

Career Technical Education Business & Industry Input Night 2018

Community Insights and Visions

Exploring Needs and Opportunities in:

Agriculture

Business ~ Finance ~ Entrepreneurship

Culinary Arts ~ Hospitality ~ Recreation

Manufacturing

Public Safety

Media ~ Design ~ Graphics

Medical ~ Health

Natural Resources

Nonprofit ~ Government

Fundamental Themes

- **Top Challenges in Hiring, Training, and Maintaining Employees**
 - **Hiring Needs For the Next 5 Years**
 - **SOAR Roadmap ~ Ideal Outcomes**
- **Community Meetings as Opportunities for Input**

**Input will be integrated in the Siskiyou Occupational Advancement Roadmap (SOAR),
a five-year career and workforce plan for Siskiyou County**

Top Challenges in Hiring Employees

Agriculture

- Expectation of high pay right away
- Inability of applicants to pass a drug test
 - Punctuality
 - Work ethic
 - Availability
 - Quality resume
 - Clean driving record

Top Challenges in Hiring Employees

Business/Finance

- Finding qualified teachers
 - Small talent pool
 - Soft skills
 - Childcare

Top Challenges in Hiring Employees

Culinary Arts/Hospitality/Recreation

- Qualified candidates
 - Turnover
- Under-trained applicants
 - Lack of applicants
 - Lack of professionalism
- Ability to employ people at minimum wage
 - Small town dynamics

Top Challenges in Hiring Employees

Government/Nonprofit

- Experience interacting with different members of the community
 - Broad range of skills, especially for entry level
 - Narrow experience
 - Over-qualified people
- Soft Skills - ability to interact with confidence, openness to experiences and learning new skills, attitude, self-reflection
 - Solid references that can attest to attitude and work ethic

Top Challenges in Hiring Employees

Manufacturing

- Employability
- Soft skills - eye contact
 - Drug testing
 - Cell phone use

Top Challenges in Hiring Employees

Media/Design/Graphics

- Self Directing ability lacking
 - Need for strong work ethic
- Geographical landscape prohibits work connectivity
- Soft Skills missing - making change, serving the customer

Top Challenges in Hiring Employees

Medical/Health

- Willingness of applicants in working part time to transition to full time
- Skilled workers that our local colleges can't provide that education (Bachelor degree programs, phlebotomy programs, therapists such as respiratory or physical therapists)
 - Lack of qualified workers
- High need to have masters degree and other specific education or qualifications

Top Challenges in Hiring Employees

Natural Resources

- Lack of soft skills
- Inability to pay a living wage
 - Drug & alcohol use

Top Challenges in Hiring Employees

Public Safety

- Performance Standards
 - Work ethic
 - Retention

*Top Challenges in Hiring Employees
(Student/Parent Perspective)*

Misc Group I - Students, Parents, Employment Specialist

- Lack of job experience
- Lack of job qualifications
- Lack of job training programs

*Top Challenges in Hiring Employees
(Student/Parent Perspective)*

Misc Group II - Students, Parents

- Talking to people while being inexperienced
 - Being in school and trying to keep a job
 - Having to meet new people

Top Challenges in Hiring Employees

Misc Group III - Hand-Written

- Finding people willing to do the job to standard
 - Interpreting resumes
 - Work Ethic
 - Interacting with a diverse community
 - Number of qualified candidates
 - Professionalism

Top Challenges in Training Employees

Agriculture

- Problem solving
- Attention span
- Attention to detail
 - Persistence

Top Challenges in Training Employees

Business/Finance

- Distance
 - Cost
- Childcare for extended training days

Top Challenges in Training Employees

Culinary Arts/Hospitality/Recreation

- Lack of work ethic
- Unengaged staff
- Professionalism- take it seriously, offerings

Top Challenges in Training Employees

Government/Nonprofit

- Difficult to train new employees if they don't have those soft skills
- Local structured programs help employers train employees in soft skills

Top Challenges in Training Employees

Manufacturing

- Showing up
- Showing up on time
- Financial restraints - transportation, reliable childcare

Top Challenges in Training Employees

Media/Design/Graphics

- Geography
- Variety of Offerings
- Conflicting schedules with college classes
- Students not thinking they need training
- Want to start at the top and not from bottom up
 - Childcare

Top Challenges in Training Employees

Medical/Health

- Training
- Mentorship
- On the job training
- Preceptorship

Top Challenges in Training Employees

Natural Resources

- Soft skill
- Willingness and desire to learn
 - Ruben - Desire to learn
- Arnoud - lacking the time to properly train people. Employers are ready to hire and employees have to hit the ground running and learn on the fly.

Top Challenges in Training Employees

Public Safety

- Lack of advanced training
- Individual commitment,
- Knowing how to be a good student (i.e., willingness to learn)

*Top Challenges in Training Employees
(Student/Parent/Employment Specialist Perspective)*

Misc Group I - Students, Parents, Employment Specialist

- Difficulty understanding training course
 - Not enough training time
 - Training is too vague

*Top Challenges in Training Employees
(Student/Parent Perspective)*

Misc Group II - Students, Parents

- N/A

Top Challenges in Training Employees

Misc Group III - Hand-Written

- Lack of time, money, and labor
- Proper equipment and training
 - Local structured programs
 - Ready and available training
 - Upskill opportunities
 - Work ethic
 - Lack of interest or focus
 - Need for a “teachable spirit”

Top Challenges in Maintaining Employees

Agriculture

- Ability to work with others
 - Teamwork

Top Challenges in Maintaining Employees

Business/Finance

- Salary comparison elsewhere

Top Challenges in Maintaining Employees

Culinary Arts/Hospitality/Recreation

- Minimum wage position
- Seasonal employment
 - High turnover
- Low applicant pool
 - Qualified people
 - Training ability

Top Challenges in Maintaining Employees

Government/Nonprofit

- Connecting with the “why”
- Goal-setting - meet them within the organization
 - People need new challenges

Top Challenges in Maintaining Employees

Manufacturing

- Expense of training
 - Lack of opportunity for training
- Lack of time to provide or attend trainings
- Turnover (paying employees a living wage)

Top Challenges in Maintaining Employees

Media/Design/Graphics

- N/A

Top Challenges in Maintaining Employees

Medical/Health

- Wage
- Love of profession
- Love of area
- Benefits to family
- Housing

Top Challenges in Maintaining Employees

Natural Resources

- N/A

Top Challenges in Maintaining Employees

Public Safety

- Living wage
- Opportunities/limited advancement
- Continued interest in the field

*Top Challenges in Maintaining Employees
(Student/Parent/Employment Specialist Perspective)*

Misc Group I - Students, Parents, Employment Specialist

- Lack of career opportunities
 - Lack of transportation
- Lack of work hours, underemployment

*Top Challenges in Maintaining Employees
(Student/Parent Perspective)*

Misc Group II - Students, Parents

- Maintaining good grades
 - Social skills
- “No high-schooler wants to be trained”

Top Challenges in Maintaining Employees

Misc Group III - Hand-Written

- Lack of benefits
- Timely job advancement
 - Proper training
- Current procedures and training information
 - Lack of public transportation
 - Goals of employers
 - Work ethic
- Not considering the trade as a career
 - High turnover

Hiring Needs ~ Next Five Years

Agriculture

- Maintenance/Secretary
 - Housekeeper
 - Pest management
 - Mechanic
 - Secretary
 - Maintenance
 - Housekeeper
 - Gardener
- Equipment Operator
 - Mechanic (diesel)
 - Sheep shearer

Hiring Needs ~ Next Five Years

Business/Finance

- Bus Driver
- Substitutes
- Public Works
- Community Development
 - Fiscal
 - Accountants (CPA)
 - HR
- Public Works (e.g. mechanic, construction (general), engineering)
 - Department Heads

Hiring Needs ~ Next Five Years

Culinary Arts/Hospitality/Recreation

- Food Manager
 - Chefs
 - Baby sitters
 - Janitorial
 - Prep cook
 - Hostess
 - Dishwasher
 - Prep cook
- Administrative - Finance
- UC Davis tutors & summer program assistants
 - Recreation leaders
 - Pool manager

Hiring Needs ~ Next Five Years

Government/Nonprofit

- Solar technicians, inspectors, etc.
- Faculty, student support staff
- Community services distribution
 - Program director
- Independent study teachers

Hiring Needs ~ Next Five Years

Manufacturing

- N/A

Hiring Needs ~ Next Five Years

Media/Design/Graphics

- Public works
- Broadcast Media Career
- Software purchasing
- Software applications educator for teachers
 - Lawn mowing
- Basic construction & repair
 - Janitor
 - Filmworks
 - Graphic design
 - Lifeguards
- Cinematographer
 - Life Coach
 - Writers
 - Bus Drivers
 - Trainers

Hiring Needs ~ Next Five Years

Medical/Health

- Central Supply
- Registration
- Housekeeping
 - Providers
- Nursing instructors

Hiring Needs ~ Next Five Years

Natural Resources

- Fire position Forest Service Provide education in high schools now so students are better prepared
 - Biologist
 - Social media manager
- Nursery workers, maintenance. Propagating succulents, preparing shipments, maintenance, truck drivers, equipment operators,
 - Photographer
 - Customer service
 - Marketing
 - Grower
 - General Manager
 - Production manager
- People with horticultural background, education
 - Facilities Manager
 - Office staff

Hiring Needs ~ Next Five Years

Public Safety

- Community Services Officer
 - Correctional Officer
 - Deputy Sheriff
 - Firefighters
 - EMT
 - Paramedics
- Public Safety Dispatchers

*Hiring (Employment) Needs ~ Next Five Years
(Student/Parent/Employment Specialist Perspective)*

Misc Group I - Students, Parents, Employment Specialist

- N/A

*Hiring (Employment) Needs ~ Next Five Years
(Student/Parent Perspective)*

Misc Group II - Students, Parents

- Working at a restaurant
 - Peer tutor
- Working jobs while trying to go to college
 - Teacher
 - Waitress
 - Tutor
- Veterinary technician
 - Log cutter
 - Farmer
- Truck driver
 - Coach

Hiring Needs ~ Next Five Years

Misc Group III - Hand-Written

- Cooks
- Prep cooks
- Dishwasher
- Hostess
- Accounting
- Business manager
- Conflict resolution coach
 - Food handlers
 - Food safety
 - Solar technicians
 - Assessors
 - Job coaches

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Agriculture

- Financial assistance for employers with the training process
- Bridge the gap between demand & supply with a user friendly App like Angie's List that is specific to Siskiyou County.
 - Interpersonal skill training

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Business/Finance

- OSHA (safety training)
 - Soft skills
 - Computer skill
- Providing pathways between students and employers
- Individual mentorships to gap training and employment
- Networking opportunities between different industries, professionals, educators

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Culinary/Hospitality/Recreation

- Attention to seasonal industries
 - Small populations
- Better training and education opportunities for candidates
 - Centralized Siskiyou County job searching point
 - 4-year university more tangible
 - Experience is more than a degree
 - Internships through community partnership

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Government/Nonprofit

- Construction skills
- Communication skills
- Solar installation skills
- Soft skills training
- Interview skills training
- Attitude training

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Manufacturing

- Work-Based Learning opportunities
- Reaching out to businesses to find out what education needs to hire employees
 - Reaching out to recruit and connect with B&I in person
 - Information disseminated after the B&I Night to constituents
 - Pre-screening

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Media/Design/Graphics

- Three to six week classes to train on soft skills
 - Excel, Google Apps
 - Resume' Writing
 - Learning how to Network
 - Communication
 - Learning how to build a portfolio
- Social etiquette in networking (communicating in the various types of social media and networking)

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Medical/Health

- Resume preparation
- Application filing training
 - Interviewing skills

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Natural Resources

- Paid Internships
 - Trade skills

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Public Safety

- N/A

What one outcome could SOAR provide that would have the greatest positive impact on your business?

(Student/Parent/Employment Specialist Perspective)

Misc Group I - Students, Parents, Employment Specialist

- Providing better job training programs for job preparation

What one outcome could SOAR provide that would have the greatest positive impact on your business?

(Student/Parent Perspective)

Misc Group II - Students, Parents

- It would really give us an opportunity to learn more about the outside world and give us a chance to get an experience

What one outcome could SOAR provide that would have the greatest positive impact on your business?

Misc Group III - Handwritten

- Teaching students how to make change
- Information on filling out applications
- Information on filling out tax forms
 - Resume development
 - Training and support
 - Life coaching
- Constant opportunities to upskill or reskill

What organization or association meetings can we attend to get your group's input and ideas?

Agriculture

- Farm Bureau
- Siskiyou County Cattlemen's & Cattlemen's
 - Elks Lodge
 - Soroptimist
 - SEDC

What organization or association meetings can we attend to get your group's input and ideas?

Business/Finance

- Siskiyou County Board of Supervisor Meeting

*What organization or association meetings can we attend
to get your group's input and ideas?*

Culinary/Hospitality/Recreation

- Christy from Dotty's excited to help!!!

*What organization or association meetings can we attend
to get your group's input and ideas?*

Government/Nonprofit

- Women in Business
 - Kiwanis
- Rotary Clubs

*What organization or association meetings can we attend
to get your group's input and ideas?*

Manufacturing

- N/A

*What organization or association meetings can we attend
to get your group's input and ideas?*

Media/Design/Graphics

- Etna Revitalization

*What organization or association meetings can we attend
to get your group's input and ideas?*

Medical/Health

- Please contact HR at Fairchild Medical Clinic

*What organization or association meetings can we attend
to get your group's input and ideas?*

Natural Resources

- N/A

*What organization or association meetings can we attend
to get your group's input and ideas?*

Public Safety

- Fire Technology Advisory Meetings
- ADJ/Law Enforcement Advisory Committee
 - Job fairs, community meetings

*What organization or association meetings can we attend
to get your group's input and ideas?
(Student/Parent/Employment Specialist Perspective)*

Misc Group I - Students, Parents, Employment Specialist

- Yreka Women in Business
- I AM YOU Mentoring Me Committee

*What organization or association meetings can we attend
to get your group's input and ideas?
(Student/Parent Perspective)*

Misc Group II - Students, Parents

- N/A

Overall Participation Interest
Subcommittees/Focus Groups or Advisories
Detailed Contacts Available Upon Request

- Agriculture
- Business and Finance
- Career & Technical Education
- Culinary Arts & Hospitality
 - Education
- Government & Nonprofit
 - Health
 - IT Services
- Justice-involved Individuals
 - Manufacturing
 - Natural Resources
 - Public Safety
 - Military