



MANUFACTURING NEEDS ARE NOTICED AND APPRECIATED

In Anaheim, California, manufacturing lies at the heart of the city’s economic base. While Disneyland colors the regional character and attracts tourists from across the country and around the world, Anaheim’s long tradition in manufacturing supports stable, living-wage jobs for a growing, ethnically diverse populace.

The Anaheim Workforce Investment Board (WIB) oversees primary employment services for adults and youth, and regional businesses. In tune with regional workforce dynamics, Anaheim WIB cultivates effective working partnerships and promotes a range of programs and projects for students, job seekers, and incumbent workers.

TARGETING INDUSTRY TRENDS

The Anaheim WIB works closely with large companies like Boeing and Raytheon to help meet workforce training needs. It also reaches out to smaller, 150-200 employee firms to bolster workforce stability.

Recognizing the need for workforce development to reflect regional dynamics, the Anaheim WIB works to assure stable employment for its distinctive workforce, and secure the city’s manufacturing base. While manufacturing accounts for ten percent of California jobs, Anaheim’s manufacturing

sector provides twenty percent of the city’s employment and impacts another thirty percent. “The Canyon,” situated in Anaheim’s eastern expanse, sustains the largest contiguous manufacturing base in Orange County.

In 2000, the California manufacturing sector suffered a decline, extinguishing over 300,000 jobs statewide. As the constant current of innovation continually generates new technology, and baby-boomers exit the workforce, Anaheim’s manufacturing sector shifts and sways. Meanwhile, attractive incentives and government subsidies in states like Nevada, Oregon, Washington and Arizona threaten to lure Anaheim businesses elsewhere.

IDENTIFYING WORKFORCE DEMOGRAPHICS

As a doorway to the middle class for many without a college degree, manufacturing jobs offer Anaheim workers the best paying jobs for entry level positions, room for advancement, and sustainable, long-term wage earning opportunities. Among its multilingual citizenry, Hispanics make up nearly half of Anaheim’s populace while the city’s Latino population is the second largest in Orange County. Anaheim is home to 1,266 manufacturing firms that supply 37,000 positions providing competitive salaries, predominantly to workers without higher education.

Aligning industry dynamics and workforce characteristics, Anaheim WIB identifies three spheres of workforce development: positioning new workers in jobs vacated by retirees, retraining incumbent employees in high-tech industry advances, and connecting the region's underemployed populations with living-wage manufacturing jobs. While the Board works to provide practical means of matching workers' skills with industry needs, it also endeavors to ensure the attractiveness of California's business climate.

FOSTERING SPECIAL PARTNERSHIPS TO ACCOMPLISH MUTUAL OBJECTIVES

To address these arenas, the Anaheim WIB cultivates collaborations with regional WIBs, area colleges, and local industries. Among its many alliances, the Board nurtures a special partnership with North Orange County Community College District (NOCCCD).



Housed inside NOCCCD's Training and Development Institute, the Center for Applied Competitive Technologies (CACT) provides advanced technology training for workers and technical assistance for businesses in the regional manufacturing industry. Serving mutual clients in the workforce and industry, Anaheim WIB and CACT share resources and join forces to accomplish mutual goals.

The Center for Advanced Competitive Technology (CACT) Initiative

One of fifteen Centers statewide, the North Orange County CACT acts as a conduit between burgeoning innovation, advanced training and local industry. CACT specializes in training for new manufacturing technologies, resolving specific manufacturing problems, and facilitating technology transfer opportunities. As each area Center has a different specialty, CACT calls upon sister Centers to develop specific training protocol for area manufacturing firms, while providing customized onsite training at employers' facilities. Funded by the State of California Office of Economic and Workforce Development Department since the 1980's, CACT exhibits phenomenal staying power, and keeps California manufacturers competitive. Serving the needs of both industry and workers, CACT:

- Confronts changing conditions due to industry lay-off, new product line implementation, or specialized manufacturing needs, providing instruction in ISO qualification, "lean" manufacturing, and software and hardware updates, among other areas.
- Identifies and creates training for students and employers in high-demand, cutting-edge technologies, including rapid prototyping, robotics, digital manufacturing, and optical and photometric manufacturing.
- Develops and operates educational laboratories that prepare students for biotechnology positions in agriculture and life sciences, and aerospace occupations working with composite fiber fabrication.

Anaheim WIB and CACT have partnered on U.S. Department of Labor grant applications, and written reciprocal letters of support to attract funding. While CACT serves workers and industry throughout North Orange County, it distributes WIB materials to companies countywide. Together, representatives from Anaheim WIB and CACT conduct outreach to regional firms by visiting forty employers per program year, aligning WIB's assessment capabilities with CACT's on-the-job-training services. As they team up with private and public organizations to address industry workforce needs, CACT and WIB merge regional networks, and create county-wide collaborations.

SERVING REGIONAL WORKERS

The Anaheim WIB refers manufacturing firms in need of specialized worker training to CACT. The CACT attracts funding, including a recent \$8 million in National Science Foundation grants for incumbent workers. While Latino's represent Anaheim's fastest growing ethnic group, and many of Anaheim's Hispanic workers struggle with stable employment or are underemployed due to language barriers, the Board works with CACT to bring ESL training to incumbent workers and job seekers. On-site at employer's facilities, or in community college classrooms, CACT provides ESL training to assist Anaheim's Latino population, serving 20,000 – 45,000 students at any given time.

"We're a partner...sometimes we initiate contact, and sometimes (our partners) initiate the contact. [We have] incredibly good working relationships."

Rita Slayton, Anaheim WIB

RAISING FUNDS TO PREPARE AREA YOUTH

CACT competed for and won a \$1.6 million national grant from the U.S. Department of Labor to implement a project involving a national Manufacturing Skills Standards Certification that will ultimately be implemented nationwide ...and recently received an earmark for \$500,000 from the U.S. Small Business Administration.

With the help of the Anaheim WIB, CACT applied for and won an SB70 Quick Start Partnership grant to develop career paths between high school and college in advanced manufacturing and industrial design technologies. Four community colleges, twelve area high schools, two Regional Occupational Programs and two Tech-Prep programs will benefit from the project, which also includes four professional development mini-conferences for high school and college faculty, counselors, and administrators. Coined *TechNow4u*, the program will serve up to 900 students over a two-year period.

ENCOURAGING AWARENESS

The Anaheim WIB also works with other regional partners on a range of collaborative programs and projects to serve job seekers and incumbent workers, high school and college students, and area industries.

For example, along with Santa Ana and Orange County WIBs, the Anaheim WIB participated in a Career Showcase during *2005 Orange County Innovation Week*. Supported by the Community College Economic and Workforce Development Program Job Development Incentive Fund-Advanced Manufacturing Partnership, and in collaboration with the Orange County Business Council, NOCCCD's Training and Development Institute sponsored a Career Showcase for future high-tech workers. During the event community colleges identified numerous career path options while businesses showcased their technologies, including advanced manufacturing, digital technology, environmental sciences, printing, rapid prototyping, bioscience, and automotive technology.

ILLUMINATING UNIQUE INDUSTRY REQUIREMENTS

The Anaheim WIB was awarded a Rapid Response Special Project grant by the State of California to identify strategies for averting layoffs in the region. The Board elicited the Orange County Business Council to develop and conduct a survey of regional firms, while North Orange County College assembled, printed and bound the finished *Layoff Aversion Study*. Anaheim's Economic Development Committee hosted the Layoff Aversion Study Forum where job seekers, members of the business community, area educators, and other local officials explored the study's ramifications.

For their 2005 Layoff Aversion Study, Anaheim WIB and their partners employed a qualitative approach to gathering labor market information whereby the Board gleaned valuable insights directly from Anaheim employers. Of the 90 firms surveyed, 56% reported layoffs within the last three years. The study found that most layoffs were the result of structural expansion and contraction of firms, while only 4% of were due to businesses relocating out of state. Survey responses indicated that current training programs and local workforce skills are relevant to industry needs. The study also uncovered areas where the Anaheim WIB could intervene. For example, the majority of companies surveyed indicated that they did not hire applicants who did not speak English.

FORECASTING OPPORTUNITIES

A program of the California Community College system, the Regional Environmental Business Resource Assistance Centers Initiative (REBRAC) addresses critical security services for businesses and the community. Personnel needs in this arena are projected to increase 10-24% over the next five years. Established to provide information and training related to statewide emergencies, REBRAC provides instruction from the Federal Emergency Management Agency (FEMA) and the federal offices of Homeland Security, among other services. The Anaheim WIB works with North Orange County Community College to coordinate REBRAC services. The WIB's One-Stop team introduces companies to REBRAC training, determines interest, connects companies with college intermediaries, and monitors their progress.

CULTIVATING CONNECTIONS

At the first Orange County *Economic Recovery Job Fair* in early 2003, Anaheim, Santa Ana, and Orange County WIBs partnered with community service agencies and other private and non-profit organizations to develop an employment resource for the more than 10,000 workers displaced through local layoffs in the previous year. Providing job seekers the opportunity to meet employers, the Job Fair also supplied information about core support service programs, as representatives from Orange County agencies and faith-based and non-profit organizations were on-hand to explain processes of obtaining assistance for subsidized child care, food stamps, job training, and debt-management counseling.

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