

AB - #99

Effective Dates: July 1, 2016 through June 30, 2017

ACTION BULLETIN

TO: All Alameda County Workforce Development Board (ACWDB) Program Operators

DATE: July 1, 2016

SUBJECT: ACWDB Industry Sector and Occupational Framework

Purpose of the Bulletin:

The purpose of this bulletin is to provide guidance for the implementation of ACWDB's new Industry Sector and Occupational Framework (ISOF).

Citations:

USC 3102 WIOA - Section 3(23)(B)
USC 3122 WIOA - Section 107(d)(1) and 107(d)(2)
USC 3123 WIOA- Section 108(b)(A)(i) and (ii)

Background:

Pursuant to WIOA Section 107(d)(1) and 107(d)(2), Local Workforce Development Boards (LWDBs) are responsible for developing a Local Plan that is consistent with the State Plan and the changing dynamics of the economy. Local Plans must also include information on emergent and in-demand industries and occupations in the Local Workforce Development Area (LWDA) and describe how industries and occupations align with workforce development activities. Pursuant to WIOA Section 3(23)(B), LWDBs are given the discretion to determine in-demand industries and occupations for their LWDA, with the use of state and regional labor market information (LMI) and projections.

In preparation of ACWDB's Local Plan, ACWDB staff has researched and analyzed Labor Market Information (LMI) to understand the projected growth to industries and occupations in Alameda County between the years, 2017 and 2022. In addition to quantitative data, ACWDB staff facilitated stakeholder interviews with service providers to understand how jobseekers were faring within industries and occupations in Alameda County.

Integrated in the analysis was information synthesized from other secondary information sources: the California Workforce Development Board (CWDB) Plan, EDD's Labor Market Information Division (LMID), the East Bay Economic Development Alliance's Economic Outlook for 2015-2016 and the Made in the East Bay report.

As a result, ACWDB staff used the research to design an Industry Sector and Occupational Framework (ISOF). The ISOF is a hierarchical and three-tiered framework/model that highlights growth and presence of industries and occupations in Alameda County between 2017 and 2022. Tier I of the ISOF highlights prominent industries, Tier II highlights growing occupations in Alameda County, and Tier III captures the occupational priorities of individual jobseekers.

The tiered model is a tool for contractors in implementing and developing workforce development activities for customer/jobseeker participants in Alameda County. The ISOF shall be used as a hierarchical, tiered framework, attempting first to meet participant need by utilizing the Tier 1 industries for workforce development activities. After Tier I, Tier II and Tier III may be considered in the implementation of workforce development activities.

Guidance:

ACWDB's new ISOF focuses on growing industries, in order to highlight employment and income opportunities for workers and jobseekers in Alameda County. The information below highlights how contractors are to engage in each Tier of the ISOF for workforce development activities in ACWDB's LWDA.

Tier I- ACWDB's Priority Industries

ACWDB's priority industries are in Tier I of the ISOF. Tier I is representative of prominent industries that demonstrate substantial growth and/or have substantial impact on the local economy. The priority industries in Tier I reflect growth across ACWDB's LWDA in the four planning areas- Tri-Cities, North Cities, Tri-Valley and Eden. Tier I industries are as follows:

- Health Care and Social Assistance
- Professional, Scientific and Technical Services
- Construction
- Advanced Manufacturing/Transportation & Warehousing

Contractors shall first use the information in Attachment B as a guidance tool for planning and implementing workforce development activities within specific industries per planning area. For instance, in the Tri-Cities there is proliferated growth to the Computer Systems Design Services Industry (CSDSI), so in implementing Tier I of the ISOF the contractor may develop a CSDI pre-apprenticeship program, obligate Individual Training Account (ITA) dollars for an industry recognized CSDI certificate and/or invite CSDI employers to an employer forum to so jobseekers learn about the CSDI. These workforce development activities are just examples, and all contractors shall consult their contracts to understand their performance within the new ISOF.

Tier II- Priority Occupations

ACWDB's priority occupations are in Tier II of the ISOF. Tier II represents prominent occupations across Alameda County; therefore the occupations in Tier II are county-wide and not specific to any planning region in the LWDA. The occupations in Tier II are held to two criteria: wage and growth. The wage criterion was developed based on the data presented in the State Plan, which determined that low wages in the State of California were below \$19.20/hour, and the growth criteria is consistent with WIOA. Based on sound research, Tier II occupations adhere to the following criteria:

- The occupation's wage exceeds \$19.20/hour
- The occupation demonstrates growth

A list of Tier II occupations are in Attachment C. Contractors shall first use Attachment C as a guidance tool to aid in determining the occupations that should be targeted for workforce development activities in Alameda County, as the occupations in Attachment C have been vetted as high-growth occupations in Alameda County. As contractors work within Tier II, contractors shall also consider middle skill occupations¹ for workforce development activities. According the State Plan, the following are top seven middle skill occupations, offering the most openings by the year 2022 in California:

- Registered Nurses
- Teacher Assistants
- Heavy and Tractor-Trailer Truck Drivers
- Nursing Assistants
- Medical Assistants
- Licensed Practical and Licensed Vocational Nurses
- Computer User Support Specialists

It should be noted that Tier II is flexible and does not restrict occupations to specific industries. Some of the occupations in Tier II fit neatly into the Tier I industries, but other occupations are flexible and cut across several different industries. Additionally, some occupations are both high growth and cross-cutting (i.e., Secretaries and Administrative Assistants or Bookkeeping, Accounting and Auditing Clerks) and should be targeted for workforce development activities. For instance, a contractor may target the Office Clerks Occupation (a high growth and cross-cutting occupation in Alameda County) and develop a cohort training model or Office Clerk work readiness program for jobseekers. Such activities are allowable, so long as it is aligned with current contractual obligations.

Tier III- Participant Occupational Priorities

Tier III carries the same criteria for occupations in Tier II (wage and growth), but a Tier III occupation is different in that it is determined by the jobseeker client, therefore allowing a more human-centered and autonomous approach to occupational choice. In most cases, Tier II will capture most occupations that jobseekers may be trying to attain, but in some cases participant occupational choice may fall in Tier III.

¹ Middle skill occupations are occupations that require more than a high school education but less than a four year degree.

To reiterate, although Tier III honors client choice, occupations in Tier III are held to the same criteria as Tier II:

- The occupation's wage exceeds \$19.20/hour
- The occupation demonstrates growth

In Tier III, the jobseeker client shall provide information to substantiate the criteria above. O*NET, CalJOBS, Job advertisements and LMI may be used in ascertaining the qualifying criteria for Tier III. For instance, if a jobseeker client wants to pursue training in cosmetology, the jobseeker client must present research to demonstrate the criteria above. The contractor shall assist the client in finding the information within the context of the current contract for PY 16/17. The growth criterion may be defined by the "bright outlook" definition within O*NET.

Reporting

Data Entry for Previous Priority Sectors

Upon review, ACWDB staff has determined that many of the industries in the previous priority sectors fall within the new ISOF, and in order to maintain some reporting consistency, previous priority sectors will be categorized within Tier I of the new ISOF. For instance, the Energy Sector is not explicitly a Tier I industry in the new ISOF, but because Energy occupations cross over into the Construction and the Professional, Scientific and Technical Services Industries, Energy will be considered a Tier I industry. However, it should be noted that while Energy crosses other industries, contractors shall adhere to the Tier I industries diagrammed in Attachment A of the ISOF when implementing workforce development activities, as Tier I industries demonstrate projected growth within Alameda County.

Data Entry for WIOA Clients into CalJOBS and the Grants Checkbook

CalJOBS is the primary online tool and official record for case management tracking and reporting for the participation and outcomes of all WIOA applicants. ACWDB also uses CalJOBS for analyzing and reporting contractual performance of all contracted service providers. CalJOBS will continue to be used to understand job placements, so contractual obligation for job placements within the ISOF will be entered into the CalJOBS system at time of case-closure.

The Grants Checkbook is a tool currently being used by ACWDB contractors to track obligation of WIOA training dollars. One Stop Career Center/America's Job Centers of California (OSCC/AJCC) staff will be responsible to report the ISOF categories (see table 1), for each training dollar obligation that is entered into the Grants Checkbook (located at acwib.com). ACWDB will use its Grants Checkbook to review contracted performance in relation to training expenditures within the ISOF.

For this reason, it is vital for contracted providers to accurately and completely report all data elements at the time of case-closure or in follow-up.

Other ACWDB contractors

Other ACWDB contractors shall also use the new ISOF categories when reporting outcomes, in alignment with current contractual obligations and with the use of current reporting tools.

ISOF Data Entry Codes:

Please see the table below for more details on reporting in the Grants Checkbook with the new ISOF data entry codes. Other contractors shall use the same ISOF data entry codes:

Table 1: ISOF Codes

New ISOF Categories	Abbreviated Sector Names
Tier I: Advanced Mfg	T1: Advanced Mfg
Tier I: BioScience	T1: Bio
Tier I: Construction	T1: Const
Tier I: Energy	T1: Energy
Tier I: Healthcare/Social Assistance	T1: Health/Social
Tier I: Info/Communications Technology	T1: ICT
Tier I: Professional/Scientific/Engineering	T1: PS Eng
Tier I: Transportation/Warehousing	T1: Transpo/Ware
Tier II: Occupation based on ISOF	T2: Occ ISOF
Tier III: Occupation w/growth @ >\$19.20/hr	T3: Occ Growth >\$19.20
Out of ISOF	Out of ISOF

All Contractors

Please refer to your contracts for specific performance within the ISOF, where applicable.

Action:

All contractors shall align workforce development activities with the new ISOF, within the context of the contracted performance measures, beginning PY 16/17. Contractors shall review modified contracts to understand the performance expectations within the new ISOF.

As a complement to the new ISOF and where applicable, contractors shall develop workforce development activities that are in alignment with middle skill and high wage occupations within the ISOF and where applicable, ensure that workforce development activities are aligned with career pathways and result in industry recognized credentials and certificates. Lastly, where applicable, contractors shall use the ISOF to support pre-apprenticeships and apprenticeships activities, in the context of existing contracts.

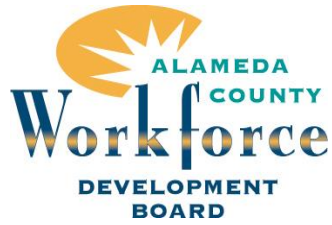
Information and Inquiries:

For information and inquiries please contact Latoya Reed, Management Analyst at (510) 259-3833 or via email at latoya.reed@acgov.org or Michele Garcia at (510) 259-3814 or via email at MGGarcia@acgov.org

Attachments:

Attachments are not enclosed but will be emailed to contractors:

- A- ACWDB ISOF Diagram
- B- ACWDB Priority Industries
- C- ACWDB Priority Occupations



APPENDIX

PLANNING TOOLS FOR ISOF IMPLEMENTATION

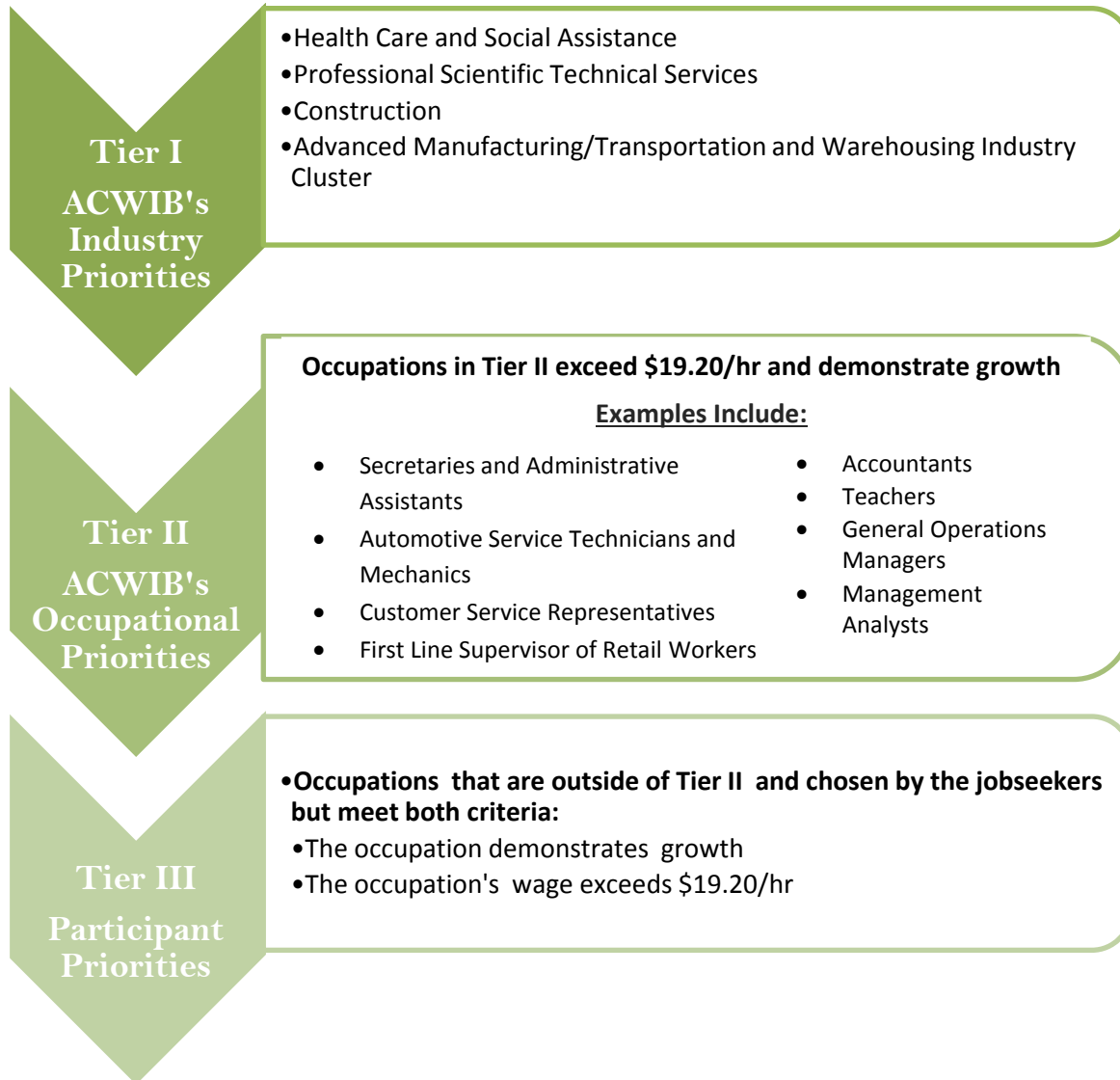
Attachment A
ISOF Diagram

Attachment B
Priority Industries within the ISOF for each ACWDB planning area

Attachment C
Attachment C is not enclosed. Please check your email for Attachment C for ACWDB's priority occupations

ATTACHMENT A

ACWDB's Industry Sector and Occupational Framework (ISOF) Diagram



Notes on the ISOF

- Tier II and III- are held by two criteria- wage and growth. The wage criteria was determined by the State Plan, as wages less than \$19.20/hour represent a low wage in California. The growth criteria may be verified with the use of O*NET and CalJOBS.
- Both Tier II and III occupations are not necessarily tied to specific industries, so occupations have a larger range and reach and may be cross-cutting, offering more flexibility.

ATTACHMENT B

ACWDB Priority Industries across ACWDB's four planning areas



Tri-Valley Industry Priorities

Planning Area	Health Care and Social Assistance	Professional, Scientific and Technical Services	Construction
Tri-Valley	<ul style="list-style-type: none"> ▪ HMO Medical Centers (NAICS 621491) ▪ Services for the Elderly and Persons with Disabilities (NAICS 624120) ▪ Home Health Care Services (NAICS 621610) ▪ Child Day Care Services (NAICS 624410) ▪ Offices of Physicians (except Mental Health Specialists)- (NAICS 621111) 	<ul style="list-style-type: none"> ▪ Research and Development in the Physical, Engineering, and Life Sciences (NAICS 541712) ▪ Computer Systems Design Services (NAICS 541512) ▪ Engineering Services (NAICS 541330) ▪ Building Inspection Services (NAICS 541350) ▪ Other Scientific and Technical Consulting Services (NAICS 541690) ▪ Custom Computer Programming Services (NAICS 541511) 	<ul style="list-style-type: none"> ▪ Site Preparation Contractors (NAICS 238910) ▪ Plumbing, Heating, and Air-Conditioning Contractors (NAICS 238220) ▪ Electrical Contractors and Other Wiring Installation Contractors (NAICS 238210) ▪ Highway, Street and Bridge Construction (NAICS 237310) ▪ Drywall and Insulation Contractors (NAICS 238310) ▪ All Other Specialty Trade Contractors (NAICS 238990)

Most vetted Industries show projected growth of at least 50 jobs over the five year period (2017-2022) or at least 10 jobs per year except for those with an (*).

Advanced Manufacturing/Transportation & Warehousing in the Tri-Valley

Planning Area	Advanced Manufacturing/Transportation & Warehousing
Tri-Valley	<ul style="list-style-type: none">▪ Other Industrial Machinery Manufacturing (NAICS Sub-sector 333249)▪ Sheet Metal Work Manufacturing (NAICS 332322)▪ All Other Miscellaneous Electrical Equipment, and Component Manufacturing (NAICS Sub sector 335999)▪ Ready-Mix Concrete Manufacturing (NAICS Sub sector 327320)*▪ Other Warehousing and Storage (NAICS 493190)*▪ Freight Transportation Arrangement (NAICS 488510)*

Tri-Cities Industry Priorities

Planning Area	Health Care and Social Assistance	Professional, Scientific and Technical Services	Construction
Tri-Cities	<ul style="list-style-type: none"> ▪ Services for the Elderly and Persons with Disabilities (NAICS 624120) ▪ Home Health Care Services (NAICS 621610) ▪ Child Day Care Services (NAICS 624410) ▪ HMO Medical Centers (NAICS 621491) ▪ Nursing Care Facilities (Skilled Nursing Facilities)- (NAICS 623110) ▪ Offices of Physicians (except Mental Health Specialists)- (NAICS 612111) 	<ul style="list-style-type: none"> ▪ Computer Systems Design Services (NAICS 541512) ▪ Research and Development in the Physical, Engineering, and Life Sciences (NAICS 541712) ▪ Custom Computer Programming Services (NAICS 541511) ▪ Other Scientific and Technical Consulting Services (NAICS 541690) ▪ Other Computer Related Services (NAICS 541519) ▪ Process, Physical Distribution, and Logistics Consulting Services (NAICS 541614) 	<ul style="list-style-type: none"> ▪ Drywall and Insulation Contractors (NAICS 238310) ▪ Plumbing, Heating, and Air Conditioning Contractors (NAICS 238220) ▪ Electrical Contractors and Other Wiring Installation Contractors (NAICS 238210) ▪ All Other Specialty Trade Contractors (NAICS 238990) ▪ Site Preparation Contractors (NAICS 238910)

Advanced Manufacturing/Transportation & Warehousing in the Tri-Cities

Planning Area	Advanced Manufacturing/Transportation & Warehousing
Tri Cities	<ul style="list-style-type: none"> ▪ Commercial, Industrial and Institutional Electric Lighting Fixture Manufacturing (NAICS 335122) ▪ Other Communication and Energy Wire Manufacturing (NAICS 335929)* ▪ Power Distribution and Specialty Transformer Manufacturing (NAICS 335311)* ▪ Sheet Metal Work Manufacturing (NAICS 332322) ▪ Machine Shops (NAICS 332710)* ▪ Freight Transportation Arrangement (NAICS 488510) ▪ Other Warehousing and Storage (NAICS 493190)

Eden Industry Priorities

Planning Area	Health Care and Social Assistance	Professional, Scientific and Technical Services	Construction
Eden	<ul style="list-style-type: none"> ▪ Services for the Elderly and Persons with Disabilities (NAICS 624120) ▪ Home Health Care Services (NAICS 621610) ▪ Offices of Physicians (except Mental Health Specialists)- (NAICS 612111) ▪ Nursing Care Facilities (Skilled Nursing Facilities)- (NAICS 623110) ▪ Assisted Living Facilities for the Elderly (NAICS 623312) ▪ Child Day Care Services (NAICS 624410) 	<ul style="list-style-type: none"> ▪ Research and Development in the Physical, Engineering, and Life Sciences (NAICS 541712) ▪ Other Scientific and Technical Consulting Services (NAICS 541690) ▪ Custom Computer Programming Services (NAICS 541511) ▪ Computer Systems Design Services (NAICS 541512) ▪ Other Services Related to Advertising (NAICS 541890) 	<ul style="list-style-type: none"> ▪ Plumbing, Heating, and Air Conditioning Contractors (NAICS 238220) ▪ All Other Specialty Trade Contractors (NAICS 238990) ▪ Site Preparation Contractors (NAICS 238910) ▪ Drywall and Insulation Contractors (NAICS 238310) ▪ Electrical Contractors and Other Wiring Installation Contractors (NAICS 238210) ▪ Residential Remodelers (NAICS 236118) ▪ Other Building Finishing Contractors (NAICS 238390)

Advanced Manufacturing/Transportation & Warehousing in Eden

Planning Area	Advanced Manufacturing/Transportation & Warehousing
Eden	<ul style="list-style-type: none"> ▪ Sheet Metal Work Manufacturing (NAICS 332322) ▪ Prefabricated Metal Building and Component Manufacturing (NAICS 332311)* ▪ Machinery Manufacturing (NAICS 333249 & NAICS 333514) ▪ Heavy Truck Manufacturing (NAICS 336120) ▪ Commercial, Industrial and Institutional Electric Lighting Fixture Manufacturing (NAICS 335122) ▪ Printed Circuit Assembly Manufacturing (NAICS 334418) ▪ Electronic Computer Manufacturing (NAICS 334111)* ▪ Analytical Laboratory Instrument Manufacturing (NAICS 334516) ▪ Freight Transportation Arrangement (NAICS 488510) ▪ Used Household and Office Goods Moving (NAICS 484210) ▪ Special Needs Transportation (NAICS 485991) ▪ Other Warehousing and Storage (NAICS 493190)

North Cities Industry Priorities

Planning Area	Health Care and Social Assistance	Professional, Scientific and Technical Services	Construction
North Cities	<ul style="list-style-type: none"> ▪ Services for the Elderly and Persons with Disabilities (NAICS 624120) ▪ Home Health Care Services (NAICS 621610) ▪ HMO Medical Centers (NAICS 621491) ▪ Offices of Physicians (except Mental Health Specialists)- (NAICS 612111) ▪ Nursing Care Facilities (Skilled Nursing Facilities)- (NAICS 623110) ▪ Medical Laboratories (NAICS 621511) ▪ Child Day Care Services (NAICS 624410) ▪ Continuing Care Retirement Communities (NAICS 623311) 	<ul style="list-style-type: none"> ▪ Computer Systems Design Services (NAICS 541512) ▪ Other Scientific and Technical Consulting Services (NAICS 541690) ▪ Engineering Services (NAICS 541330) ▪ Research and Development in the Physical, Engineering, and Life Sciences (NAICS 541712) ▪ Architectural Services (NAICS 541310) ▪ Translation and Interpretation Services (NAICS 541930) ▪ Administrative Management and General Management Consulting Services (NAICS 541611) ▪ Research and Development in Biotechnology (NAICS 541711) ▪ Custom Computer Programming Services (NAICS 541511) ▪ Process, Physical Distribution and Logistics Consulting Services (NAICS 541614) ▪ Advertising Agencies (NAICS 541810) ▪ Marketing Consulting Service (NAICS 541613) 	<ul style="list-style-type: none"> ▪ Residential Remodelers (NAICS 236118) ▪ Site Preparation Contractors (NAICS 238910) ▪ Plumbing, Heating, and Air Conditioning Contractors (NAICS 238220) ▪ Painting, Heating, and Air Conditioning Contractors (NAICS 238320) ▪ Commercial and Institution Building Construction (NAICS 236220) ▪ Highway, Street, and Bridge Construction (NAICS 237310) ▪ Drywall and Insulation Contractors (NAICS 238310)

Advanced Manufacturing/Transportation & Warehousing in the North Cities

Planning Area	Advanced Manufacturing/Transportation & Warehousing
	<ul style="list-style-type: none"><li data-bbox="470 407 1877 440">▪ Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing (NAICS 333413)<li data-bbox="470 488 1377 521">▪ Welding and Soldering Equipment Manufacturing (NAICS 333991)*<li data-bbox="470 570 1247 602">▪ Air and Gas Compressor Manufacturing (NAICS 333912)*<li data-bbox="470 651 1083 683">▪ Port and Harbor Operations (NAICS 488310)<li data-bbox="470 732 1436 764">▪ All Other Transit and Ground Passenger Transportation (NAICS 485999)<li data-bbox="470 813 1220 846">▪ Couriers and Express Delivery Services (NAICS 492110)<li data-bbox="470 894 1192 927">▪ Freight Transportation Arrangement (NAICS 488510)<li data-bbox="470 976 1255 1008">▪ School and Employee Bus Transportation (NAICS 485410)