

WORKFORCE STRATEGY & INNOVATION COMMITTEE MEETING AGENDA

August 6, 2026
1:00 PM – 2:30 PM
Self-Help Credit Union
Community Room
900 Crows Landing Rd.
Modesto, CA 95351
www.stanworkforce.com

Committee Members

<i>Kris Helton, Co-Chair</i>	<i>Kendra Mitchell</i>
<i>Jennifer Shipman, Co-Chair</i>	<i>Lourdes Uranday</i>
<i>Billy Meyers</i>	<i>Maryn Pitt</i>
<i>Cecil Russell</i>	<i>Rachelle Barkus</i>
<i>Christine Schweininger</i>	<i>Richard Carnes</i>
<i>Dillon Olvera</i>	<i>Steve Stevenson</i>
<i>Dinah Copple</i>	<i>Tiffani Burns</i>
<i>Jason Maggard</i>	<i>Tim Roos</i>

The Stanislaus County Workforce Strategy & Innovation Committee welcomes you to its meeting, your interest is encouraged and appreciated.

The Workforce Strategy & Innovation Committee complies with all provisions of the Brown Act and the Conflict of Interest Code on file with the Stanislaus County Department of Workforce Development. See links below.

https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202520260SB707

<https://www.stanworkforce.com/workforce-board/#committees>

PUBLIC COMMENT PERIOD: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda and any off-agenda matters before the Committee for consideration. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee. Any member of the public wishing to address the Committee during the "Public Comment" period shall be permitted to be heard once for up to 5 minutes unless the Chairperson of the Committee sets a different time limit. Please complete a Public Comment Form and give it to the Clerk of the Committee. If you would like to provide a written comment, please email your comment form to the Clerk of the Workforce Strategy & Innovation Committee at ixtak@stanworkforce.com by 4:00 p.m. on the day prior to the meeting. Public Comment forms are available at <https://www.stanworkforce.com/workforce-board/public-comment-forms/>. Your written comment will be distributed to the Committee and kept on file as part of the official record of the Workforce Strategy & Innovation Committee meeting.

The agenda is divided into two sections:

CONSENT ITEMS: These matters include routine financial and administrative actions. All consent items will be voted on as a single action at the beginning of the meeting under the section titled "Consent Items" without discussion. If you wish to discuss a consent item, please notify the Clerk of the Committee prior to the beginning of the meeting or you may speak about the item during Public Comment Period.

DISCUSSION AND ACTION ITEMS: These items will be individually discussed.

ANY MEMBER OF THE AUDIENCE DESIRING TO ADDRESS THE COMMITTEE ON A MATTER ON THE AGENDA: Please raise your hand or step to the podium at the time the item is announced by the Committee Chairperson. In order that interested parties have an opportunity to speak, any person addressing the Committee will be limited to a maximum of 5 minutes unless the Chairperson of the Committee sets a different time limit.

COMMITTEE AGENDAS AND MINUTES: Committee agendas, Minutes, and copies of items to be considered by the Committee are typically posted on the Internet on Monday afternoons preceding a Thursday meeting at the following website: <https://www.stanworkforce.com/workforce-board/#committees>.

NOTICE REGARDING NON-ENGLISH SPEAKERS: Workforce Strategy & Innovation Committee meetings are conducted in English. Language assistance request should be made by noon the Monday before the meeting by contacting the Clerk at 209-595-0556.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Clerk of the Committee at (209) 595-0556. Notification 72 hours prior to the meeting will enable the Department to make reasonable arrangements to ensure accessibility to this meeting.

Please note: The proceedings of this meeting will be recorded solely for internal reference and record-keeping.

1. Call to Order
 2. Introductions
 3. Conflict of Interest
 4. Public Comment Period
 5. Presentation – “Workforce Win's”
 6. Chair Report, Jennifer Shipman - Follow-up of website discussion from last meeting
 7. Department Report
 - A. Sector Reports
 1. Health Care and Social Assistance- *HealthForce Partners*
 2. Manufacturing – *Manufacturer’s Council of the Central Valley*
 3. Agriculture, Forestry, Fishing and Hunting – *Stanislaus County Farm Bureau*
 4. Construction – *Workforce Pathway Solutions*
 5. Transportation and Warehousing
 6. Educational Services
 - B. Business One-Stop Preview
 8. Discussion and Action Items
 - A. Approve the Minutes of the May 7, 2026 Workforce Strategy & Innovation Committee Meeting
 - B. Approval to Direct Staff to Create Programing Based on Identified Initiatives
 - C. Approval to Make a Recommendation to the Workforce Development Board to Enter into a Contract with Bienestar to Develop a Plan to Work with and Train Sector Strategy Contractors for Program Year 2026–2027
 9. Future Topic(s), Discussion, Announcements
- Next Meeting: Thursday, November 5, 2026
1:00 PM – 2:30 PM
Self-Help Credit Union



Healthcare Sector Partnership Report

7/28/2026

HealthForce Partners California (HFP) creates sustainable solutions that drive economic mobility, expand career pathways, and strengthen the healthcare sector in regions we serve. Through innovative partnerships and workforce solutions, we catalyze the growth of a skilled and diverse healthcare workforce.

Behavioral Health Workforce Update - The funding provided to HFP from the City of Modesto enabled us to lay the groundwork for the implementation of a behavioral health workforce program here in Stanislaus County. (Of quick note, the program in San Joaquin has been so successful that the vacancy rate of 24% at the inception of the project is now down to an astonishing 0%!) Additional clinical sites for the placement of MSW students have been identified and we have created a funding model based on fee for service, grant support and partnership opportunities to enable us to continue the Practicum Education supervision that is so critical to clinical site expansion.

HOPE Program Update - The HOPE (Helping Our People Elevate) Program for Nursing pilot at Sutter is underway and a second cohort will be starting soon through a pilot project with Sutter Memorial and Modesto Junior College. HFP is working with MJC to refine the pilot project and to incorporate more of the key features that have made the program such a success in San Joaquin with Delta College. Both Modesto hospitals have expressed firm interest in joining the program as we continue ongoing discussions on how to fully implement the full program. HFP continues to seek additional funding to support stipends and employer-sponsored education expansion.

Additional Updates –

- **Healthcare Capacity Hub** - An online data tool that is tailored to better understand the complexities of regional healthcare workforce environments and align resources with regional needs. Informed by education programs, employer demands and workforce data, the Healthcare Capacity Hub informs partner organizations, policymakers, funders and more about the healthcare workforce landscape. It will serve to assist with predicting future job openings and most importantly identify education and training needs to address critical workforce gaps in each region.

The initial phase had to be completely reworked but we have hired a new vendor to create the Hub and have had three college graduate interns from Health Career Connections working on data collection and refinement. All education data, including critical resources like pathway/entry requirements, scholarship and funding opportunities has been collected. We have complete employer data from three of the major hospital systems in our region and are working to secure the rest. We hope to announce a date when this will be completed soon.

- A thorough proposal outlining all necessary steps and identified partners needed to stand up a Radiology Technology program at MJC has been submitted. HFP is continuing to seek outside funding that could support this program and working with our employer partners to line up clinical placement opportunities. We are hopeful that we will be able to move forward with assisting this programs creation by end of year.
- Health Professions Pathways Program, funded by HCAI, has enrolled over 300 participants in soft-skill, resume and application building workshops, BLS, Medical Terminology and HIPAA Trainings, Allied Health programs such as CNA, EKG, Phlebotomy and assisted with job placements. The program is expanding and has offered orientations to over 600 local community members to date. We have hired an additional Career Navigator who is bilingual, bringing the staffing of this program up to three full time positions. We are working with employer partners and their HR departments to better understand what constitutes an ideal candidate and how we can incorporate those pieces into the one on one assistance we offer participants.
- NextGen MedPros program, a WeWill grant funded project between HFP, SPIE and MCS, has concluded its two year time frame and was an incredibly successful and informative project. The students advised the marketing/design team on the creation of a healthcare career exploration website, intended for use by youth in the area looking to get into the field. A blueprint of key learnings and takeaways will be distributed to the community in the next few months.
- Healthcare Career Navigator, a new role was created to meet the needs identified in Stanislaus County's Community Health Improvement Plan (CHIP), led by HSA/Stanco Health, and was funded by Sutter Health's community grant program for three years. This role will be hired by HealthForce Partners and will be primarily based at the high schools and junior highs in Modesto City Schools. The navigator will work directly with youth, especially those historically underserved and underrepresented in healthcare, to educate them about all the career options available in the field, especially supporting those looking to go into medicine. They will deliver workshops, provide healthcare-focused career guidance, and connect participants to healthcare education, training, and wraparound services such as mentoring and counseling. In addition, this role functions as a liaison between participants, educational institutions, employers, and community partners to ensure alignment between healthcare workforce needs and participant success.



Manufacturing Sector Partnership Report

June 2026

Submitted by: Stacey Kollmeyer Johnson

1. Executive Summary

This report summarizes the second Stanislaus County Manufacturing Sector Partnership meeting, convened by MCCV under its contract with the Stanislaus County Workforce Development Board. Conducted in a hybrid format with approximately 30 participants in-room and online, the session centered on a single organizing question: What are the resources needed to develop the future skills of manufacturing in the North Valley? Manufacturers were seated together and invited to lead the brainstorm, with partner organizations contributing after initial employer input was captured. Through structured individual reflection, small-group and large-group brainstorming, and collaborative categorization, the group identified five resource buckets essential to the region's manufacturing workforce future: Durable Skills Development, Advancement Training, Brand Management, Recruitment and Retention Strategies, and Resources and Funding. Brand management — changing public and parental perception of manufacturing as a career — emerged as the highest-priority near-term focus, as it is the precondition for everything else.

2. Meeting Overview

Agenda & Discussion Topics: The meeting opened with context-setting dialogue on how skill needs have changed over the past three to five years and how those changes are affecting recruitment and retention. A structured brainstorm followed, organized around the central question, with participants contributing via a shared digital whiteboard (Padlet). The group then sorted contributions into thematic clusters, debated naming conventions, and identified priorities for near-term action.

Meeting Design: Manufacturers were deliberately seated together and asked to lead the initial input phase. Partner organizations — workforce development boards, education institutions, and economic development organizations — added to the brainstorm after the employer perspective was established. This structure reflects the sector strategy model's intent to center employer voice and ensure partner resources are responsive to actual industry need.

3. Key Discussion Themes: Shifting Skill Demands, The Fear Barrier, Recruitment and Retention Pressure, The Onboarding Inflection Point, Manufacturing's Image Problem

4. Brainstorm Outcomes: Five Resource Buckets – Durable Skills, Advancement Training, Brand Management, Recruitment and Retention Strategies, Resources and Funding

5. Recommendations for Near-Term Action

Brand Management: Bring examples from other regions working on manufacturing sector brand management campaigns to the next sector meeting. Explore modality options (video, in-school exposure, parent engagement events) and assess employer capacity to contribute.

Workforce Perception Research: Share Stanislaus 2030's youth and incumbent worker interview data — gathered through existing grantee research — with the sector group for strategic reflection on what young people and workers themselves say they want from manufacturing careers.

Employer Skill Assessment Review: Explore whether employers currently use formal assessments to identify durable skill gaps at point of entry. Existing assessments, where they exist, could inform a shared baseline for partner training programs.

Training Provider Mapping: Conduct a structured mapping exercise of existing training providers and curricula against manufacturer-identified skill gaps — identifying what exists, what needs adaptation, and what is missing. MJC's PATCH program (Professional Advancement towards Career Horizons) and Opportunity Stanislaus's leadership curriculum were flagged as underutilized existing assets.

Employer-Partner Matchmaking: Design a targeted session in which skill gaps experienced within manufacturing and existing training providers share program information calibrated to those responses — moving from general awareness to specific, actionable alignment.

Sector Strategy Structure: MCCV and the Stanislaus County Workforce Development should discuss how to best organize and sustain the manufacturing sector strategy going forward — including the appropriate meeting structure, frequency, and venue, and whether MCCV's standing Workforce Development Committee monthly meetings could serve as the ongoing home for sector dialogue.

6. Next Steps and Follow-Up Actions

Brand Management Research: MCCV will compile examples from peer regions working on manufacturing brand management and present findings at the next sector meeting.

Workforce Perception Data: MCCV will coordinate with Stanislaus 2030 to bring youth and incumbent worker interview findings to the group for review.

Training Provider Inventory: MCCV will facilitate a preliminary summary of known regional training providers and relevant courses, with input from educational partners in the room.

Employer Direction: MCCV to survey employer members on near-term training needs and preferred engagement modalities to inform the design of a future employer-partner matchmaking session.

Agriculture Sector Partnership Report

May 2026

Submitted by: Anna Genasci

Sector Meeting, Key Takeaways

The discussion focused on major shifts happening in today's workforce and the challenges employers are seeing with younger or less experienced workers entering the job market. Participants highlighted concerns around work readiness, communication skills, workplace expectations, and the growing role of AI.

Key Themes from the Discussion

Changing Workforce Expectations

- Some employees are quitting after only one day of work.

Ag Sector Meeting #2 – May 2026

- Many younger workers are unfamiliar with basic workplace norms and full-time work expectations. (ex: bring your lunch)

Employers noted challenges with onboarding and orientation, including:

- Understanding workplace routines
- Knowing what to do during breaks/lunch
- Navigating workplace culture
- General professionalism (put the phone down)

Need for Foundational Workplace Skills Training

There was strong discussion around the need for workforce development training focused on “soft skills” and workplace readiness, especially for younger trainees or first-time workers.

Important skills identified included:

- Face-to-face communication
- Eye contact and handshakes
- Asking questions when need clarification about a task

- Interpersonal skills and empathy
- Showing up on time
- Phone etiquette

Technology and AI

Participants discussed how AI is impacting the workforce, including:

- Concerns about AI being used to bypass critical thinking
- The need for AI ethics and best practices
- Security concerns related to AI use

Workforce Development Opportunities

Potential ideas and opportunities mentioned:

- Workforce development (WD) training programs
- Engaging students through focus groups
- Participation in MJC (Modesto Junior College) career fairs

Ag Sector Meeting #2 – May 2026

- Exploring useful workplace apps and tools
- Addressing generational differences in the workplace

Workplace Management Challenges

- Employers discussed the importance of managing employee expectations “day in and day out.”
- There was recognition that workplace culture and communication expectations may differ significantly across generations.

Overall, the conversation centered on how workforce development programs can better prepare employees for workplace success while helping employers adapt to changing workforce behaviors, technology, and generational dynamics.

Guest Speaker Ideas for 2026-2027

- Someone to discuss generational differences and expectations in the workplace.
- Using AI as a tool, including a discussion around ethics, safety and applications.



Construction Sector Partnership Report

June 2026

Submitted by: Fred Rasuli

Executive Summary

The Construction Sector Partnership continues to advance a collaborative workforce development strategy focused on strengthening the construction talent pipeline throughout Stanislaus County. Building upon the foundation established during Milestone #1, the second milestone focused on stakeholder engagement, assessment of existing education and training systems, identification of workforce needs, and development of a framework for future industry-driven initiatives.

The partnership brought together employers, educational institutions, workforce development agencies, and community organizations to engage in meaningful discussions regarding workforce shortages, training gaps, career awareness, and opportunities to create more structured pathways into construction careers.

A significant outcome of this milestone was the collective agreement that increasing exposure to construction careers at an earlier age, while strengthening alignment between education and industry, should be a primary focus moving forward.

Milestone #2 Objectives

During this phase, the partnership focused on:

- Evaluating existing construction workforce programs and training opportunities.
- Identifying current and future workforce needs within the construction industry.
- Strengthening relationships among industry, education, workforce development, and community partners.
- Exploring opportunities to formalize pre-apprenticeship, apprenticeship, and work-based learning pathways.
- Developing strategies to increase student awareness and exposure to construction careers.

Key Findings

Through stakeholder discussions and industry feedback, several themes emerged:

Industry Engagement

Construction employers expressed a strong desire to actively participate in workforce development efforts and help shape future talent pipelines.

Employers identified the need for:

- Better alignment between education and industry needs.
- Increased awareness of construction career opportunities.
- Expanded work-based learning opportunities.
- More structured pathways into the trades.

Career Awareness Gap

Participants identified a need to increase exposure to construction careers earlier in a student's educational journey.

Many students, families, and educators remain unaware of:

- Career opportunities available within the construction industry.
- Wage and earning potential.
- Advancement opportunities.
- Existing training and apprenticeship pathways.

Pathway Alignment

The partnership recognized the importance of mapping existing pathways from K-12 education through post-secondary training and into employment.

Greater coordination between education providers and industry partners will be necessary to create a seamless pathway for future workers.

Next Partnership Meeting

Date: August 17, 2026

Time: 8:30 AM – 10:30 AM

Location: BBSI Office

**Workforce Strategy & Innovation Committee
Meeting Minutes**

Thursday, March 12, 2026
Self-Help Credit Union
Community Room
900 Crows Landing Rd.
Modesto, CA 95351
May 7, 2026
1:00 PM – 2:30 PM

Members in attendance: Jennifer Shipman; Co-Chair, Billy Myers, Cecil Russell, Dillon Olvera, Jason Maggard, Kendra Mitchell, Lourdes Uranday, Maryn Pitt, Rachelle Barkus, Richard Carnes, Tim Roos

Members Absent: Kris Helton-Co-Chair, Christine Schweininger, Steve Stevenson*, Tiffani Barnes

Staff in attendance:
Doris Foster, Sara Redd, Kris Ixta,

(*Unexcused)

8 additional guest(s) were present

Jennifer Shipman, Committee Co-Chair, called the meeting to order at 1:02 PM

Introductions

Everyone present introduced themselves.

Conflict of Interest

Jennifer Shipman outlined the Conflict of Interest Policy.

Public Comment Period

There were no public comments.

It was noted that members who were absent from the previous committee meeting have been provided a copy of the Brown Act.

Sector Updates Presentation

Chris Hancock, Business Services Manager, gave a presentation on the current status of businesses across various sectors in Stanislaus County.

Next Sector Strategy Meetings

Angie Young, Workforce Coordinator, gave an update on the sectors except for the Underserved Sectors.

Underserved Sectors Panel

Stanislaus Latino Chamber of Commerce

The team conducted extensive outreach for both meetings that were held, engaging businesses through calls, visits, surveys, social media, flyers, and volunteers. Business owners reported challenges with limited resources, unclear permitting processes, lack of transparency, and difficulty accessing or trusting available support. Both meetings emphasized building ongoing relationships, creating a central resource hub, connecting owners with tools and partners, workforce programs, and local chambers. Although attendance was lower than hoped, the outreach created meaningful connections and sparked continued collaboration.

Stanislaus Equity Partners

The organization shared that they held three workshops and conducted extensive outreach, including calls and door-to-door visits to engage local businesses. Many business owners faced challenges attending because they could not leave their establishments. Ongoing barriers such as permitting and licensing added to their frustrations. They emphasized the need to build trust with business owners and explored how they could better support them, including helping them find employees who are motivated and willing to work. Overall, efforts focused on strengthening relationships and addressing key obstacles that hinder business participation and growth.

Modesto Chamber of Commerce

The organization highlighted a recent business expo and shared updates on their ongoing “Women in Business” monthly gatherings and sector meetings, which drew 19 businesses to the first session and 21–23 to the second. During these meetings, business owners discussed common challenges such as retaining younger employees, managing HR and bookkeeping tasks, and struggling to connect well-established businesses, especially in healthcare. To address these issues, they plan to launch roundtable discussions focused on problem-solving and identified top training priorities, including computer skills, leadership and supervisory development, business operations, and finance. These areas will guide the next phase of their training and support efforts.

Ceres Chamber of Commerce

The organization reported holding three workshops, with low attendance at the first and improved participation at the second and third. They noted that many new businesses feel overwhelmed by frequent outreach and are unsure whom to trust. They highlighted common challenges such as permitting issues, high payroll costs and communication with the city. At their second meeting, they worked with attendees to identify top priorities, which included finance, support for non-profits, and hiring youth. During the third meeting, they brought in relevant resources to address these concerns. They reviewed with the committee the list of participating businesses. Their efforts continue to focus on understanding business needs and providing targeted support as well as working with the City to make the process easier for business owners.

Discussion and Action Items

Approve the Minutes of the March 12, 2026 Workforce Strategy & Innovation Committee Meeting.

L. Uranday / B. Myers

For the approval of the 2026-2027 In-Demand Sectors and Occupation List the Committee’s recommendation to the Workforce Development Board to support the 5

current in-demand sectors with a recommendation to consider adding “Education” (Educational Services) as a 6th sector and also add “Child Care” to the In-Demand Occupation List.

M. Pitt / J. Maggard

Future Topic(s), Discussion, Announcements

Jennifer Shipman recommended creating a “level-up” program offering advanced, “beyond-the-basics” training for small business owners. She also proposed developing a databank of businesses willing to mentor other non-competing businesses.

Jennifer Shipman requested website discussion to be on the August 6th meeting agenda.

Meeting adjourned: 3:00 PM

Next Meeting: Thursday, August 6, 2026
1:00 – 2:30 PM
Location: TBD

**WORKFORCE STRATEGY & INNOVATION COMMITTEE
AGENDA ITEM**

COMMITTEE AGENDA: 8.B.
AGENDA DATE: August 6, 2026

DISCUSSION AND ACTION: ☒

SUBJECT:

Approval to Direct Staff to Create Programming Based on Identified Initiatives

STAFF RECOMMENDATION:

1. Approve staff to create programming based on identified initiatives.

DISCUSSION:

On April 8, 2024 the Workforce Development Board approved contracting with community agencies for underserved businesses. These community agencies were contracted to develop initiatives and engagement tailored to the specific challenges faced by the underserved businesses community. Staff developed a Request for Qualifications for the different geographical areas that identified a convening authority. The convening authority engaged underserved businesses and held meetings to identify business needs. The identified four areas were: Patterson/Newman, West Modesto, South Modesto/Ceres, and South Turlock.

At the last Workforce Strategy & Innovation Committee on May 7, 2026 the four agencies that were contracted as convening authorities presented outcomes. The agencies were:

- Modesto Chamber of Commerce
- Latino Chamber of Commerce
- Ceres Chamber of Commerce
- Stanislaus Equity Partners

A summary of the Convening Authority report out is part of the May 7, 2026 minutes. Staff are now looking to the Workforce Strategy & Innovation Committee to identify programing initiatives that will implement programming that meets business needs.

Workforce Development programs aim to strengthen the local workforce ecosystem by providing services, resources, and partnerships that support jobseekers, employers, and the community as a whole. Programing may include:

- Incumbent worker training
- Business consulting
- Workforce planning assistance

- Financial or operational referrals
- Connections to economic development resources
- Assistance accessing capital
- Work sharing program referrals
- Labor-management partnerships
- Succession planning
- Employee skill upgrades
- Customized training
- Early intervention with businesses showing signs of distress

Once initiatives are identified by the Committee, the following guidelines will be followed in creating the programming:

- Respond to committee-identified priorities and local workforce needs.
- Expand access to employment, education, and training opportunities.
- Support employer recruitment, retention, and workforce skill development.
- Foster collaboration between workforce, education, economic development, and community organizations.

Once initiatives are identified and implemented, staff will bring back program updates for additional recommendations and input from the Workforce Strategy & Innovation Committee.

POLICY ISSUE:

WIOA allows Local Workforce Development Boards, and their committees, to help shape and oversee the programs delivered in their communities. Under these regulations, committees can bring stakeholders together, support partnership-building, and provide guidance to ensure programs meet local workforce needs. WIOA also allows Boards to use “standing committees”, like the Workforce Strategy & Innovation Committee, to focus on specific areas such as program design, performance, and how resources are used. This gives the committee a formal role in helping staff develop and refine department programming.

FISCAL IMPACT:

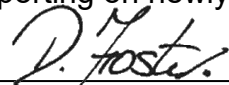
Funding for these initiatives will be from the Rapid Response appropriations.

WORKFORCE DEVELOPMENT BOARD PRIORITY:

The recommended actions are consistent with the Board’s priority of *Development of a Skilled Workforce* by collaborating with and building a skilled workforce responsive to the needs of the in-demand business community.

STAFFING IMPACT:

Workforce Development staff responsible for developing, administering, and reporting on newly created programs.



 Doris Foster, Director

**WORKFORCE STRATEGY & INNOVATION COMMITTEE
AGENDA ITEM**

COMMITTEE AGENDA: 8.C.
AGENDA DATE: August 6, 2026

DISCUSSION AND ACTION: ☒

SUBJECT:

Approval to Make a Recommendation to the Workforce Development Board to Enter into a Contract with Bienestar to Develop a Plan to Work with and Train Sector Strategy Contractors for Program Year 2026–2027

STAFF RECOMMENDATION:

1. Approve to make a recommendation from the Workforce Strategy & Innovation Committee to the Workforce Development Board to enter into a contract with Bienestar to develop a plan to work with and train sector strategy contractors for program year 2026 – 2027.

DISCUSSION:

Currently Workforce Development has a contract with Bienestar to improve and understand manufacturing needs in Stanislaus County. The funds for this program originate from the American Rescue Plan Act (ARPA) and were designated by the County to support economic development efforts, including small business assistance, workforce recovery, and strategies identified through the Stanislaus 2030 Investment Blueprint. These resources must be used to strengthen local entrepreneurship, support businesses and individuals affected by the pandemic, and develop a countywide competency model to improve manufacturing talent acquisition and training.

Workforce Development has been very impressed with the work that Bienestar has accomplished and is recommending a second contract that seeks to deploy and further develop a competency model by building an agile and adaptive talent development strategy that strengthens communication between industrial demand and educational pipelines. It also aims to use labor market information to expand the capacity of ecosystem partners by leveraging both quantitative Labor Market Information (LMI) and real-time qualitative employer insights to better inform activities, programs, and investments. The Department has additional ARPA funding to contract for the following Scope of Work.

The Contractor shall carry out the following duties and activities:

- The Contractor shall collaborate with Stanislaus County Workforce Development (SCWD) to assess baseline knowledge and review existing sector reports relevant to the project.

- The Contractor shall develop a comprehensive plan outlining how staff will be trained to implement the competency model effectively.
- Contractor shall refresh quantitative and qualitative data analysis to update background research such as key occupations, required knowledge, skills, and abilities (KSAs), using the O*NET database and Lightcast data, and catalogue existing resources aligned to the building blocks framework.
- Contractor shall provide technical assistance and coaching to SCWD and program implementation partners including but not limited to Manufacturers Council of the Central Valley (MCCV).
- The Contractor shall prepare a detailed scope of work for the next steps of development and execution of the competency model that will identify industry needs.

Staff are requesting approval to make a recommendation to the Workforce Development Board to enter into a contract with Bienestar to identify sector strategy initiatives that will provide the Workforce Strategy & Innovative Committee with concrete information from the Sector Strategy meetings to make concise and informed decisions on programing implementation.

POLICY ISSUE:

Under Workforce Innovation and Opportunity Act (WIOA) regulations 679.370, Local Workforce Development Boards are responsible for developing effective linkages with regional employers to support their engagement with the workforce system. Boards must also identify and select providers of Career Services (when not delivered through the One-Stop Operator) and designate the One-Stop Operator for the local area. The proposed contract supports these responsibilities by strengthening sector-based strategies and enhancing coordination among workforce, education, and industry partners.

FISCAL IMPACT:

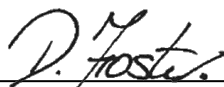
The total amount of \$54,194 in American Rescue Plan Act (ARPA) funds to be paid in incremental installments upon completion of each milestone for the above outlined Scope of Work.

WORKFORCE DEVELOPMENT BOARD PRIORITY:

The recommended actions are consistent with the Board's priority of *Development of a Skilled Workforce* by collaborating with and building a skilled workforce responsive to the needs of the in-demand business community.

STAFFING IMPACT:

Existing Department staff will execute and monitor the agreement.



 Doris Foster, Director