

Regional Analysis for Strategic Planning



LMI Advisory Group Meeting
July 25th, 2013

Agenda

- Start of Project
 - Senate Bills
 - Formation of Group
 - Vision and Goals
- Research and Development
 - LMI Institute Training
 - Research of Methodology
 - Product Development
- Product Design Features
 - Executive Format
 - Three Major Components
 - Target Customers

Agenda

- Pilot Projects and Improvement Process
 - Three Pilot Projects
 - Feedback on Product Content and Design
 - Open to Develop Partnerships
 - Establishment of Official Support Unit
 - Regional Analysis and Support Group
 - Home Base for All Project-Related Activities
 - Contact Information
- *End (30-45 minutes)*

Start of Project



Start of Project

- Senate Bills
 - SB 1401 and 1402
 - California Workforce Investment Board
 - California Community Colleges
 - SB 118 (similar to 1401)
 - California Workforce Investment Board
- Formation of Group
 - Multiple resources contributing to group
 - Explore how to support the goals of each bill
 - Strategic Planning Guide (working title)



Start of Project

- Vision and Goals
 - Information with a practical purpose
 - Simple, clean, and straightforward format
 - Credible and forward-leaning
 - Focus on industry cluster analysis

Research and Development

Research and Development

- LMI Institute Training
 - Focus on industry cluster analysis
 - Completed in March 2013
 - Foundation on which to build methodology
- Research of Methodology
 - National Review
 - State LMI Shops
 - Universities and Colleges
 - LMI Subject Expert Review
 - Establishment of a Working Methodology

Research and Development

- Product Development
 - High priority industry clusters
 - High priority occupations within those industry clusters
 - Detect skills gaps
 - Generally speaking, the identification of targets for workforce development

Product Design Features

Product Design Features

- Executive format
 - Multiple pages, but not many
 - Quick read and concise information
- Three major components
 - Industry Cluster Analysis (to identify high-priority industry clusters)
 - Occupation Analysis (to identify high-priority occupations)
 - Skills Gap Analysis (to identify skills gap opportunities)
- Target customers
 - Workforce Development
 - Economic Development
 - Higher Education

Product Design Features

- Industry Cluster Analysis (1 of 3)
 - To identify target areas in a regional economy suitable for investment and development
 - Industry clusters are groups of export-oriented, interconnected businesses in a geographically concentrated area that enjoy the benefits of a specialized workforce and infrastructure, including access to institutional resources.
 - We look for the following characteristics in an industry cluster
 - Strong growth
 - High wages
 - High employment concentration
 - Use industry cluster analysis to identify target industry clusters

Product Design Features

- Occupation Analysis (2 of 3)
 - Uses industry cluster analysis as a foundation on which to identify occupations associated with target industry clusters
 - Translate target industry clusters into associated occupations
 - We look for the following characteristics in a target occupation
 - High Volume / Projected to Grow
 - 25th Percentile Wage
 - Middle Skill (or High Skill, depending on customer and/or area)
 - Potential for Skills Gap
 - Use occupation analysis to identify target occupations



Product Design Features

- Skills Gap Analysis (3 of 3)
 - To identify a skills gap as a target area for job training and placement
 - A skills gap is the difference between the employable aptitude of a regional labor force and that of which regional employers are seeking
 - Data (including third-party data like O*NET, HWOL, and IPEDS) and survey-based methods (currently under review)
 - Use skills gap analysis to identify a labor shortage or oversupply for training investment purposes

Pilot Projects and Improvement Process

Pilot Projects

- Three Pilot Projects
 - Region 1: Alameda, Contra Costa, Marin, Santa Clara, San Francisco, San Mateo, and Solano Counties
 - Region 2: Lake, Marin, Mendocino, Napa, Solano, Sonoma, and Yolo Counties
 - Region 3: Butte, Del Norte, Lassen, Modoc, Plumas, Siskiyou, Tehama, Trinity, Shasta, Sierra, and Nevada Counties

Pilot Projects

- Three Pilot Projects
 - Region 1: Industry Cluster and Occupation Analysis
 - Region 2: Industry Cluster and Occupation Analysis
 - Region 3: Skills Gap Analysis

Improvement Process

- Feedback on Product Content and Design
 - Vital for Incremental and Continuous Improvement
 - Content and Design
 - Frequency of Delivery
- Open to Develop Partnerships
 - Work in harmony with existing products and planning processes
 - Aim to be a good partner
 - Ongoing effort for the foreseeable future

Establishment of Official Support Unit

Establishment of Official Support Unit

- Regional Analysis and Support Group
 - Launched on July 22 (Monday)
 - 10+ Staff
- Home Base for All Project-Related Activities
 - Production
 - Feedback Collection
- Contact Information
 - Amy Faulkner, Research Manager II
 - Justin Wehner, Project Lead and Technical Expert

Closing

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Questions