



Southern Border CERF Collaborative

**COMMUNITY ECONOMIC RESILIENCE FUND (CERF)
BI-WEEKLY COLLABORATIVE MEETING**

July 6, 2022 – 1:30 to 2:30 p.m.

AGENDA

- Welcome – new group members (intros in chat)
- Recap – Process Timeline
- Proposal Development & Stakeholder Narrative
- Budget Draft
- Market Analysis & Talent Pipeline Management
- Outreach & Engagement

PROCESS TIMELINE – FULL COLLABORATIVE

- **Meeting 1 (May 25)** – Discuss values and alignment with CERF guidelines
- **Meeting 2 (June 8)** – Walk through of a draft proposal outline based on a synthesis of survey results and meeting input to date
- **NOTICE OF INTENT**– Submitted on June 21
- **Meeting 3 (June 22)** – Discuss process for review, input, and feedback
- **Meeting 4 (July 6)** – Discussion of how all feedback is integrated and plan for getting to a final draft
- **Meeting 5 (July 20)** – Walk through final draft, finalize letter of commitment
- **SUBMISSION DUE** – Monday, July 25th (submit by Friday, July 22nd)

PROPOSAL DEVELOPMENT & STAKEHOLDER NARRATIVE

JAMES SLY, EAST COUNTY EDC
LAUREE SAHBA, SD REGIONAL EDC

PROPOSAL OUTLINE

- **Full proposal (20 pages max for Sections I & II)**
- **Section I: Project Planning**
 - I.1. Concept Proposal – 8-10 pages
 - I.2. Proposed Work Plan (Gantt Chart) – 2-3 pages
- **Section II: Community Engagement & Governance Structure**
 - II.1. Outreach and Engagement Plan – 5-8 pages
 - II.2. Collective Partnership Agreement Letter – 2-3 pages
- **Appendix: Documentation of Meaningful Engagement**

STAKEHOLDER NARRATIVE:

Feedback Needed: 3-5 sentences from partners working in the following areas:

Talent Development

- K-16 Collaborative, Talent Pipeline Mgmt, Agriculture, Lithium

Climate Resilience & Environmental Justice

- Regional Climate Collaborative, Truck Safety & Air Quality

Affordable Housing & Anti-Displacement

- Workforce Housing, Utility Affordability, Water & Sewer Bottlenecks

Youth

- Childcare, Youth Services

Infrastructure

- Transportation & Mobility, Remote Work Opportunities

Health, Safety & Well-Being

- CBOs, LGBTQIA+, Refugees

STAKEHOLDER NARRATIVE:

Sample Paragraph:

San Diego Regional EDC and San Diego Workforce Partnership have used the Talent Pipeline Management (TPM) program, developed by US Chamber Foundation, to successfully assess jobs within several high growth industries and engage community partners and employers to invest in training programs to strengthen and diversify the talent pipeline into those jobs, ensuring more San Diegans have access to high-pay, high-growth career paths. As the border region recovery plan focuses on the growth of new sectors, we offer this tool to ensure that:

- the jobs associated with the industry(ies) are quality, sustainable jobs;
- the local businesses can acquire the talent they need to fill those jobs;
- and local residents make up that talent pool because they have access to quality training programs.

TPM brings practitioners more real time and location specific data than traditional labor market information. TPM allows employers to determine workforce needs and invest in training programs that meet those needs. Companies participate in a series of surveys and the resulting data reveals critical jobs and the skills needed to fill those jobs, as well as a holistic picture of the existing supply including how talent flows through the industry. The combination of quantitative and qualitative data collected through these surveys and meetings helps practitioners cut through false narratives that so often block communities from addressing the real challenges restricting economic prosperity. Within CERF planning phase support, this tool can be applied jobs in industries across the border region communities.

STAKEHOLDER NARRATIVE:

Talent Development

Climate Resilience &
Environmental Justice

Affordable Housing &
Anti-Displacement

Youth

Infrastructure

Health, Safety & Well-
Being

**Send 3-5 sentence
overviews to Alexander
Eberhardt by Friday,
July 8:**

**alexander.eberhardt@
eastcountyedc.org**

DRAFT BUDGET

KATIE SAWYER & SUSAN GUINN
SAN DIEGO REGIONAL POLICY & INNOVATION CENTER



HIGH-LEVEL BUDGET - DRAFT

- **Outreach and Capacity Building: at least 60%**
 - Outreach and Convening Support
 - Community Planning and Capacity building
 - Support for Tribal Projects

- **Regional Plan Development : at least 15%**
 - Regional Plan Development
 - High-Road Transition Collaborative Participants

- **Fiscal Admin : 10%**

- **Regional Convenor: 7%**

MARKET ANALYSIS & TALENT PIPELINE MANAGEMENT

DANIEL ENEMARK
SAN DIEGO WORKFORCE PARTNERSHIP

Labor Market Analysis

Levels of analysis:

- 1. 100 occupations that pay well and are growing!**

NO FORMAL EDUCATIONAL CREDENTIAL			
Plasterers and Stucco Masons	\$17.70		
HIGH SCHOOL DIPLOMA OR EQUIVALENT			
Information and Record Clerks, All Other ⁴	\$16.16	Insurance Sales Agents	\$17.39
First-Line Supervisors of Protective Service Workers, All Other	\$16.27	Structural Iron and Steel Workers	\$17.93
Court, Municipal, and License Clerks	\$16.71	Police, Fire, and Ambulance Dispatchers	\$19.69
Transportation Security Screeners	\$17.03	Electrical Power-Line Installers and Repairers	\$25.40
POSTSECONDARY NONDEGREE AWARD			
Computer User Support Specialist	\$18.17	Surgical Technologists	\$20.09
Licensed Practical and Licensed Vocational Nurses	\$19.36		
ASSOCIATE DEGREE			
Clinical Laboratory Technologists and Technicians	\$16.28	Radiologic Technologists	\$21.56
Physical Therapist Assistants	\$19.12	Industrial Engineering Technicians	\$22.47
Paralegals and Legal Assistants	\$19.73	Dental Hygienists	\$34.16
Aerospace Engineering and Operations Technicians	\$21.17		
BACHELOR'S DEGREE			
Child, Family, and School Social Workers	\$16.05	Software Developers, Applications	\$26.66
Fundraisers	\$16.81	Biomedical Engineers	\$27.53
Chemists	\$19.09	Mechanical Engineers	\$27.81
Cost Estimators	\$19.59	Database Administrators	\$27.86
Elementary School Teachers, Except Special Education	\$21.99	Budget Analysts	\$27.93
Middle School Teachers	\$22.26	Engineers, All Other	\$28.90
Secondary School Teachers, Except Special and Career/Technical Education	\$22.53	Industrial Engineers	\$30.46
Operations Research Analysts	\$23.03	Information Security Analysts	\$30.85
Special Education Teachers, Secondary School	\$23.21	Registered Nurses	\$31.18
Biological Scientists, All Other	\$23.63	Electrical Engineers	\$31.18
Probation Officers and Correctional Treatment Specialists	\$24.39	Aerospace Engineers	\$31.30
Civil Engineers	\$24.64	Software Developers, Systems Software	\$32.06
General and Operations Managers	\$24.74	Financial Managers	\$33.09
Special Education Teachers, Kindergarten and Elementary School	\$25.19	Architectural and Engineering Managers	\$44.76
Management Analysts	\$25.70	Natural Sciences Managers	\$48.50
Medical and Health Services Managers	\$25.92		
MASTER'S DEGREE			
Marriage and Family Therapists	\$17.16	Physician Assistants	\$29.82
Healthcare Social Workers	\$17.47	Occupational Therapists	\$31.44
Educational, Guidance, School, and Vocational Counselors	\$18.60	Statisticians	\$32.20
Instructional Coordinators	\$22.00	Education Administrators, Elementary and Secondary School	\$34.09
Librarians	\$22.24	Computer and Information Research Scientists	\$34.61
Speech-Language Pathologists	\$28.60	Nurse Practitioners	\$40.33
Education Administrators, Postsecondary	\$29.14		
DOCTORAL OR PROFESSIONAL DEGREE			
Postsecondary Teachers	\$18.88	Physical Therapists	\$31.19
Clinical, Counseling, and School Psychologists	\$24.04	Family and General Practitioners	\$35.42
Biochemists and Biophysicists	\$28.92	Dentists, General	\$37.96
Veterinarians	\$29.52	Physicians and Surgeons, All Other	\$54.43
Medical Scientists, Except Epidemiologists	\$30.66		

Levels of analysis:

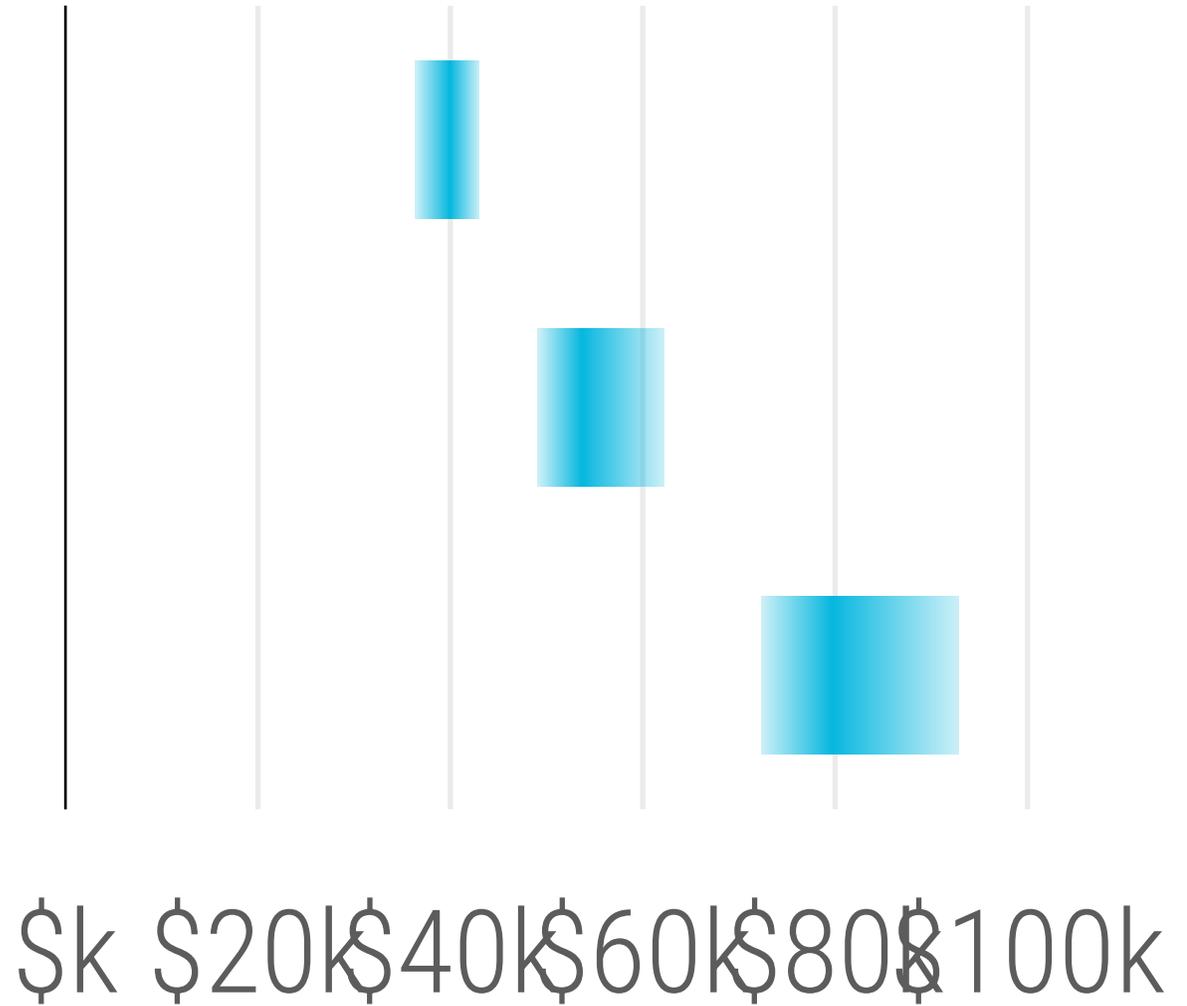
**2. 60 occupations that pay well
and don't require a BA!**

Wages for Radiologic Techs

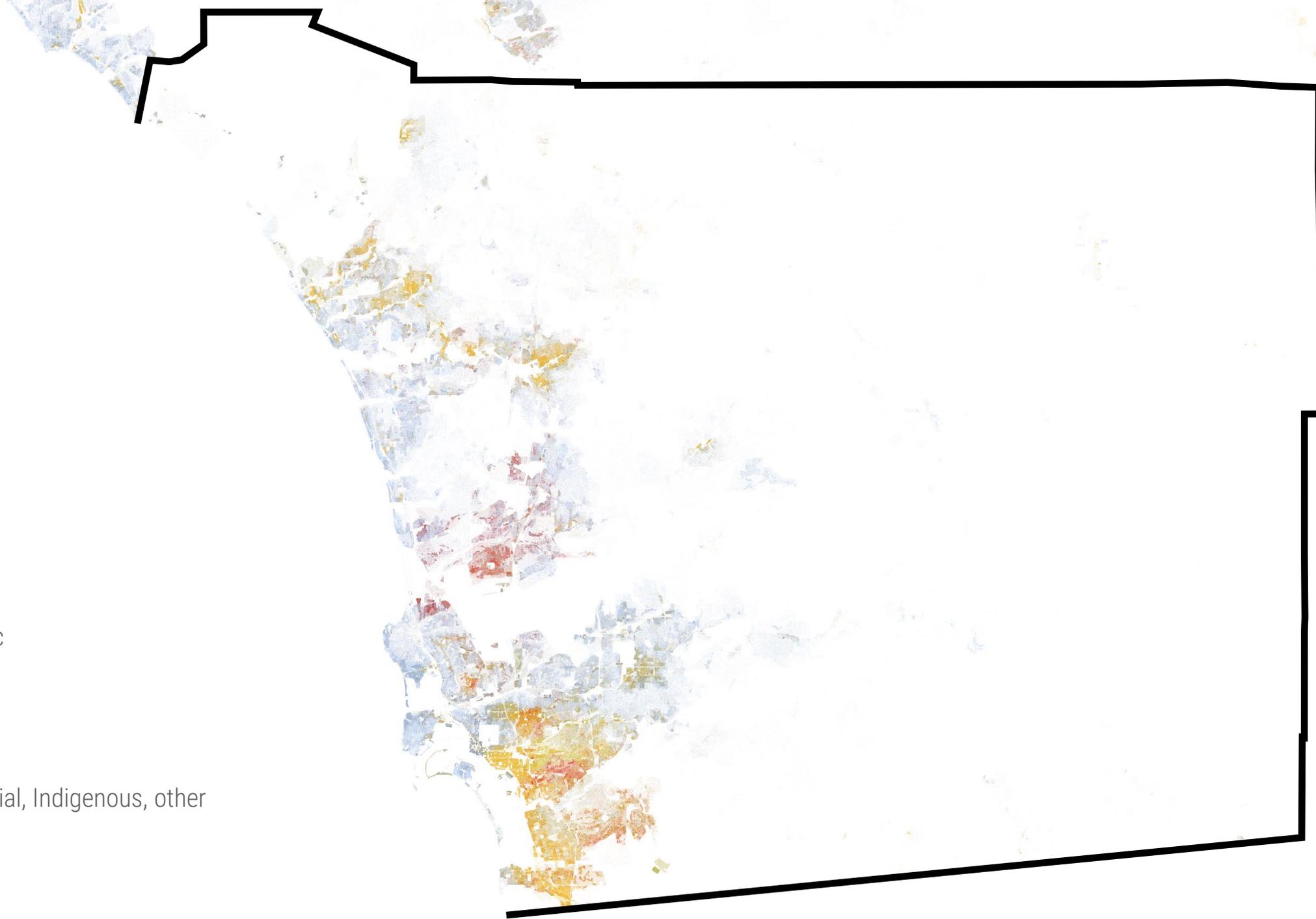
Vocational Training

Associate Degree

Bachelor's Degree



- White
- Hispanic
- Asian
- Black
- Multiracial, Indigenous, other



Levels of analysis:

- 3. 25 occupations that pay well for people w/out a BA or experience; with stable schedules, low turnover, and opportunity for advancement; located near minoritized workers and aligned with their interests.**

Equitable Workforce Development



Cost of dental hygienist degree:

- **\$13,000 for courses at Mesa**
- **\$7,700 for supplies & exams**

\$20,700

**Let's make the Associate Degree free!
Then anyone can be a dental hygienist!**

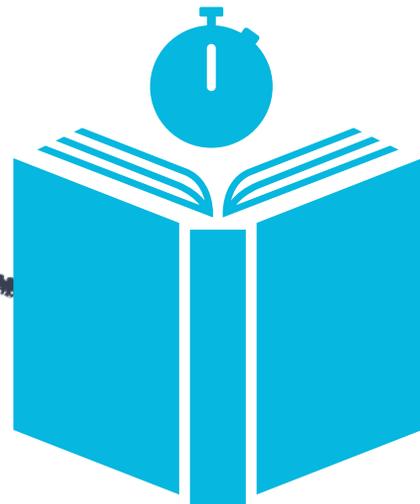


Opportunity cost of 2-year degree:

- **Currently earning \$15–\$21/hr**
- **Four 15-credit semesters**
- **16 week semester**
- **3 hours of work/week per credit**

\$43,200 to \$60,480

Example service model: Dental Hygienist



Talent Pipeline Management



How it works:

- **Identify employers' skills requirements & pain points, advocate for job quality**
- **Share insights with education partners and publicly recognize programs as industry-approved Preferred Providers**
- **Build network of equity-focused Preferred Providers and connect companies to diverse program grads**



“96% of Chief Academic Officers at higher education institutions believe they are preparing students for work.

Only 11% of business leaders strongly agree.”

- Gallup, [Higher Education's Work Preparation Paradox](#)

Benefits of Talent Pipeline Management

- ✓ **Industry** benefits from directly addressing skilled talent shortages, increasing access to local and diverse talent, and reducing recruitment and training costs.
- ✓ **Education and Training Providers** benefit from employer feedback to create better training programs and curricula that are oriented toward successful hire outcomes for students, and they are held accountable for those outcomes.
- ✓ **Workers** benefit from demand-driven strategies by receiving high-impact education and training that speaks directly to the skills required by employers.

OUTREACH & ENGAGEMENT UPDATE

MEGAN THOMAS
CATALYST OF SAN DIEGO & IMPERIAL COUNTIES

NEXT STEPS

ACTION ITEMS

- Provide stakeholder narrative content if applicable:
 - 3-5 sentence overviews to Alexander Eberhardt at alexander.eberhardt@eastcountyedc.org
- Join next meeting for presentation of draft proposal:
 - Wednesday, July 20 at 1:30 PM

THANK YOU!

Stay updated at: www.southernbordercerf.org

Please reach out. We look forward to working with you.