LET’S TALK CONSTRUCTION!
Construction Industry Regional Advisory Meeting Minutes
Thursday, May 2nd, 2019 | 1:15 PM - 4:00 PM
Cosumnes River College, 8401 Center Pkwy, Winn Center 150, Sacramento, CA

ATTENDEES:

Daniel Albano, ABC NorCal
Chris Almeida, Pre-Apprenticeship Construction Program
Angela Anderson, Project Lead The Way
Mary Bernard, Villara Building Systems
Jordan Blair, SRBX Education Foundation
Jeff Bozeman, SCUSD
James Brown, Lincoln High School
Jason Buckingham, Golden Sierra Job Training Agency
Steven Casperite, Placer School for Adults
Ashley Collins, AGC of California
Damon Conklin, Sacramento Regional Builders' Exchange
Ryan Connally, Cosumnes River College
Sergio Cortez, ABC NorCal
Tammy Cronin, Valley Vision
Yzabelle Dela Cruz, Valley Vision
Jason Ellis, Cosumnes River College
Eric Esquivel, Community Resource Project
David Evans, Dreyfuss+Blackford
Louie Garcia, American River College
Kim Harrell, Cosumnes River College
Roy Kim, SETA
Grace Kumetat, City of Woodland
Morris Lum, MORRIS immobilier
Gabriel Meehan, Sacramento City Community College
Caroline Pascua, Community Resource Project
Jordan Powell, AGC of California
Luis Sanchez, Community Resource Project
Cory Thomas-Fisk, Cosumnes River College
Clare Vanderpool, North State Building Industry Foundation
Eric Wade, SAVA Charter School
Orion Walker, California Community College Chancellors Office
Donnetta Webb, Sacramento City Community College
Jon Zeh, Sacramento City Community College
MEETING MINUTES:

Meeting began at 1:35 PM

I. Welcome & Introductions (1:35-1:40 PM)
   a. Tammy Cronin, Valley Vision
   b. Orion Walker, Deputy Sector Navigator, Energy, Construction & Utilities, North/Far North Region

II. State of Construction: Industry Panel Discussion (1:40-2:30 PM)
   a. Damon Conklin, Government Affairs Director, Sacramento Regional Builders’ Exchange (SRBX)
      i. Serves 1,100 member companies
      ii. Represents both union and non-union companies
      iii. Serves the industrial & commercial construction industry
   b. Jordan Powell, Associated General Contractors
      i. Trade associated organization
      ii. Serves 50/50 union/non-union members
   c. Clare Vanderpool, Education & Training Coordinator, North State Building Industry Foundation
      i. Works for the non-profit arm of BIA
      ii. Serves mostly residential construction industry
      iii. Serves 525 members
   d. Industry challenges:
      i. Clare: most potential workers need the foundational soft skills
      ii. Jordan: seconded need for soft skills based on the needs of AGC labor partners
      iii. Damon: need for workforce/bodies for the industry; for every 5 workers retiring from the industry, only 1 person joining an apprenticeship
      iv. Damon: Due to the solar initiative, seeing more need and interest in C-10 and C-4 licensing
      v. Damon: 75% of members in need of workers; since 1944 there has been an increased level of importance placed on higher education for financial security which has been embedded in our school systems and family values, contributing to skewed perceptions of building and construction careers
   e. Outreach and recruitment:
      i. 70% of college students drop out within the first 6 months of school; of the population of students who stay, 60% graduate and are employed in jobs outside of their degree; 25% of those who work in their degree field after college are underemployed and underpaid
ii. Jordan: suggests education and outreach message should be united versus regionally divided
iii. Jordan: keys to successful outreach to youth are
   - Inclusive marketing that allows students to picture them in the industry
   - Authentic and honest
   - Balance of cool and informative for buy-in from potential worker and families
iv. Jordan: ACG working on a localized digital marketing platform for employers in the industry called Build CA
v. Clare: Important for youth to have hands on experience at early ages as well as engagement with the community
vi. Damon: SRBX cosponsoring legislation for more pathway programs for K-12 schools and community colleges
vii. Damon: Bridge technical innovations with construction; use of portable virtual reality googles in classrooms and recruitment events; provide mentorship programs to align students with prospective employers, grants and scholarships (about 300 member companies are actively engaged in this capacity); provide discounted 3-day safety seminars for OSHA and CPA certifications
viii. Jordan: programs need to be directly applicable, with a clear pathway for employer/worker needs to keep up with the industry boom and increasing workforce needs
ix. Exhaustive pathways options for high school students to choose that can intimidate some students from interests in this career
x. SRBX hosts an annual career event in October that requires companies to facilitate hands-on stations that gives students the opportunity to connect with employers and get direct info on the best pathway to get a job at that company
xi. SRBX does adult outreach, however focuses on high school
f. Workforce, industry, and educational collaboration:
   i. Clear benefits should be stated and tracked for industry partner collaboration
   ii. Community Resource Project working to create a workforce training program for low-income populations
   iii. SRBX Education Foundation continually connections with educational institutions in the region and has weekly calls on regulations and licensing industry updates
   iv. Audience question: How can construction industry partner’s work with other trade companies to address workforce needs?
v. BIA works with Career Technical Education programs and Workforce Boards in the region
vi. CRC faculty: Community college workforce and economic development admin should participate in advisory meetings as faculty and dean need more support
vii. CTE Dean: We have an extremely supportive administration and our Strong Workforce funds have allowed CRC CTE programs to expand; have worked to streamline CC degrees and curriculum approval processes
viii. K-12 schools are funded by 4 year college programs; consideration for legislation to change this system to change culture and funding for CTE
ix. Currently, more challenging for K-12 schools to quickly respond to market changes in comparison to community colleges
x. Community colleges like CRC and Sierra developing boot camp programs and more specialized certificates to meet industry/market needs

III. Community Colleges and Building & Construction (2:30-2:35 PM)
   a. Orion shares Center of Excellence labor market data
   b. Regional building and construction workforce only 7% women

IV. CRC CMT & FM Proposed Certificates of Achievement (2:35-2:45 PM)
   a. Cory Fisk, Construction Management Technology Professor, Cosumnes River College
      i. Advocates for higher education and community college programs as viable pathways for this industry to prepare students
      ii. CRC CMT program now getting credit/tracking students who have taken courses w/i the program (even those who do not complete certificate)
      iii. CRC CMT recognized as a Strong Workforce leader
      iv. Cory teaches 9 courses over the school year, a leadership series, and boot camps once a month during a semester
      v. Currently only teaching night classes; many of which are available online (all of her courses are a hybrid) to allow opportunity for students to work concurrently
      vi. Lectures and labs are taught together from 5-9:45 PM
      vii. Labs are software driven so that students can take home to complete
      viii. Professional certificate prepares student for project management
      ix. BIT program available however there is no full time faculty
committed to this course due to low student enrollment; adding this to the CMT certificate would increase time needed to complete certificate to 4 years

b. Ryan Connally, Construction Technology, Department Chair & Professor, Cosumnes River College
   i. Most students pursuing this certificate are taking courses during the daytime and can complete the certificate in 4 months
   ii. Focus of program to give students a breadth of exposure to the industry
   iii. CRC currently does not have a STRIPE program and courses are similar except for Title 29; consideration of a CRC STRIPE program
   iv. Job titles/descriptions within the building and construction industry are loose and dependent on what part of the country you are from and industry targets
   v. Facilities maintenance has a growing need in multi-housing units and commercial real estate

V. Curriculum Review Breakouts and Vote of Approval (2:45-3:45 PM)
   1. Assistant Construction Manager: Total units = 30
      a. Certificate approved by advisory attendees
   2. Professional Certification: Total units = 35
      a. Certificate approved by advisory attendees
   3. Skilled Professional Certification: Total units = 37
      a. Certificate approved by advisory attendees
   4. Entrepreneurial Professional Certification: Total units = 35.5
      a. Certificate approved by advisory attendees
   5. Skillbuilder Certification: Total units = 20
      a. Certificate approved by advisory attendees
   6. Facilities Maintenance Certificate: Total units = 35
      a. Certificate approved by advisory attendees

Meeting adjourned at 3:45 PM
LET’S TALK CONSTRUCTION!
Construction Industry Regional Advisory Meeting Agenda
Thursday, May 2nd, 2019 | 1:15 PM - 4:00 PM
Cosumnes River College, 8401 Center Pkwy, Winn Center 150, Sacramento, CA

Welcome & Introductions 1:15-1:30 PM
➢ Tammy Cronin, Valley Vision
➢ Orion Walker, Deputy Sector Navigator, Energy, Construction & Utilities, North/Far North Region

State of Construction: Industry Panel Discussion 1:30-2:00 PM
Viewpoints from industry partners on the current state of the industry, workforce challenges and skills in demand
➢ Damon Conklin, Government Affairs Director, Sacramento Regional Builders’ Exchange
➢ Jordan Powell, Associated General Contractors
➢ Clare Vanderpool, Education & Training Coordinator, North State Building Industry Foundation

Community Colleges and Building & Construction 2:00-2:10 PM
Overview of the role of Community Colleges in supporting the Building & Construction industry and educational programs offered
➢ Orion Walker

CRC CMT & FM Proposed Certificates of Achievement 2:10-2:30 PM
Overview of current CMT and FM programs and new certificates proposed
➢ Cory Fisk, Construction Management Technology Professor, Cosumnes River College
➢ Ryan Connally, Construction Technology, Department Chair & Professor, Cosumnes River College

Curriculum Review – New/Revised Certificate Programs 2:30-3:30 PM
1. Assistant Construction Manager: Total units = 30
2. Professional Certification: Total units = 35
3. Skilled Professional Certification: Total units = 37
4. Entrepreneurial Professional Certification: Total units = 35.5
5. Skillbuilder Certification: Total units = 20
6. Facilities Maintenance Certificate (revised): Total units = 35

Curriculum Proposal Votes & Networking 3:30-4:00 PM
➢ Vote for approval
➢ Time for networking
LET’S TALK CONSTRUCTION!
Construction Cluster Regional Advisory Meeting
May 2, 2019
Cosumnes River College, Sacramento
Valley Vision
A civic leadership organization serving the Sacramento Capital Region...

Impact areas:
1. 21st Century Workforce
2. Clean Economy
3. Food and Ag Economy
4. Healthy Communities
5. Innovation and Infrastructure
6. Leadership and Civic Engagement
Regional Talent Development

Promising Industry Clusters

✓ Advanced Manufacturing
✓ Clean Economy
✓ Building & Construction
✓ Education & Knowledge Creation
✓ Food & Agriculture
✓ Hospitality, Recreation & Tourism
✓ Information & Comm. Technologies
✓ Life Sciences & Health Services

Valley Vision Role

- Future of Work
- Industry Cluster Research/Forums
- Cluster Action Plans, System Alignment
- Regional Employer Advisory Process
- Industry Council formation: Sac Valley Manufacturing Initiative
- Digital Skills Initiative

Promising Industry Clusters

- Advanced Manufacturing
- Clean Economy
- Building & Construction
- Education & Knowledge Creation
- Food & Agriculture
- Hospitality, Recreation & Tourism
- Information & Comm. Technologies
- Life Sciences & Health Services
The Future of Work – May 15th

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Industry Panel

Viewpoints from industry partners on the current state of the industry, workforce challenges and skills in demand

- **Damon Conklin**, Sacramento Regional Builders Exchange
- **Jordan Powell**, Associated General Contractors of California
- **Clare Vanderpool**, North State Building Industry Foundation
Panel Questions

• What is the current state of the industry - challenges and future trends and/or concerns?
• Impacts of recent fires and floods on the industry and workforce?
• What are the “hardest to fill” positions for your member organizations?
• How can we get more people into the profession?
• What partnerships are needed between industry, educators, and workforce partners?