someone went to college is not the primary determining factor in a hiring decision. As a startup, our employees are figuring out how to do new things all the time. They teach themselves how to do it. I would not go so far as to call it training, it’s more like stealth training. I arrange for them to talk to people. We paid a consultant for 10 hours to teach our game designer a set of best practices around defining learning objectives. He then critiqued our designer as he added these objectives to our game . It was not theoretical training, it was help get the project done.

“Our people need to marry the correct skills with the right type of attitude and ways of approaching problems. We’ve been working with an intern from the PIC. He’s very motivated! He doesn’t have all the knowledge needed but he’s really great and we’re supportive of his reentry into the community. We found him....well, he reached out to us. We were impressed with his motivation and decided to give him a shot. There are things I would have liked several employees to know more about like:

- How to manage email in a corporate context
- Social norms – baseline! – things you would not know unless taught, like how long to schedule a meeting, when to Cc: your boss or the client
- How to state clearly what you want, and also frame your questions to get what you need

### *Naveen Jain, CEO and founder, Spark Art*

*Naveen Jain is the founder and CEO of SparkArt, a digital design agency, and founder of the Immunity Project, on of Time magazine’s ‘25 Companies That Are Changing the World.’ A Y Combinator company, Mr. Jain is also an investor and advisor to other tech firms.*

“As a tech entrepreneur, I am learning at a very high level every day. I don’t care about college degrees. I’m a college dropout. I care about how people think and their work ethic. They say you can’t teach people work ethic. Our industry offers a good place to start in quality assurance and customer service. You’ll know the product, and its flaws, and you can be a voice for the customer. It requires empathy!



“We see an increasing demand for customer service training. We could hire boot camp graduates in quality assurance and customer service. Our clients expect the best of the best. We hire from within networks, friends of friends.

“It’s hard to invest in training for someone making \$80,000 a year. We see the first year salary as training. Let’s set up a free Oakland job board for local employers that would give us metrics for local hire and a tagging system for real-time metrics. Really, what percentage of these jobs need Ruby, Python, GoogleGo? We could pull out reports on the backend.

“Oakland has an extraordinarily high minimum wage...but I don’t care if the minimum wage is \$16, you have to have people worth that wage -- otherwise it’s just arbitrage.”

### *AJ Mizes, Sungevity*

*Director, National Talent at Sungevity, an innovative solar energy firm that invented remote solar design – the ability to offer customer firm quotes on residential solar energy systems using satellite images.*

“As a company, just a year ago, we were at 470 employees nationwide. Now we’re at 800, with 80 to 100 new hires here in Oakland. Growing like gangbusters!

“Where do you go to hire UX [user experience talent]? We use Indeed.com, but many are referrals – at least 30%. We offer employee bonuses for referrals (\$1,000) for every employee they refer that completes their 90<sup>th</sup> day. Plus a \$5,000 bonus for recruiting an engineer!

“The only role here that does not require a college degree is customer experience managers. They use Salesforce, 59 tech suite. They have to like technology and adapt very fast. Salesforce is a big tool at all the tech companies, as is any call center training or software, and of course the Google suite (Gmail, calendar, docs.)

“We are not vertically integrated. We have third party installers, and as solar industry expands, those jobs will increase 2x or 3x over the next few years. It’s a tech savvy, customer facing mobile environment. New techs need to live on iPhones, iPads, and devices like that. You can take a course on photovoltaic installation. These contractors use a job board like Solar Energy International, SEI, solarenergy.org.”

### *Patrice McElroy, Bay Area Rapid Transit*

“We are partnering with the Oakland Workforce Investment Board and community colleges on a grant for apprenticeship training. We’re involved in the summer youth programs, and provide internships with assignments for 20 youth. They really do a lot of work with our managers, out in our shops. They go out and learn about the technical area, supporting the administrative side. They definitely go to procurement



and do data entry, contracts, human resources. It's not just filing! They are contributing, in engineering areas, human resources, external affairs.

“We have entry level and technician level positions open. We need a lot of mechanics. We just went to Los Medanos Community College to hire 10 mechanics and electrical mechanics. We have needs for transit vehicle mechanics, communications technicians, elevator / escalator workers – that's a huge need right now! We need electricians with high voltage experience. Also, train controllers but we're coordinating with aviation partners and veterans organizations for that – it's a more advanced level job for us, like air traffic controller, with a certification process.

“Everyone wants to be a station agent or train operator. You need a customer service background. We get a lot of applicants for those positions.

“We'll have a new shop, a whole new fleet coming on board. We are trying to forecast what those needs will be, so we can address them. We'll need a lot of those positions to support the system as it grows. We have 3000 employees, and we are growing.”

#### *Dr. Jocelyn Freeman Garrick, Alameda County Health Pipeline Partnership*

“In healthcare, we need to talk with unions, as well as federally qualified health centers and medical institutions. This needs to be a conversation with leadership, with everyone at the table, so we get buy in to our mission. For nursing, ancillary staff, down to janitorial and environmental, all of those are great jobs in health.

“We aren't exposing a lot of our young people and young adults to these opportunities, in biotech, pharma companies, untapped fields that are hiring. There are entry-level careers for laboratory techs, haz mat techs, repair techs. These careers require trade school or community college certification. Our networks are gearing up to prepare people but we're not yet at scale.”

#### *Darien Louie, East Bay Economic Development Alliance*

“How do you reach small and community based businesses? They don't have time to join organizations; they're just trying to do their business and get through the day. You have to create a system that connects them to business opportunity.”

“Employers do not hire exclusively out of social kindness. They are looking for employees who are ready and willing to work. Job shadowing is one way a prospective employee can experience a real work setting without interrupting regular work operations.”

“Training institutions need to build their curriculum with industry input, but find ways to keep their training fresh and relevant for the changing world of work.”



## Resources and Materials

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# Resources and Materials

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# Workforce Investment Board

CITY OF OAKLAND

*Growing Talent for Business*

## QUICK FACTS

- **We're recruiting for Summer 2015 Sponsors and Employers now,** with a goal of placing 3,000 youth
- 2,125 Oakland youth were successfully placed in 2014...
- ...But 3,620 youth applied for positions
- **56 private sector businesses** hired Oakland youth
- **37 public agencies** participated
- **87% of youth served come from low-income families**
- **89% of Employers rated their satisfaction with the program above 90%**
- **\$646,620 was raised for Summer Youth Employment**



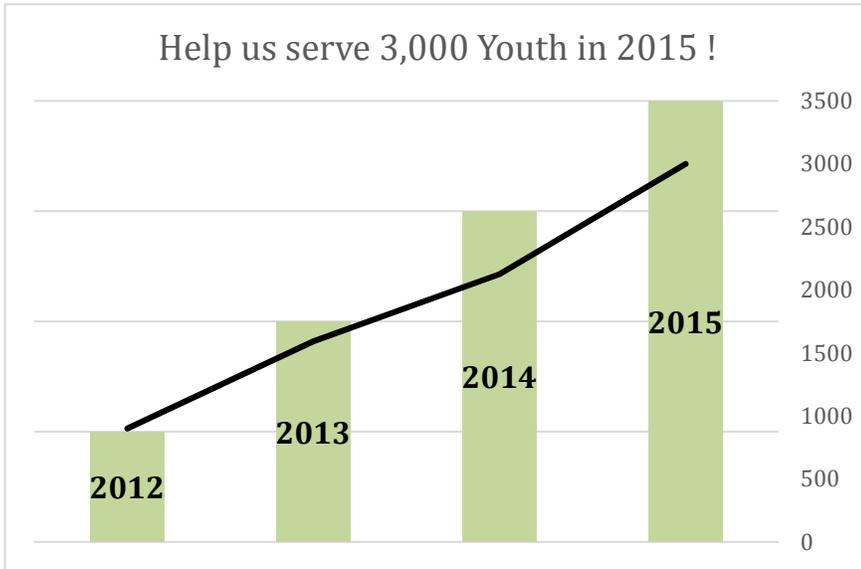
*Oakland Police Sergeant Mildred Oliver supported summer jobs for Olivia Hunt, Tarisha Boutel, and Gabriella Guzman to encourage potential careers in law enforcement.*

## Summer jobs placement exceeds goals, builds foundation for expanded 2015 program

Oakland employers, public agencies, non-profit organizations and the Workforce Investment Board came together to provide hope and employment to 2,125 Oakland youth during the Summer Jobs Program, which was extended into late October.

Youth received pre-employment training through skilled, experienced service providers, and completed assignments at 56 private sector and 37 public agency employers. "Employers reported overwhelming satisfaction with the youths' skills and job readiness, and we're gratified that several young people were hired into permanent, full-time positions," said John R. Bailey, WIB executive director.

"For 2015, our goal is to raise funds and secure placements for 3,000 youth," said Felicia Duncan, Oakland's first year-round summer jobs coordinator in a generation. "The Workforce Investment Board makes this success possible by uniting employers, training providers, and tomorrow's workforce – our Oakland youth."



## Employers, youth praise opportunity as Oakland WIB continues program growth

*"Thank you for the summer job opportunity. I was hired as a result of my summer intern experience."*

**Andrelle Russell**, MSJP 2014 Youth

*"Our Summer Intern, Andrelle Russell, was hired into a temporary part time position in the Public Works Call Center following her work with Administration. With proper mentoring and coaching, she demonstrates promise for a bright future!"*

**Sabrina Jones**, Oakland Public Works

*"My summer job kept me busy and introduced me to a new world of finance that I had never known about. I am glad I was offered the experience. Thank you."*

**Demone Crump**, MSJP 2014 Youth

*"It was my first work experience and I learned how to act in a professional environment. The adults in my department were very helpful. I will definitely do it again next year."*

**Marion McMillian**, MSJP 2014 Youth

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**For more information about sponsoring or employing Oakland youth**, contact program coordinator Felicia Duncan at the Oakland Workforce Investment Board, [fduncan@oaklandnet.com](mailto:fduncan@oaklandnet.com).

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## Special thanks to our 2014 donors

AC Transit  
 Bank of America  
 BART  
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 Clorox Company  
 Curtis Munson & Hazel Olbrich  
 East Bay Community Foundation  
 Golden State Warriors  
 Horizon Beverages  
 Jill Louise Ratner  
 John Burriss  
 JP Morgan Chase  
 Kaiser Permanente  
 Kal Krishnan Consulting Service  
 KDOL  
 Lao Family Community  
 Development Center  
 M. Quinn Delaney and  
 Wayne Jordan  
 Manuel Floyd  
 MTC  
 Oakland Housing Authority  
 Oakland Unified School District  
 Oakland Zoo  
 OFCY  
 Peter & Bonnie Sherwood  
 Port of Oakland  
 Turner Construction Co.  
 United Way  
 Wells Fargo  
 Youth Employment Partnership  
 Youth Uprising



# Workforce Investment Board

CITY OF OAKLAND

*Growing Talent for Business*

## QUICK FACTS

- Oakland secured a \$988,217 grant from the Employment Development Department for work through July 2016
- Funds will assist employers and employees in a unique set of partnerships for on-the-job training
- This “**earn while you learn**” model will help workers access training in important sectors of our regional economy, like trade and logistics, healthcare, information technology and advanced manufacturing
- Employers will receive financial assistance and support to ensure successful placements

## State investment in Oakland Workforce Board offers opportunity to employers, workers

The State of California has invested nearly \$1 million in services to Oakland’s dislocated workers – adults who have lost jobs and are ready for new training – and the Oakland Workforce Investment Board is gearing up to deliver returns.

Through a partnership with The English Center, Lao Family Community Development, Oakland Private Industry Council, and the Unity Council, long-term unemployed workers will receive on-the-job training, and employers are eligible for reimbursement of training costs.

“Our goal is to place workers in regular employment at \$13 per hour or better, for 18 months, as well as to develop programs that address real skills gaps and meet employers’ needs,” said Al Auletta, WIB program manager.

“We will be tracking employees’ progress through five levels of performance benchmarks,” said program analyst Tamara Walker. “From matching workers to job interviews, developing individualized training plans, reviewing progress and securing evaluations, the Oakland WIB will monitor results all the way through the process.”

## Workforce Board gears up for new federal law

Congress acted to modernize the nation’s workforce development systems in 2014. Bob Lanter, executive director of the California Workforce Association, briefed the Oakland WIB on the Workforce Innovation and Opportunities Act at our 2014 retreat. He highlighted services to youth and people with disabilities, partnerships with educational institutions, and regional initiatives. “This was an opportunity for our leaders to hear from statewide experts about the new law, and focus on local priorities,” said Elinor Buchen, program analyst.



## Open House celebrates collaborative model for training, employment services in West Oakland

More than 100 residents, partners and stakeholders attended an open house hosted by the City of Oakland to showcase services provided by the West Oakland Job Resource Center, West Oakland Neighborhood Career Center, and Public Library, all under one roof at the West Oakland Library, 1801 Adeline St. Reflecting the collaborative nature of the site, the open house celebrated the transformative services offered to residents through partnerships.

The **West Oakland Neighborhood Career Center**, a project of the Oakland Private Industry Council, provides accessible, high-quality training and employment services for local residents and employers. Since its launch in July, the Center has received over 1,000 visits from jobseekers, reflecting the need for services in an area that has experienced a disproportionate share of unemployment, poverty and, more recently, gentrification. The Career Center assists with resume development, job-search, career counseling and hosts on-site recruitments for

companies like IKEA and Target.

The **West Oakland Job Resource Center (WOJRC)** directly assists contractors in hiring local workers for construction and eventually operations jobs at **Oakland Global Trade & Logistics Center** (former Oakland Army Base.) To help residents prepare for careers in construction, the WOJRC provides counseling and information about apprenticeship programs that provide "earn while you learn" opportunities. WOJRC's most recent report shows 47 hires by 33 employers in construction, and 55 hires by 19 employers in other industries. One in four placements served a resident of the 94607 zip code area (West Oakland), and one in four placements served a community member re-entering after incarceration.

To learn more about the West Oakland Jobs Resource Center, visit [oaklandnet.com/wojrc](http://oaklandnet.com/wojrc) or call (510) 419-0509.

*Courtesy City Administrator's Office  
Photo by Greg Linhares, City of Oakland*



# Workforce Investment Board

CITY OF OAKLAND

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*The Oakland Workforce Investment Board funds programs that connect job employers and job seekers like Mr. Kyaw Naing, who improved communications and teamwork skills working with Ms. Su Dung at Lao Family Community Development, and Ms. Storm White, who learned digital design and marketing skills at Youth Radio.*

*This opinion piece appeared in the Oakland Tribune on April 8, 2015. To add your voice as an employer, worker or job seeker, take the Oakland WIB's new online survey at [www.oaklandnet.com/wibsurvey](http://www.oaklandnet.com/wibsurvey).*

## Oakland WIB funds innovative training programs to connect employers, job seekers

*by Agnes Ubalde and Elena Anaya*

Two Oakland workers show the great progress being made by Oakland's workforce training programs.

Storm White completed training in digital graphic design and secured a competitive internship with a national advertising agency. Training at **Youth Radio**, funded by the **Oakland Workforce Investment Board**, helped her put what she visualized in her head on the screen, as well as developing professional and organizational skills for success.

"It helped me figure out what I want to do, and also what I don't want to do. I changed my major, and started focusing more on websites and apps." Ms. White was recently the lead in a team that won My

Brother's Keeper hack-a-thon with the MyStudyBuddy app to assist Peralta students.

When Kyaw Naing came to **Lao Family Community Development**, he had just lost a \$15 an hour job as a forklift operator due to a plant closure. Concerned about saving for his daughter's education, he enrolled in a training program that helped him communicate more effectively in job interviews and with co-workers. His new employer, a specialty food manufacturer, paid a bonus that they spent on their daughter, because, "She's a teenager now and they want things."

As a certified forklift driver, he works nights while his wife works days, so that their daughter has a parent nearby. "Here, it is very important to have a job – that way, I can support my family and community. I am happy when I have a job! The training I got when I joined Lao Family made the difference. I always understood teamwork on my job, but the training helps me communicate with co-workers."

Ms. White and Mr. Naing are just two of thousands of workers making the most of the Oakland Workforce Investment Board's unique partnerships. The OWIB's strategic plan will fund targeted sectors such as trade and logistics, healthcare, advanced manufacturing, and information and communications technology which offer employment at a variety of levels.

New funding will come into Oakland for healthcare training, thanks in part to support provided by the Oakland WIB. The Bay Area Workforce Funding Collaborative is providing a \$150,000 seed grant to develop partnerships between **Merritt College, Oakland Unified School District, the Unity Council, Alameda County Health Pipeline Partnership, Urban Strategies Council** and our Board in the **Bridge to Healthcare Careers Program**.

The Bridge program will familiarize participants with the health care industry, high-demand occupations, and the foundational skills necessary for success on the job. A contextualized training curriculum will help students strengthen English and math skills while acquiring college credit on an allied health career pathway, opening the door to postsecondary education and employment in the region's vibrant healthcare sector.

Enrollment will begin this fall for 30 unemployed residents, ages 18 to 24. Academic and employment counseling services will support program participants in work-based learning. Financial incentives and matching funds will support employers in the costly process of training new employees.

During the 2015 program year, the Oakland WIB will conduct a transparent and accountable process to contract with local training organizations. The new federal Workforce Innovation and Opportunity Act mandates more regional planning, attention to youth disconnected from school or employment, and services to young workers with disabilities.

These efforts are all part of Oakland's expanding initiative to assist residents in securing new jobs and fruitful careers in a changing economy. Working together, our community can use best-in-class strategies and proven methodologies to ensure workers for growing companies and careers for our future.

*Agnes Ubalde is chair of the Oakland WIB and serves as Vice President and Community Development Officer for Wells Fargo Bank. Elena Anaya is vice chair and serves as Community Affairs Director, Northern California for Turner Construction Company.*



# Workforce Investment Board

CITY OF OAKLAND

*Growing Talent for Business*

## QUICK FACTS

- **Your opinion counts!**
- Learn more about today's career and technical education at [oaklandnet.com/wibsurvey](http://oaklandnet.com/wibsurvey) -- and tell us what kind of job training and placement support your business needs.
- To participate in Classrooms2Careers, contact Jacqueline Noguera at 510-238-6457 or email [JNoguera@oaklandnet.com](mailto:JNoguera@oaklandnet.com).

## Oakland launches innovative Classrooms2Careers program

*Promotes partnerships to prepare future workers, meet employer needs*

The Talent Dividend, a 2010 CEOs for Cities report, found that improving educational achievement just one percentage point is associated with a nearly \$900 increase in annual per capita income and improved local economies.

Oakland is seizing this potential with the launch of **Classrooms2Careers**, a fresh approach to youth employment.

**Mayor Libby Schaaf** christened the program at a breakfast April 10 at the Waterfront Hotel, urging Oakland businesses to support the initiative. The program builds on the City's success in the 2014 Mayor's summer jobs program, which placed 2,125 Oakland youth at 56 private sector and 37 public agency employers, securing a 90% satisfaction rating with employers.

**Classrooms2Careers** will support Oakland youth preparing for college or career with work-based learning opportunities that connect future workers to local businesses for a double bottom line. In addition to summer jobs, Classrooms2Careers will offer year-round opportunities, paid and unpaid internships, and coordinate curriculum and programming between schools, community colleges, and training programs.

“Showcasing our local businesses, future employment opportunities, and career pathways will connect Oakland youth to education and enrich our

local talent pool. It's a great opportunity for employers to identify talent and access promising candidates, too," said John Bailey, Workforce Investment Board executive director.

In partnership with the Oakland Unified School District and Mayor's Office, **Classrooms2Careers** asks businesses to participate by hosting:

- classroom presentations
- career days and worksite tours
- job shadowing
- internships
- mock interviews

"These activities motivate youth to continue education and succeed beyond the classroom," said Bailey, "Many of our young people benefit from hands-on learning, in the context of a career they can look forward to and prepare for."

### **Fast Facts**

The **Workforce Innovation and Opportunity Act** signed into law by President Obama in 2014 calls for increased work-based learning. Earn-while-you-learn programs, apprenticeships and opportunities to begin drawing a paycheck while improving skills and advancing help both employees and employers.

The **Oakland Workforce Investment Board** is a partnership of employers, training experts, community and labor organizations, which manages state and federal investment in Oakland training programs. Highlighting seven industry sectors (advanced manufacturing and food production; trade, logistics and distribution; healthcare; construction; digital arts and media; green Industries; retail) the WIB monitors Oakland's economy and aligns training programs to meet future employment needs.

# 2015 Community Engagement Survey

Friday, June 12, 2015

Powered by  SurveyMonkey

## 230

Total Responses

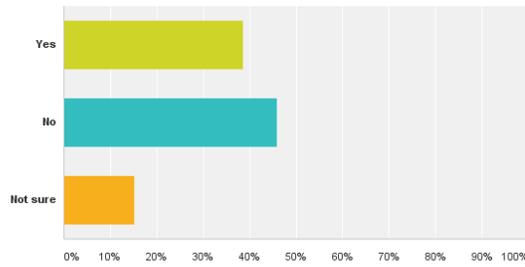
Date Created: Monday, March 23, 2015

Complete Responses: 182

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**Q1: In 2014, the U.S. Congress passed a new law to prepare workers for 21st century jobs. Have you heard about the Workforce Innovation and Opportunity Act?**

Answered: 124 Skipped: 106



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**Q1: In 2014, the U.S. Congress passed a new law to prepare workers for 21st century jobs. Have you heard about the Workforce Innovation and Opportunity Act?**

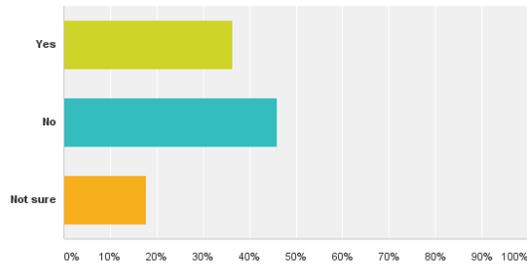
Answered: 124 Skipped: 106

Answer Choices	Responses
Yes	38.71% 48
No	45.97% 57
Not sure	15.32% 19
<b>Total</b>	<b>124</b>

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**Q2: Ok, thinking about Oakland and the jobs of the future, do you believe that the right kinds of training opportunities exist today for workers and job seekers?**

Answered: 124 Skipped: 106



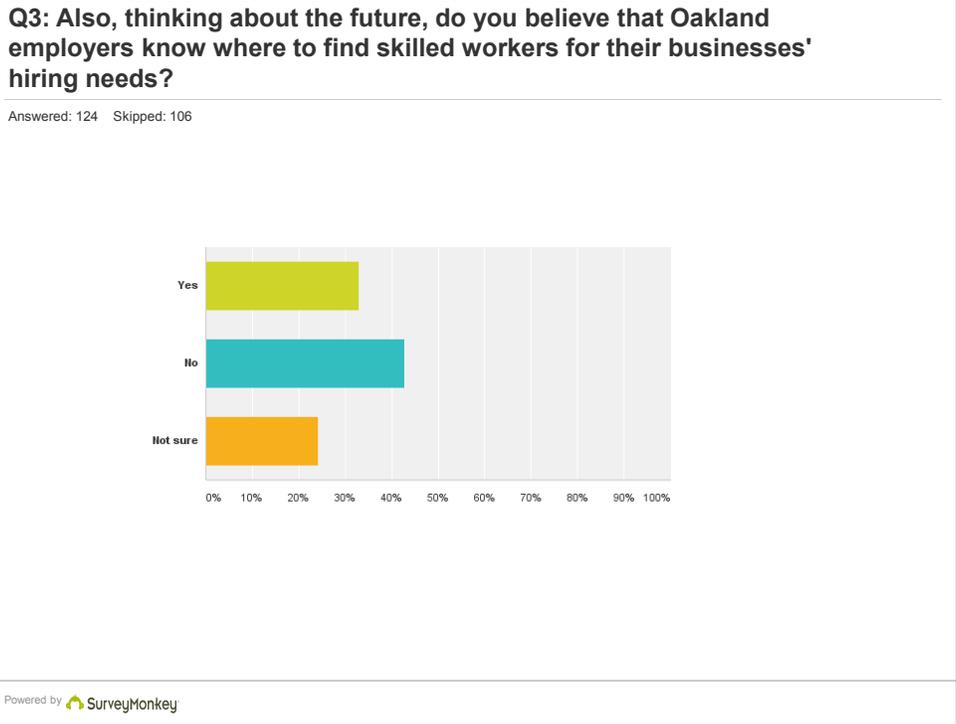
Powered by SurveyMonkey

**Q2: Ok, thinking about Oakland and the jobs of the future, do you believe that the right kinds of training opportunities exist today for workers and job seekers?**

Answered: 124 Skipped: 106

Answer Choices	Responses
Yes	36.29% 45
No	45.97% 57
Not sure	17.74% 22
<b>Total</b>	<b>124</b>

Powered by SurveyMonkey



**Q3: Also, thinking about the future, do you believe that Oakland employers know where to find skilled workers for their businesses' hiring needs?**

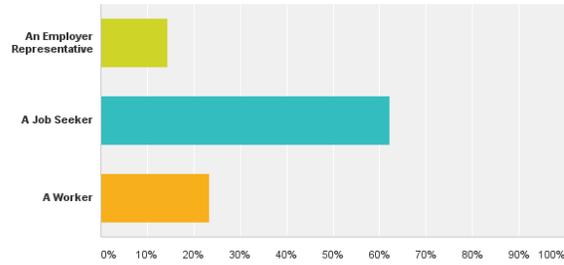
Answered: 124 Skipped: 106

Answer Choices	Responses
Yes	33.06% 41
No	42.74% 53
Not sure	24.19% 30
<b>Total</b>	<b>124</b>

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**Q4: The next set of questions is based on your role in our economy.  
Given your day-to-day work, are you:**

Answered: 230 Skipped: 0



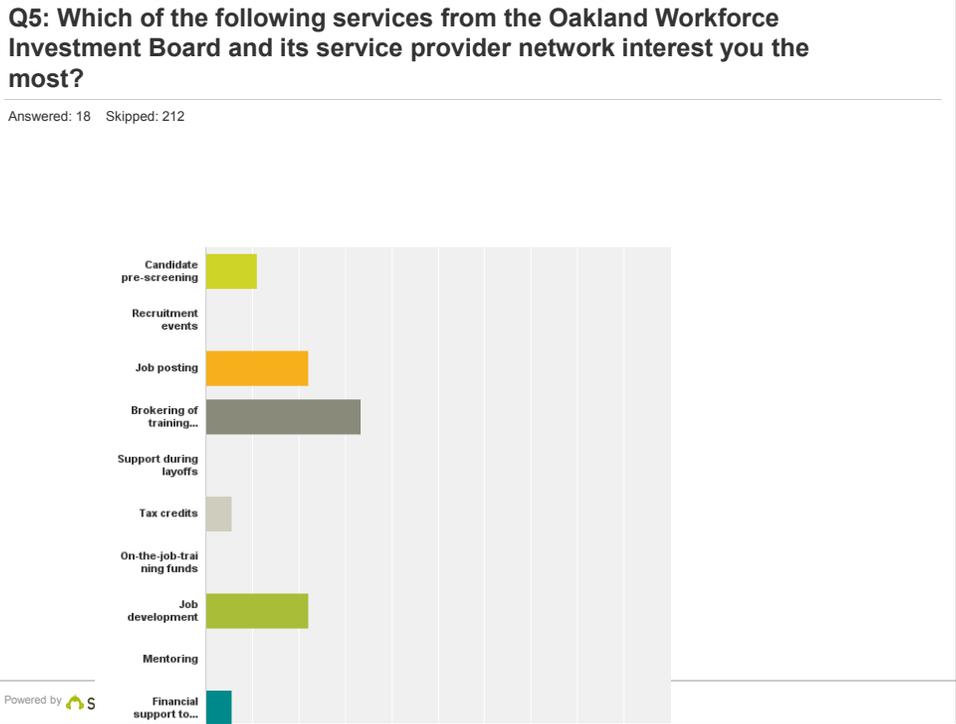
Powered by SurveyMonkey

**Q4: The next set of questions is based on your role in our economy.  
Given your day-to-day work, are you:**

Answered: 230 Skipped: 0

Answer Choices	Responses
An Employer Representative	14.35% 33
A Job Seeker	62.17% 143
A Worker	23.48% 54
<b>Total</b>	<b>230</b>

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### Q5: Which of the following services from the Oakland Workforce Investment Board and its service provider network interest you the most?

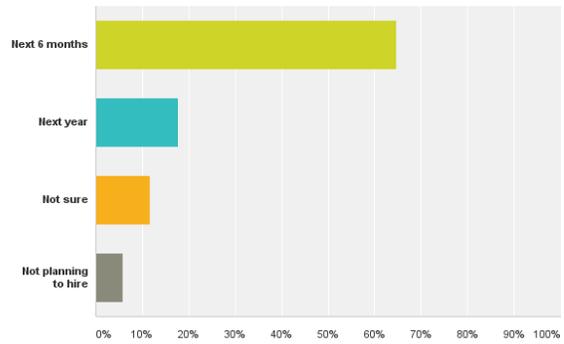
Answered: 18 Skipped: 212

Answer Choices	Responses
Candidate pre-screening	11.11% 2
Recruitment events	0.00% 0
Job posting	22.22% 4
Brokering of training services	33.33% 6
Support during layoffs	0.00% 0
Tax credits	5.56% 1
On-the-job-training funds	0.00% 0
Job development	22.22% 4
Mentoring	0.00% 0
Financial support to employees for transportation/tools/uniforms	5.56% 1
<b>Total</b>	<b>18</b>

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**Q6: Oakland has one of the most dynamic labor markets in the Bay Area. Do you anticipate hiring new employees in the near future?**

Answered: 17 Skipped: 213



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**Q6: Oakland has one of the most dynamic labor markets in the Bay Area. Do you anticipate hiring new employees in the near future?**

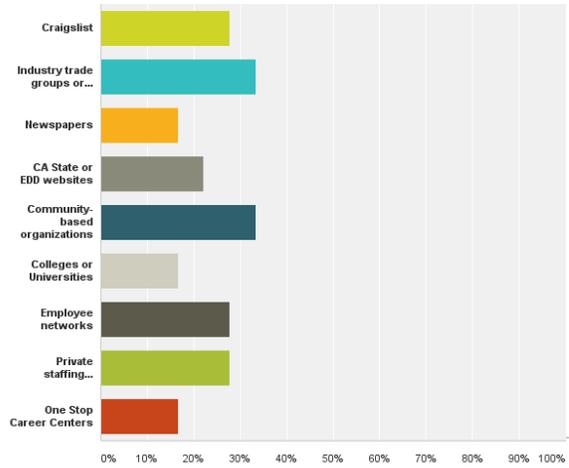
Answered: 17 Skipped: 213

Answer Choices	Responses
Next 6 months	64.71% 11
Next year	17.65% 3
Not sure	11.76% 2
Not planning to hire	5.88% 1
<b>Total</b>	<b>17</b>

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**Q7: Thinking about your hiring process, where does your company go to recruit candidates?**

Answered: 18 Skipped: 212



Powered by SurveyMonkey

**Q7: Thinking about your hiring process, where does your company go to recruit candidates?**

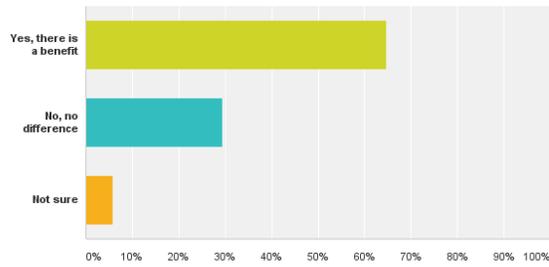
Answered: 18 Skipped: 212

Answer Choices	Responses
Craigslist	27.78% 5
Industry trade groups or websites	33.33% 6
Newspapers	16.67% 3
CA State or EDD websites	22.22% 4
Community-based organizations	33.33% 6
Colleges or Universities	16.67% 3
Employee networks	27.78% 5
Private staffing agencies	27.78% 5
One Stop Career Centers	16.67% 3
<b>Total Respondents: 18</b>	

Powered by SurveyMonkey

**Q8: Is there a benefit to your company in hiring local residents in the communities where you do business?**

Answered: 17 Skipped: 213



Powered by SurveyMonkey

**Q8: Is there a benefit to your company in hiring local residents in the communities where you do business?**

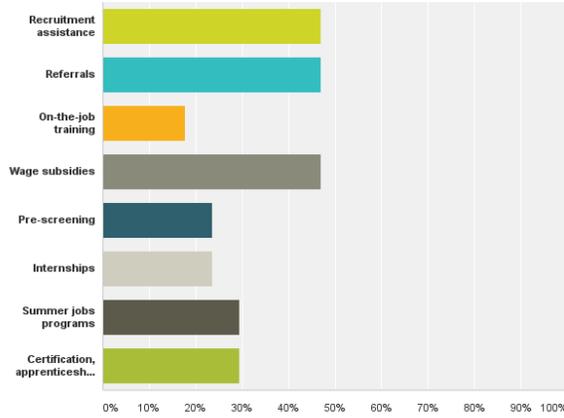
Answered: 17 Skipped: 213

Answer Choices	Responses
Yes, there is a benefit	64.71% 11
No, no difference	29.41% 5
Not sure	5.88% 1
<b>Total</b>	<b>17</b>

Powered by SurveyMonkey

### Q9: What would help your company hire more Oakland residents?

Answered: 17 Skipped: 213



Powered by SurveyMonkey

### Q9: What would help your company hire more Oakland residents?

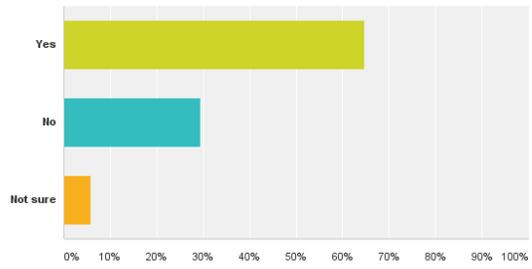
Answered: 17 Skipped: 213

Answer Choices	Responses
Recruitment assistance	47.06% 8
Referrals	47.06% 8
On-the-job training	17.65% 3
Wage subsidies	47.06% 8
Pre-screening	23.53% 4
Internships	23.53% 4
Summer jobs programs	29.41% 5
Certification, apprenticeship or industry-specific training	29.41% 5
<b>Total Respondents: 17</b>	

Powered by SurveyMonkey

**Q10: Have you used these services before successfully?**

Answered: 17 Skipped: 213



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**Q10: Have you used these services before successfully?**

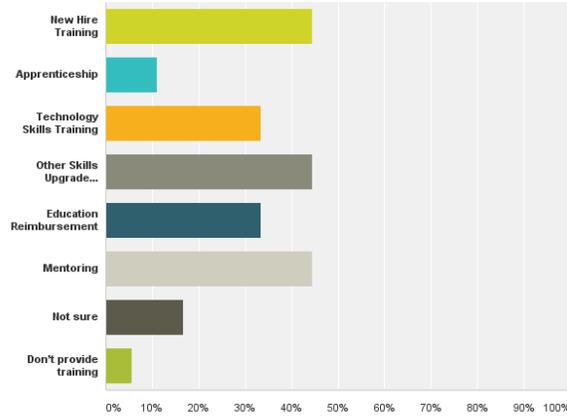
Answered: 17 Skipped: 213

Answer Choices	Responses
Yes	64.71% 11
No	29.41% 5
Not sure	5.88% 1
<b>Total</b>	<b>17</b>

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**Q11: Thinking about your company's training programs, what do you provide for new hires or existing employees?**

Answered: 18 Skipped: 212



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**Q11: Thinking about your company's training programs, what do you provide for new hires or existing employees?**

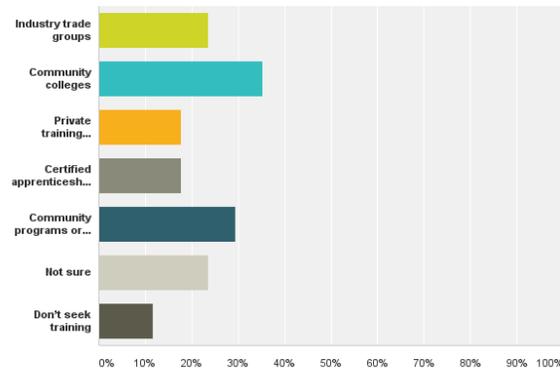
Answered: 18 Skipped: 212

Answer Choices	Responses
New Hire Training	44.44% 8
Apprenticeship	11.11% 2
Technology Skills Training	33.33% 6
Other Skills Upgrade Training for Current Workers	44.44% 8
Education Reimbursement	33.33% 6
Mentoring	44.44% 8
Not sure	16.67% 3
Don't provide training	5.56% 1
<b>Total Respondents: 18</b>	

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### Q12: Do you use external resources to meet training needs?

Answered: 17 Skipped: 213



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### Q12: Do you use external resources to meet training needs?

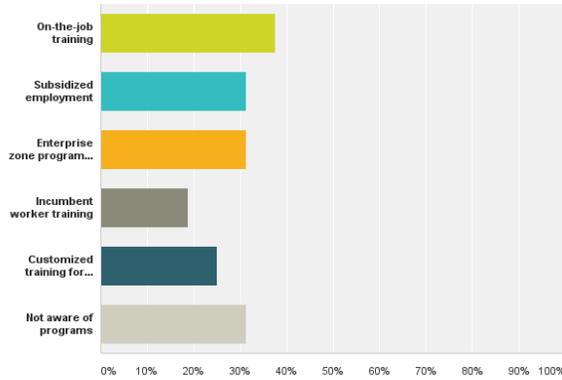
Answered: 17 Skipped: 213

Answer Choices	Responses
Industry trade groups	23.53% 4
Community colleges	35.29% 6
Private training schools	17.65% 3
Certified apprenticeship programs	17.65% 3
Community programs or non-profit organizations	29.41% 5
Not sure	23.53% 4
Don't seek training	11.76% 2
<b>Total Respondents: 17</b>	

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**Q13: Has your company taken advantage of employer-focused programs like:**

Answered: 16 Skipped: 214



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**Q13: Has your company taken advantage of employer-focused programs like:**

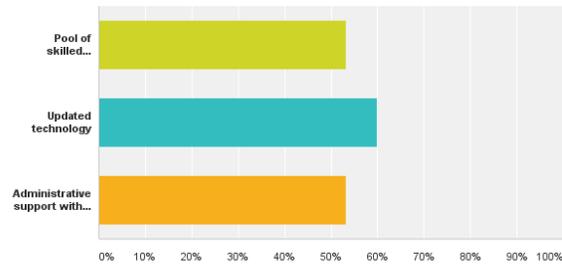
Answered: 16 Skipped: 214

Answer Choices	Responses
On-the-job training	37.50% 6
Subsidized employment	31.25% 5
Enterprise zone program / CA Competes	31.25% 5
Incumbent worker training	18.75% 3
Customized training for your company	25.00% 4
Not aware of programs	31.25% 5
<b>Total Respondents: 16</b>	

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**Q14: How could these programs add more value for your company?**

Answered: 15 Skipped: 215



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**Q14: How could these programs add more value for your company?**

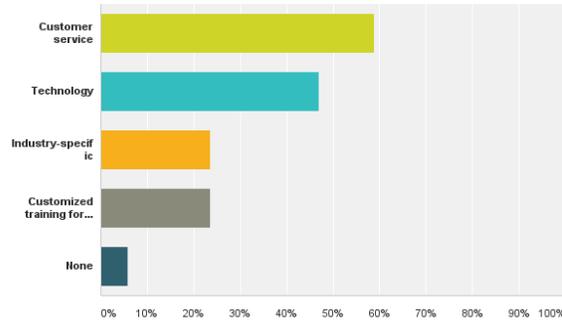
Answered: 15 Skipped: 215

Answer Choices	Responses
Pool of skilled candidates	53.33% 8
Updated technology	60.00% 9
Administrative support with applications / forms	53.33% 8
<b>Total Respondents: 15</b>	

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**Q15: If you had more resources for training, what would be your top priorities:**

Answered: 17 Skipped: 213



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**Q15: If you had more resources for training, what would be your top priorities:**

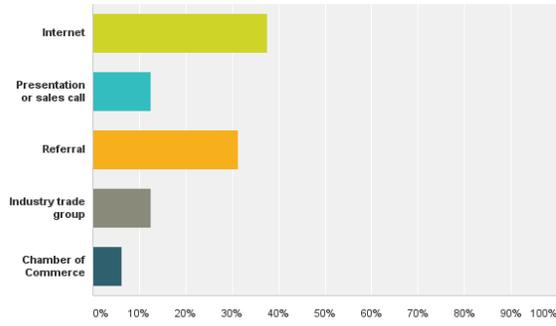
Answered: 17 Skipped: 213

Answer Choices	Responses
Customer service	58.82% 10
Technology	47.06% 8
Industry-specific	23.53% 4
Customized training for your company	23.53% 4
None	5.88% 1
<b>Total Respondents: 17</b>	

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**Q16: Thinking about how to access free and low-cost training services, where do you go to learn more?**

Answered: 16 Skipped: 214



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**Q16: Thinking about how to access free and low-cost training services, where do you go to learn more?**

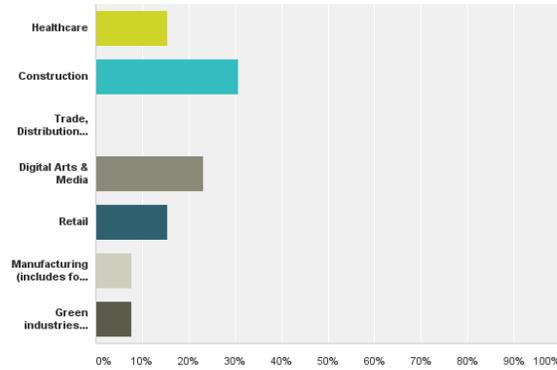
Answered: 16 Skipped: 214

Answer Choices	Responses
Internet	37.50% 6
Presentation or sales call	12.50% 2
Referral	31.25% 5
Industry trade group	12.50% 2
Chamber of Commerce	6.25% 1
<b>Total</b>	<b>16</b>

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### Q17: For our records, what industry is your company in?

Answered: 13 Skipped: 217



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### Q17: For our records, what industry is your company in?

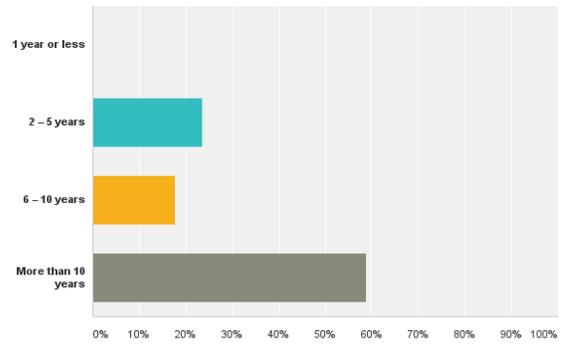
Answered: 13 Skipped: 217

Answer Choices	Responses
Healthcare	15.38% 2
Construction	30.77% 4
Trade, Distribution, Logistics	0.00% 0
Digital Arts & Media	23.08% 3
Retail	15.38% 2
Manufacturing (includes food production)	7.69% 1
Green industries (conservation, environmental benefits)	7.69% 1
<b>Total</b>	<b>13</b>

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### Q18: How long have you been in business in Oakland?

Answered: 17 Skipped: 213



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### Q18: How long have you been in business in Oakland?

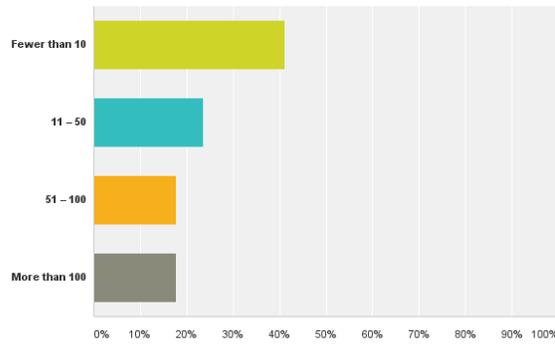
Answered: 17 Skipped: 213

Answer Choices	Responses
1 year or less	0.00% 0
2 - 5 years	23.53% 4
6 - 10 years	17.65% 3
More than 10 years	58.82% 10
<b>Total</b>	<b>17</b>

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**Q19: How many employees do you have at your Oakland location?**

Answered: 17 Skipped: 213



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**Q19: How many employees do you have at your Oakland location?**

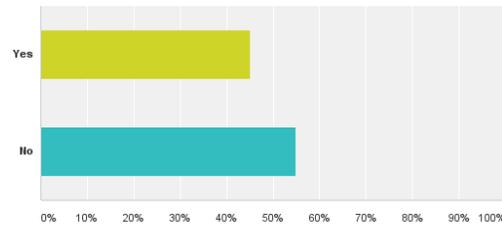
Answered: 17 Skipped: 213

Answer Choices	Responses	Count
Fewer than 10	41.18%	7
11 - 50	23.53%	4
51 - 100	17.65%	3
More than 100	17.65%	3
<b>Total</b>		<b>17</b>

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**Q21: Thank you! May we have permission to follow up with you, to share our results and upcoming programs?**

Answered: 20 Skipped: 210



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**Q21: Thank you! May we have permission to follow up with you, to share our results and upcoming programs?**

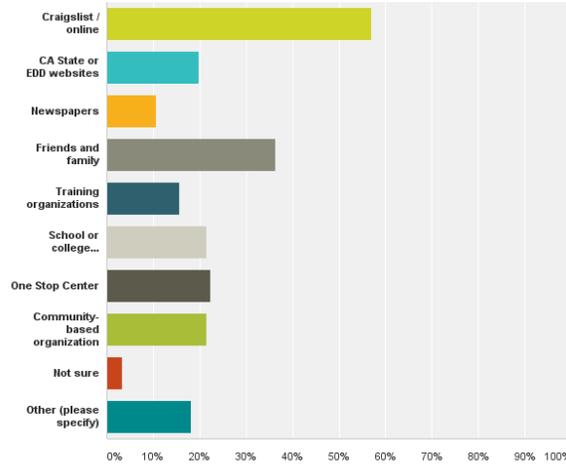
Answered: 20 Skipped: 210

Answer Choices	Responses	Count
Yes	45.00%	9
No	55.00%	11
<b>Total</b>		<b>20</b>

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### Q22: When you look for a job, where do you go first?

Answered: 121 Skipped: 109



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### Q22: When you look for a job, where do you go first?

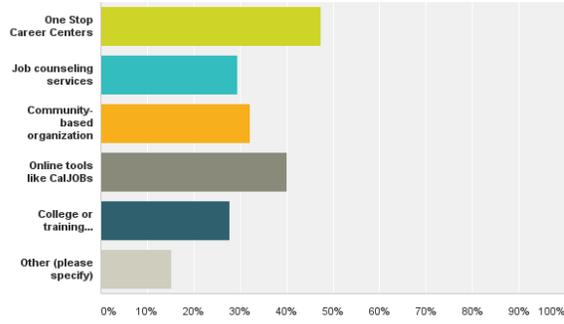
Answered: 121 Skipped: 109

Answer Choices	Responses	Count
Craigslist / online	57.02%	69
CA State or EDD websites	19.83%	24
Newspapers	10.74%	13
Friends and family	36.36%	44
Training organizations	15.70%	19
School or college counselors	21.49%	26
One Stop Center	22.31%	27
Community-based organization	21.49%	26
Not sure	3.31%	4
Other (please specify)	18.18%	22
<b>Total Respondents: 121</b>		

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**Q23: Have you used any of the following job search assistance resources?**

Answered: 112 Skipped: 118



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**Q23: Have you used any of the following job search assistance resources?**

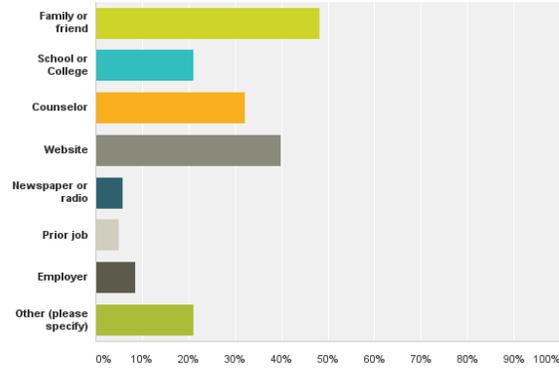
Answered: 112 Skipped: 118

Answer Choices	Responses	Count
One Stop Career Centers	47.32%	53
Job counseling services	29.46%	33
Community-based organization	32.14%	36
Online tools like CalJOBS	40.18%	45
College or training provider job counseling	27.68%	31
Other (please specify)	15.18%	17
<b>Total Respondents: 112</b>		

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### Q24: How did you learn about these services being available?

Answered: 118 Skipped: 112



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### Q24: How did you learn about these services being available?

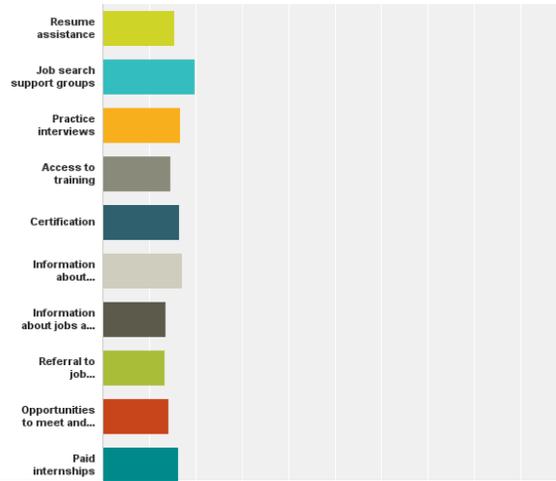
Answered: 118 Skipped: 112

Answer Choices	Responses	Count
Family or friend	48.31%	57
School or College	21.19%	25
Counselor	32.20%	38
Website	39.83%	47
Newspaper or radio	5.93%	7
Prior job	5.08%	6
Employer	8.47%	10
Other (please specify)	21.19%	25
<b>Total Respondents: 118</b>		

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**Q25: In your current job search, how important are the following services to you?**

Answered: 121 Skipped: 109



Powered by S

**Q25: In your current job search, how important are the following services to you?**

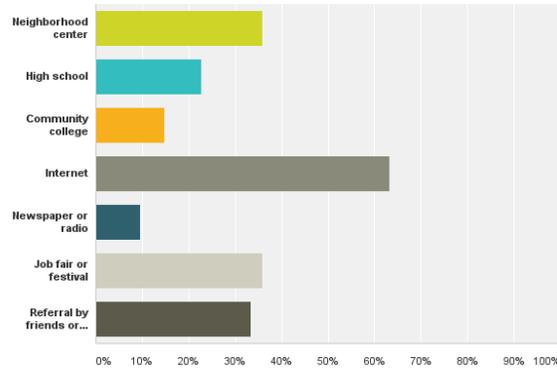
Answered: 121 Skipped: 109

	Most Important	Somewhat Important	Neutral	Not As Important	Not Important At All	Total	Weighted Average
Resume assistance	68.42% 78	17.54% 20	8.77% 10	2.63% 3	2.63% 3	114	1.54
Job search support groups	44.92% 53	27.12% 32	16.95% 20	6.78% 8	4.24% 5	118	1.98
Practice interviews	56.67% 68	28.33% 34	8.33% 10	3.33% 4	3.33% 4	120	1.68
Access to training	67.24% 78	23.28% 27	6.90% 8	0.86% 1	1.72% 2	116	1.47
Certification	63.48% 73	18.26% 21	12.17% 14	2.61% 3	3.48% 4	115	1.64
Information about industries and employers	55.26% 63	28.95% 33	9.65% 11	1.75% 2	4.39% 5	114	1.71
Information about jobs and careers	73.28% 85	20.69% 24	4.31% 5	0.86% 1	0.86% 1	116	1.35
Referral to job opportunities	77.78% 91	14.53% 17	5.13% 6	1.71% 2	0.85% 1	117	1.33

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### Q26: Where would you go to find out about these services?

Answered: 114 Skipped: 116



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### Q26: Where would you go to find out about these services?

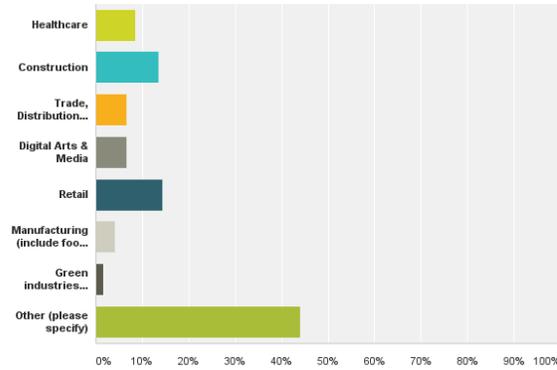
Answered: 114 Skipped: 116

Answer Choices	Responses	Count
Neighborhood center	35.96%	41
High school	22.81%	26
Community college	14.91%	17
Internet	63.16%	72
Newspaper or radio	9.65%	11
Job fair or festival	35.96%	41
Referral by friends or families	33.33%	38
<b>Total Respondents: 114</b>		

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### Q27: For our records, which industry was your last job in?

Answered: 118 Skipped: 112



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### Q27: For our records, which industry was your last job in?

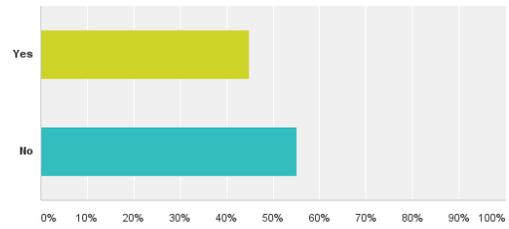
Answered: 118 Skipped: 112

Answer Choices	Responses
Healthcare	8.47% 10
Construction	13.56% 16
Trade, Distribution, Logistics	6.78% 8
Digital Arts & Media	6.78% 8
Retail	14.41% 17
Manufacturing (include food production)	4.24% 5
Green industries (conservation, environmental benefits)	1.69% 2
Other (please specify)	44.07% 52
<b>Total</b>	<b>118</b>

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### Q28: Are you currently employed?

Answered: 116 Skipped: 114



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### Q28: Are you currently employed?

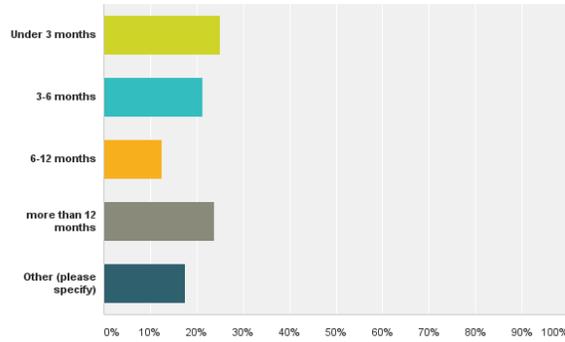
Answered: 116 Skipped: 114

Answer Choices	Responses	
Yes	44.83%	52
No	55.17%	64
<b>Total</b>		<b>116</b>

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**Q29: If you are unemployed, about how long have you been out of work?**

Answered: 80 Skipped: 150



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**Q29: If you are unemployed, about how long have you been out of work?**

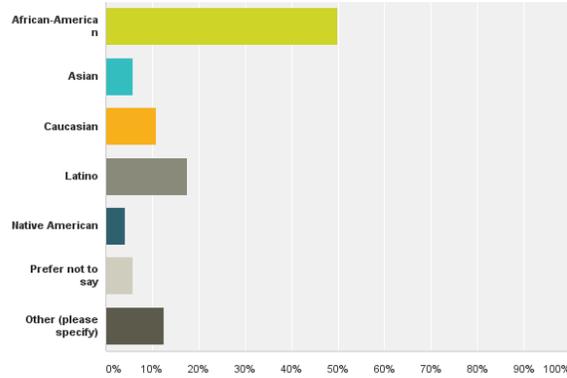
Answered: 80 Skipped: 150

Answer Choices	Responses
Under 3 months	25.00% 20
3-6 months	21.25% 17
6-12 months	12.50% 10
more than 12 months	23.75% 19
Other (please specify)	17.50% 14
<b>Total</b>	<b>80</b>

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**Q30: The following questions help us analyze this data. May I ask your race?**

Answered: 120 Skipped: 110



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**Q30: The following questions help us analyze this data. May I ask your race?**

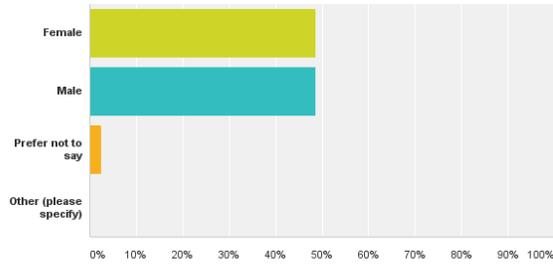
Answered: 120 Skipped: 110

Answer Choices	Responses	Count
African-American	50.00%	60
Asian	5.83%	7
Caucasian	10.83%	13
Latino	17.50%	21
Native American	4.17%	5
Prefer not to say	5.83%	7
Other (please specify)	12.50%	15
<b>Total Respondents: 120</b>		

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### Q31: May I ask your gender?

Answered: 119 Skipped: 111



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### Q31: May I ask your gender?

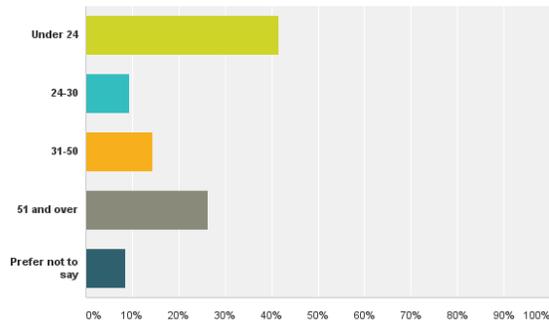
Answered: 119 Skipped: 111

Answer Choices	Responses	Count
Female	48.74%	58
Male	48.74%	58
Prefer not to say	2.52%	3
Other (please specify)	0.00%	0
<b>Total</b>		<b>119</b>

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### Q33: May I ask your age range?

Answered: 118 Skipped: 112



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### Q33: May I ask your age range?

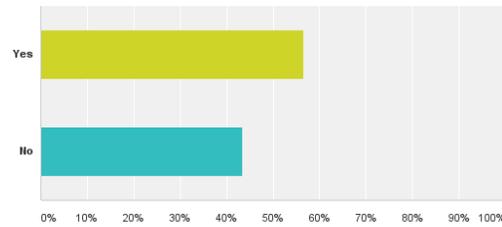
Answered: 118 Skipped: 112

Answer Choices	Responses	Count
Under 24	41.53%	49
24-30	9.32%	11
31-50	14.41%	17
51 and over	26.27%	31
Prefer not to say	8.47%	10
<b>Total</b>		<b>118</b>

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**Q35: Thank you! May we have permission to follow up with you, to share our results and upcoming programs?**

Answered: 115 Skipped: 115



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**Q35: Thank you! May we have permission to follow up with you, to share our results and upcoming programs?**

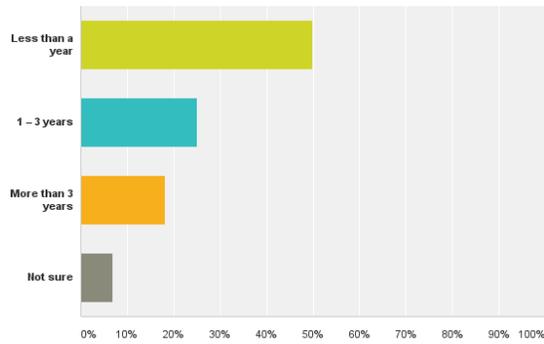
Answered: 115 Skipped: 115

Answer Choices	Responses
Yes	56.52% 65
No	43.48% 50
<b>Total</b>	<b>115</b>

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### Q36: How long have you been in your current job?

Answered: 44 Skipped: 186



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### Q36: How long have you been in your current job?

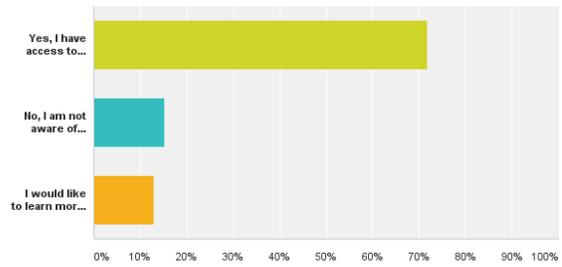
Answered: 44 Skipped: 186

Answer Choices	Responses	Count
Less than a year	50.00%	22
1 - 3 years	25.00%	11
More than 3 years	18.18%	8
Not sure	6.82%	3
<b>Total</b>		<b>44</b>

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### Q37: Do you have access to training services that will help you advance with your current employer?

Answered: 46 Skipped: 184



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### Q37: Do you have access to training services that will help you advance with your current employer?

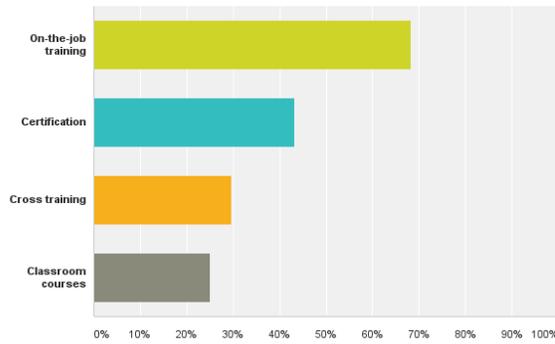
Answered: 46 Skipped: 184

Answer Choices	Responses
Yes, I have access to training at my job	71.74% 33
No, I am not aware of training services	15.22% 7
I would like to learn more about training and placement services	13.04% 6
<b>Total</b>	<b>46</b>

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**Q38: Thinking about your job and the future, what kinds of training will you or your co-workers need?**

Answered: 44 Skipped: 186



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**Q38: Thinking about your job and the future, what kinds of training will you or your co-workers need?**

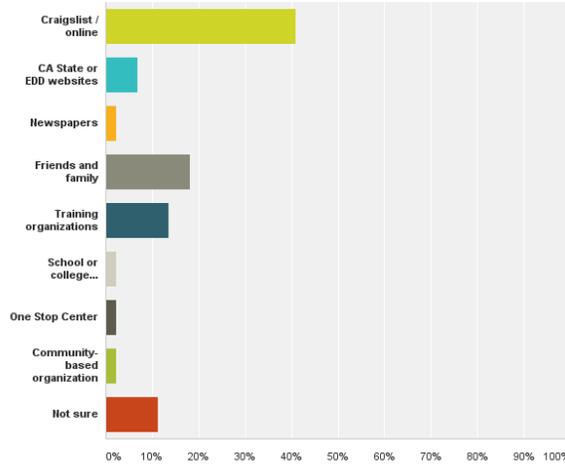
Answered: 44 Skipped: 186

Answer Choices	Responses	Count
On-the-job training	68.18%	30
Certification	43.18%	19
Cross training	29.55%	13
Classroom courses	25.00%	11
<b>Total Respondents: 44</b>		

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**Q39: When you look for help in a job search, where do you go first?**

Answered: 44 Skipped: 186



Powered by S

**Q39: When you look for help in a job search, where do you go first?**

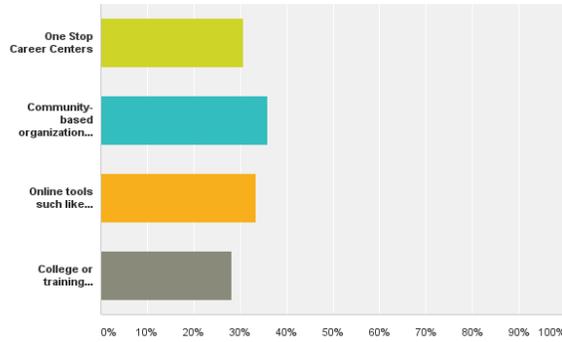
Answered: 44 Skipped: 186

Answer Choices	Responses	Count
Craigslist / online	40.91%	18
CA State or EDD websites	6.82%	3
Newspapers	2.27%	1
Friends and family	18.18%	8
Training organizations	13.64%	6
School or college counselors	2.27%	1
One Stop Center	2.27%	1
Community-based organization	2.27%	1
Not sure	11.36%	5
<b>Total</b>		<b>44</b>

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**Q40: Have you used any of the following job search assistance resources?**

Answered: 39 Skipped: 191



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**Q40: Have you used any of the following job search assistance resources?**

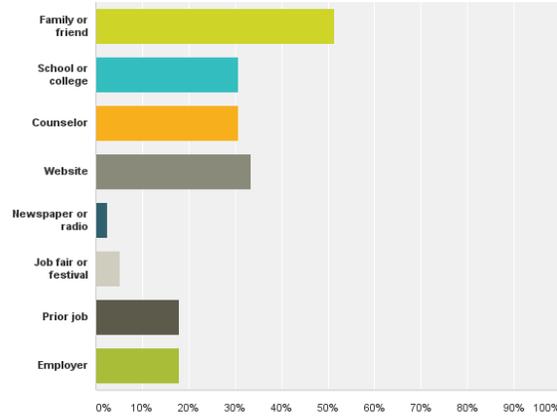
Answered: 39 Skipped: 191

Answer Choices	Responses
One Stop Career Centers	30.77% 12
Community-based organization job counseling services	35.90% 14
Online tools such like CalJOBS	33.33% 13
College or training provider job counseling	28.21% 11
<b>Total Respondents: 39</b>	

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### Q41: How did you learn about these services being available?

Answered: 39 Skipped: 191



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### Q41: How did you learn about these services being available?

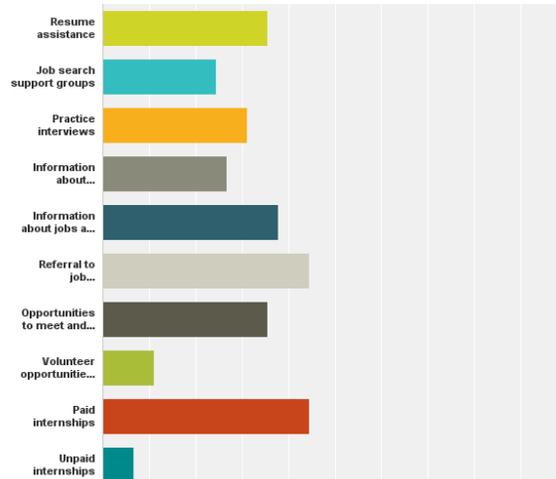
Answered: 39 Skipped: 191

Answer Choices	Responses
Family or friend	51.28% 20
School or college	30.77% 12
Counselor	30.77% 12
Website	33.33% 13
Newspaper or radio	2.56% 1
Job fair or festival	5.13% 2
Prior job	17.95% 7
Employer	17.95% 7
<b>Total Respondents: 39</b>	

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### Q42: What kinds of services/training would be most useful to you?

Answered: 45 Skipped: 185



Powered by S

### Q42: What kinds of services/training would be most useful to you?

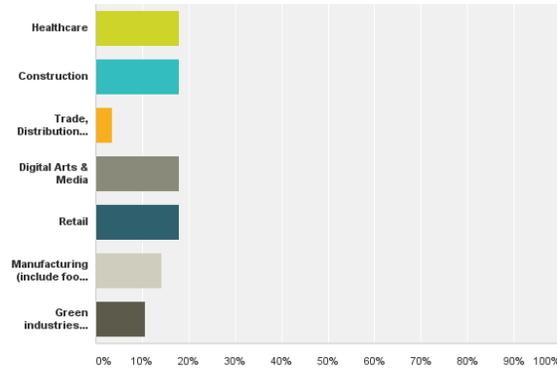
Answered: 45 Skipped: 185

Answer Choices	Responses
Resume assistance	35.56% 16
Job search support groups	24.44% 11
Practice interviews	31.11% 14
Information about industries and employers	26.67% 12
Information about jobs and careers	37.78% 17
Referral to job opportunities	44.44% 20
Opportunities to meet and interact with employers	35.56% 16
Volunteer opportunities/unpaid work experience	11.11% 5
Paid internships	44.44% 20
Unpaid internships	6.67% 3
Customer service training	13.33% 6
IT training	26.67% 12
Industry specific training	20.00% 9
Industry specific certification	20.00% 9
<b>Total Respondents: 45</b>	

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### Q43: For our records, what industry was your last job in?

Answered: 28 Skipped: 202



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### Q43: For our records, what industry was your last job in?

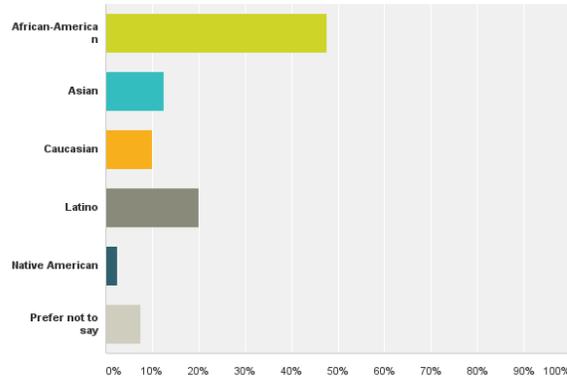
Answered: 28 Skipped: 202

Answer Choices	Responses
Healthcare	17.86% 5
Construction	17.86% 5
Trade, Distribution, Logistics	3.57% 1
Digital Arts & Media	17.86% 5
Retail	17.86% 5
Manufacturing (include food production)	14.29% 4
Green industries (conservation, environmental benefits)	10.71% 3
<b>Total</b>	<b>28</b>

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**Q45: The following questions help us analyze this data. May I ask your race?**

Answered: 40 Skipped: 190



Powered by SurveyMonkey

**Q45: The following questions help us analyze this data. May I ask your race?**

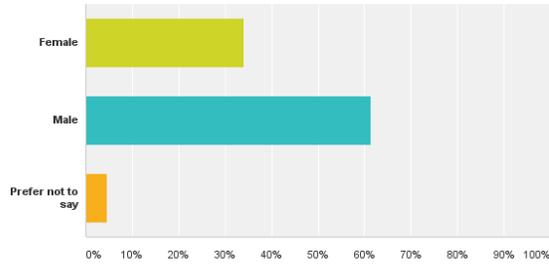
Answered: 40 Skipped: 190

Answer Choices	Responses	Count
African-American	47.50%	19
Asian	12.50%	5
Caucasian	10.00%	4
Latino	20.00%	8
Native American	2.50%	1
Prefer not to say	7.50%	3
<b>Total</b>		<b>40</b>

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### Q46: May I ask your gender?

Answered: 44 Skipped: 186



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### Q46: May I ask your gender?

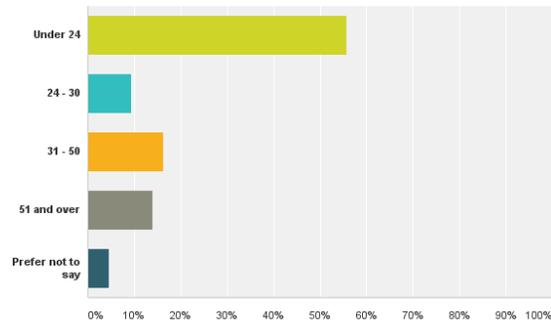
Answered: 44 Skipped: 186

Answer Choices	Responses	
Female	34.09%	15
Male	61.36%	27
Prefer not to say	4.55%	2
<b>Total</b>		<b>44</b>

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### Q47: May I ask your age range?

Answered: 43 Skipped: 187



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### Q47: May I ask your age range?

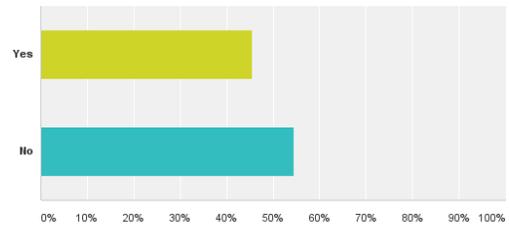
Answered: 43 Skipped: 187

Answer Choices	Responses	Count
Under 24	55.81%	24
24 - 30	9.30%	4
31 - 50	16.28%	7
51 and over	13.95%	6
Prefer not to say	4.65%	2
<b>Total</b>		<b>43</b>

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**Q49: Thank you! May we have permission to follow up with you, to share our results and upcoming programs?**

Answered: 44 Skipped: 186



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**Q49: Thank you! May we have permission to follow up with you, to share our results and upcoming programs?**

Answered: 44 Skipped: 186

Answer Choices	Responses
Yes	45.45% 20
No	54.55% 24
<b>Total</b>	<b>44</b>

Powered by  SurveyMonkey



# Workforce Investment Board

CITY OF OAKLAND

*Growing Talent for Business*

**SPEAKERS BUREAU PRESENTATION** for [employers] or [community]

*final 4-8-15*

## **Intro**

Good evening my name is \_\_\_ and I'm here today/tonight to ask for your ideas and recommendations on one of the most important issues in our city.

- Raise your hand if you or you know someone in Oakland who
  - [employers] *looked to hire new employees in the past year...OR...*
  - [community] *looked for a new job in the past year.*
- Okay, now raise your hand if
  - [employers] your company or colleague knew where to go to find Oakland residents with the skills and experience...
  - [community] your friend or family member knew where to go for job training and placement help

This is one of the key conversations I hear around town. Matching Oakland residents with good jobs and making sure that Oakland residents have access to skills, training and opportunity is essential for our future.

## **About the WIB**

I'm here tonight on behalf of the Oakland Workforce Investment Board to ask for your help and recommendations. The WIB is a partnership of employers, training experts and community leaders working together to match employer's future needs for trained workers and workers' needs for good jobs with futures. At the end of my comments, I'll take questions, and ask you to complete a very brief survey or write a comment card.

We have a new federal law, the *Workforce Innovation and Opportunity Act*, which will change how important services for job training and placement happen here in Oakland. I want to share a few things with you about the new law and get your feedback as the Oakland Workforce investment Board prepares for the next 3 years.

## **About WIOA**

First, who here has heard of the *Workforce Innovation and Opportunity Act*? Okay, not everybody. Its goal is to help communities like ours make sure the right kinds of training opportunities exist for workers and jobseekers, so that employers have the people they need to grow, and workers have good jobs and career paths. The Act calls for:

- more state and regional planning
- aligning training to in-demand jobs
- integrating adult education
- *earn while you learn* opportunities

In Oakland, we see a future where local, regional and global employers are ready to employ workers, who are ready to work, in careers that offer sustainable futures. The Oakland Workforce Investment Board plays a vital role in supporting employers, job seekers and workers as our economy changes and grows.

Now we know that we have some work to do. More employers need to know about Oakland's talent, and more Oakland residents need access to skilled training and support to embark on successful, sustaining careers in all industries and at all levels.

The Oakland Workforce Investment Board embraces the value and contributions of all people, the dignity of work, and the opportunity to contribute to our economy while supporting our families and ourselves.

We're committed to building a world-class workforce development system, that meets the needs of employers, jobseekers and workers. We want to create career pathways in targeted sectors and throughout a regional economy that offer Oakland employers and workers the opportunity to create a sustainable prosperous future.

That sounds like a lot so let me tell you what I actually mean by that.

Our infographic wall poster here shows 7 targeted industries that we're focusing on:

- Advanced manufacturing and food production – includes bakeries, organics, coffee
- Trade, logistics and distribution – includes Port of Oakland, warehousing
- Healthcare – includes hospitals, clinics, research, home care
- Construction
- Digital Arts and Media – includes video, music, gaming
- Green Industries – like biofuels, recycling, clean tech
- Retail – includes small neighborhood stores, big box, groceries

Of course the Oakland Workforce Investment Board works to make sure that all employers, jobseekers and workers have access to the services we need. By focusing activities on these sectors, where growth is expected to be concentrated, we can help prepare employers and workers.

In Oakland, our official unemployment rate has dropped to 6.7% as of January 2015 according to the Employment Development Department of the State of California. However we know that the actual rate for, for example, young men is as high as 20%. Last year, the WIB placed 498 job seekers and served 224 businesses.

The new law targets disconnected youth, that is young workers who are unemployed and not enrolled in school, to help bring unemployment down and create brighter futures.

Now you know a little more about the Oakland Workforce Investment Board and the new law, I hope you give us some comments about what's important to you and what you'd like to see us working on, using these comment cards, or use your phone to take our online survey at [www.oaklandnet.com/wibsurvey](http://www.oaklandnet.com/wibsurvey). Let's take the survey now, it's very quick!

I am happy to answer any questions and am counting on receiving your suggestions and ideas through the survey or comment cards.

## FREQUENTLY ASKED QUESTIONS

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**Q: What is the Oakland Workforce Investment Board?**

A: The Oakland WIB is a partnership of employers, community leaders, training experts and the City of Oakland. Our mission is to oversee federally-funded employment and training programs and services in Oakland to help job seekers gain employment and connect businesses with a qualified workforce. Visit [www.OaklandWIB.org](http://www.OaklandWIB.org) for more.

**Q: Why haven't I heard of it before?**

A: *That's why I'm here!* We're reaching out to the Oakland community to hear more about training, job placement and development services. It's important that we hear from you about your experience and needs.

**Q: Is the Oakland Workforce Investment Board a government agency?**

A: I have a two-part answer: Yes, in that we're funded by the United State Department of Labor and California Employment Development Department. *Plus, we're also* a partnership with private businesses, training experts and community leaders, with a board of nearly two dozen members from industries like retail, education, health care, construction, finance, manufacturing, logistics – and many of the great sectors in our local economy. We bring millions of training dollars into Oakland every year, and we're working to better connect employers and job seekers.

**Q: Where can people get services?**

A: This handout [Green Flyer: Services for Job Seekers & Workers, Services for Youth & Employers] describes the services we fund and providers in neighborhoods across Oakland, from east to west, and downtown.

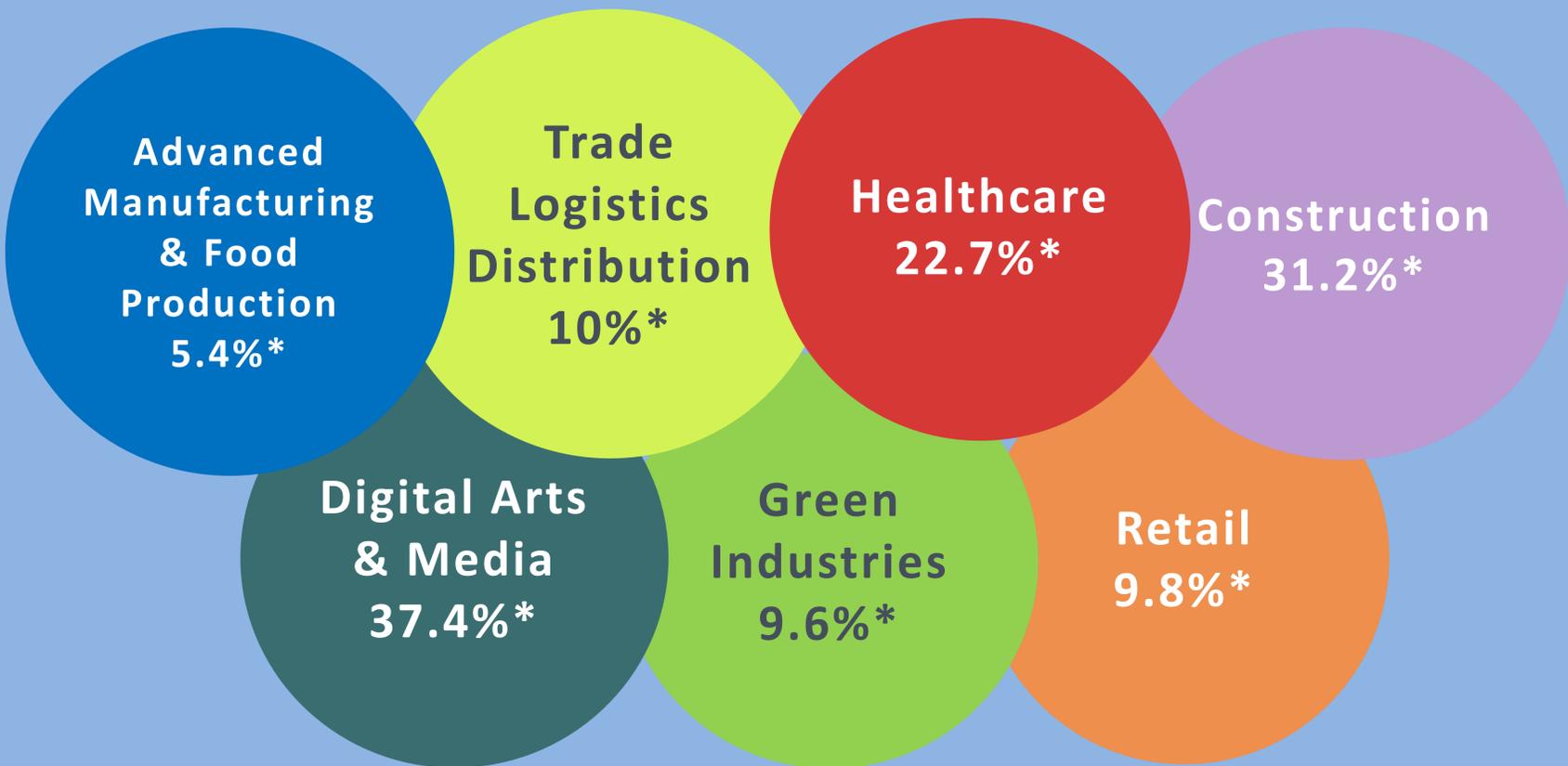
**Q: Why doesn't the comment card have the full survey?**

A: Our priority is to make sure your comments are included in planning our 2016-19 work. The full survey is quick, less than 10 minutes online, and we're saving trees by using technology. But we want to hear from everyone – so if you don't use the online survey, we'll be sure your comments from a card are included.

**OAKLAND WORKFORCE INVESTMENT BOARD 2015**  
**Workforce Innovation & Opportunity**

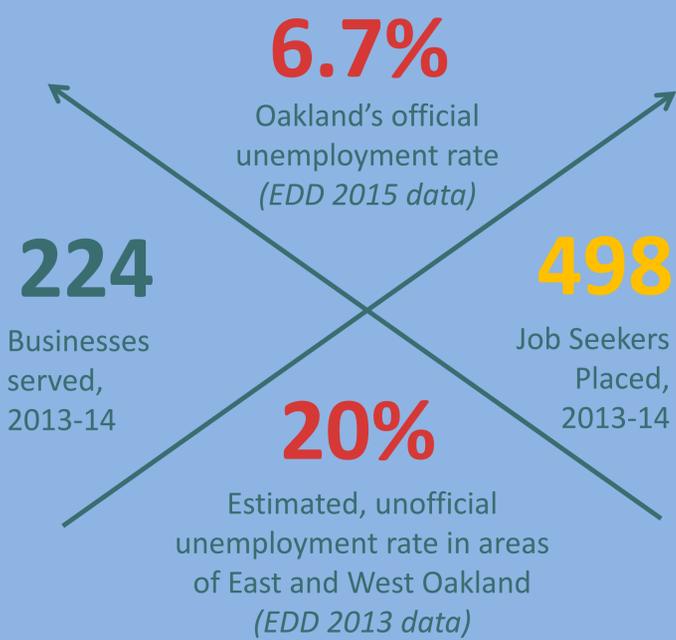


A new federal law, the *Workforce Innovation & Opportunity Act*, will change job training and placement services. *We want to hear what's important to you!*



*Targeted Sectors*

\* Our strategy focuses on these sectors, which the CA Employment Development Department expects to grow up to 30% (2012-2022)



Our Board includes employers, training experts, and community leaders, working in partnership to align educational and training services with growth industries, to reduce unemployment, increase wages, and grow local businesses.



The new *Workforce Innovation and Opportunity Act* calls on training and job placement systems to increase and improve services for employers, job-seekers and workers.



Now that you know more about the Oakland Workforce Investment Board, we'd like to hear from you. Take our survey at [www.oaklandnet.com/wibsurvey](http://www.oaklandnet.com/wibsurvey)

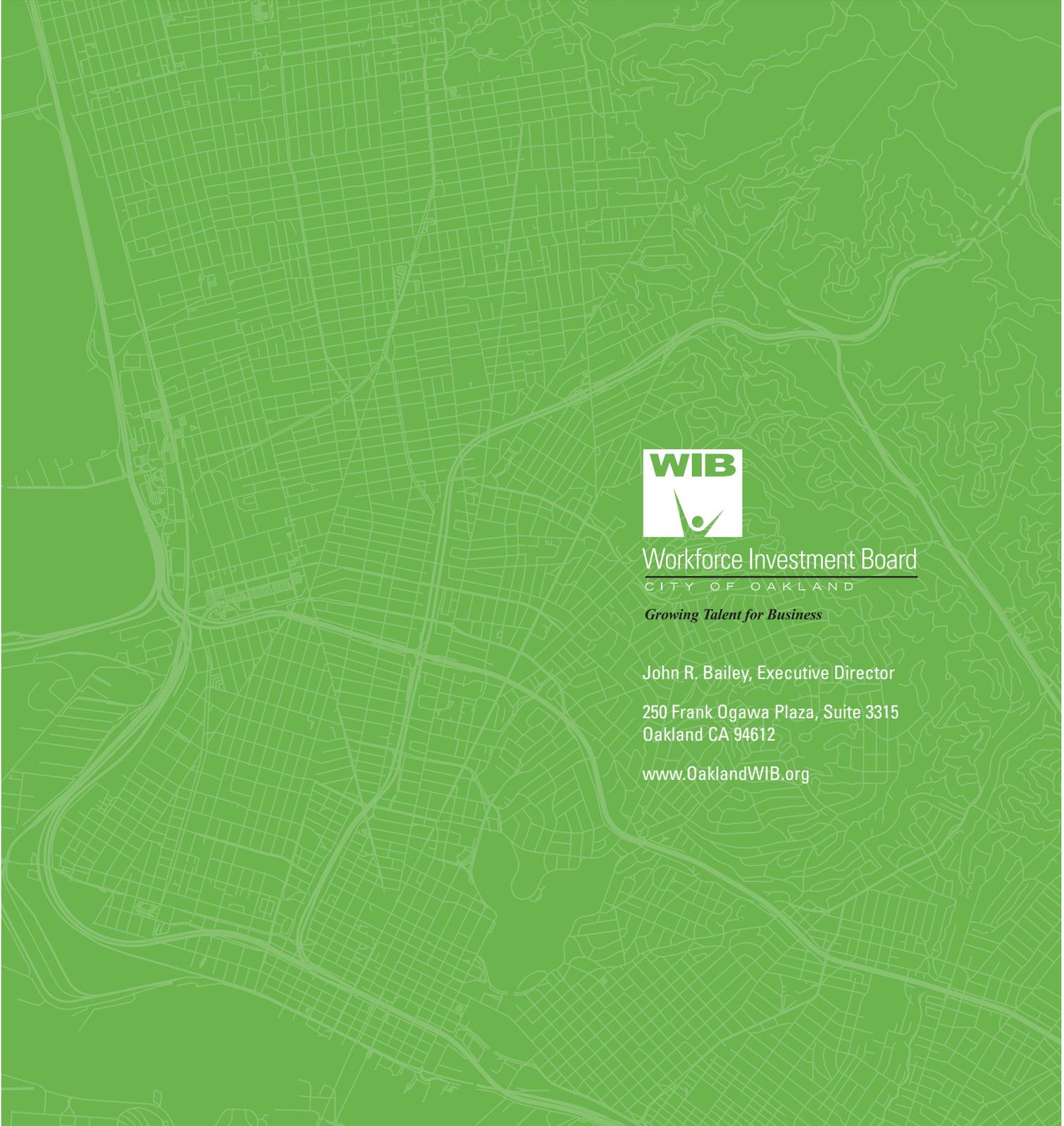


**Workforce Investment Board**

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**Workforce Investment Board**  
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John R. Bailey, Executive Director

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**Report by Opportunity Partners**

*in collaboration with Insight Center for Community Economic Development*