

California Adult Education Program Implementation Meeting

November 16, 2023 ♦ 1:00pm-:45pm

Webex Meeting Agenda

Link: <https://glendale-edu.zoom.us/j/86196522874>

| Agenda Item | | Purpose | Person(s) Responsible | Timeframe |
|-------------|--------------------------|---|-----------------------|-----------|
| I. | Introduction | A. Welcome | Alfred | 15 min |
| II. | Professional Development | Trauma! The Most Powerful Hidden Barrier to Employment | Community | 5 min |
| III. | Next Meeting | A. No December Meeting! Happy Holidays! B. Next meeting date: January 18, 2023 | | |
| IX. | Adjourn | A. Adjournment | | |

Our Mission: The Glendale Community College Regional Consortium welcomes adult learners of all abilities and provides accessible pathways to skill acquisition and education towards viable employment, through multiple career partners.

ROBBIN AND ASSOCIATES

Webinars That Transform Workforce Programs
larry@larryrobbin.com www.LarryRobbin.com

LARRY ROBBIN **WORKFORCE DEVELOPMENT WEBINAR BIOGRAPHY**

Larry Robbin, Executive Director of Robbin and Associates, has over forty-five years of experience in workforce development as front line staff person, manager, program designer, trainer, keynote speaker, consultant and webinar presenter. He is widely regarded as a national expert in the workforce development field. Larry has trained over 100,000 people, been invited to present at more than 500 workforce conferences and delivered over 300 webinars. Over 1000 organizations have used his services. To see a partial list of his clients, please go to <https://larryrobbin.com/v2/clients/>.

Larry has trained for the federal Department of Labor, Department of Health and Human Services, Department of Housing and Urban Development and the Department of Education. His services are frequently used by workforce boards, America's Job Centers, nonprofits, community colleges, local, county and state government agencies as well as by training providers, social services, behavioral health programs, businesses, workforce associations and many other entities.

Larry began doing webinars in 2005, which is two years after Skype was invented. He was one of the first workforce trainers to do webinars. Larry has done more webinars for the California Workforce Association, National Youth Employment Coalition and the National Association of Workforce Development Professionals than any other presenter. In addition, his webinars for those groups hold the attendance records for public webinars sponsored by these organizations.

Larry offers over 100 different webinar topics covering almost every aspect of workforce development. He specializes in providing training for front line staff and their managers and supervisors that work in programs serving people with multiple and severe barriers to employment. His goal is to provide webinar training that is practical, innovative and highly effective in improving services and program outcomes.

Larry's webinars are informed by his many years of experience providing direct services to a wide range of hard-to-employ populations served by the workforce

system. He has kept his direct service skills current by doing many hours of volunteer work with individuals facing significant challenges to becoming successful in the labor market. Besides his extensive experience with these populations, Larry has spent many years as a private sector consultant and trainer. He uses this experience to train staff in state-of-the-art skills for working with employers. Larry has developed many of his ideas and skills by playing a leading role in the development and implementation of more than 150 workforce development, education and training projects and programs.

Larry's work has received a great deal of attention and recognition.

- * In 1971 Larry's work received international recognition and he was one of the first Americans invited to visit China to exchange perspectives about workforce development.
- * Larry has received proclamations from the California State Legislature and the Mayor of San Francisco for both his professional services and volunteer work.
- * Larry has been invited to give keynote speeches at many events including conferences sponsored by Microsoft and Apple Computer. He has also given keynotes for the Department of Labor, British Columbia Career Development Association, Los Angeles Chamber of Commerce, Riverside Community College Counselor Conclave, California Youth Workforce Conference, Washington State Governors WorkFirst Conference, the first Bay Area Workforce Development Conference and conferences sponsored by the Los Angeles Department of Mental Health and the Los Angeles County Workforce Development Board.
- * Over fifty of Larry's articles, interviews and comments appear in a wide variety of publications. This includes six of his articles in the Employment and Training Reporter, which is the oldest publication in the workforce development field. He has also appeared in the New York Times, San Francisco Chronicle, National Welfare-to-Work Newsletter, the Advantage newsletter of the National Association of Workforce Development Association, NetAssets Human Resources Newsletter, Job Training and Placement Reporter and in many other publications.
- * Larry has received over 70 awards and honors for his work. This includes recognition from the Urban League, Roosevelt University, Workability for Youth with Disabilities, the Bay Area Coalition for Employment Development, National Rehabilitation Association, Homeless Employment Collaborative,

Department of Housing and Urban Development and many other organizations.

For more information about Larry, his services, his clients and to see reference quotes about his work, go to www.LarryRobbin.com. To contact Larry please send an email to <mailto:larry@larryrobbin.com>.

TRAUMA! **THE MOST POWERFUL** **HIDDEN BARRIER TO EMPLOYMENT**

A Webinar Presented for Your Organization By

Larry Robbin

Executive Director of Robbin and Associates

*** Over 45 Years of National Workforce Development
Program Improvement Experience!**

*** More Than 100,000 People Trained! * Over 1000 Organizations Served!**

*** More Than 300 Webinars Presented!**

*** Extensive Reference List of**

National Leaders in Workforce Development!

larry@larryrobbin.com

www.LarryRobbin.com

Experts estimate that between 40% and 60% of Americans are trauma survivors. The percentages go up significantly for people in poverty, dislocated workers, mental health consumers, people who are homeless, veterans, refugees, foster and disconnected youth, violence and abuse survivors, people in reentry, people with disabilities and other individuals. Trauma changes the physical elements of the brain in ways that create barriers to employment, job retention and other problems.

If you and your program are not trauma aware, you may inadvertently do things that may add to the trauma of the people in your program and potentially make it worse. In addition, you may misread problematic behavior caused by trauma and this may lead you to focus on the symptom and not the cause. The original trauma coupled with these costly mistakes may impact participant/student success in their program, on the job and retaining the job.

This webinar is based on information from experts on the subject of trauma as well as the feedback from hundreds of employed and job hunting trauma survivors and the people that helped them with the employment process. The webinar presenter, Larry Robbin, is a multiple trauma survivor and he integrates observations and strategies from his own struggles with trauma and his healing journey in the webinar. The webinar will show you new ways to identify trauma related behaviors so you can focus your energy on the source of the problem and avoid making mistakes that may be perceived as blaming the victim. You will get a wide range of practical strategies that will help your trauma survivors make employment progress.

- * Learn how to identify the signs of trauma and learn about its impact on job search, employment and job retention.

Robbin and Associates
Improving the Outcomes of Workforce Programs
for Over 45 Years!
www.LarryRobbin.com

- * Discover the effect trauma has on the brain so you can understand why trauma survivors do things that may not be in their best self-interest.
- * Find out how to make your program trauma aware so you do not retraumatize people and create more barriers to their vocational progress.
- * Get new counseling strategies for working with people that are having a traumatic episode.
- * Learn the boundaries of your role and that of mental health service providers.

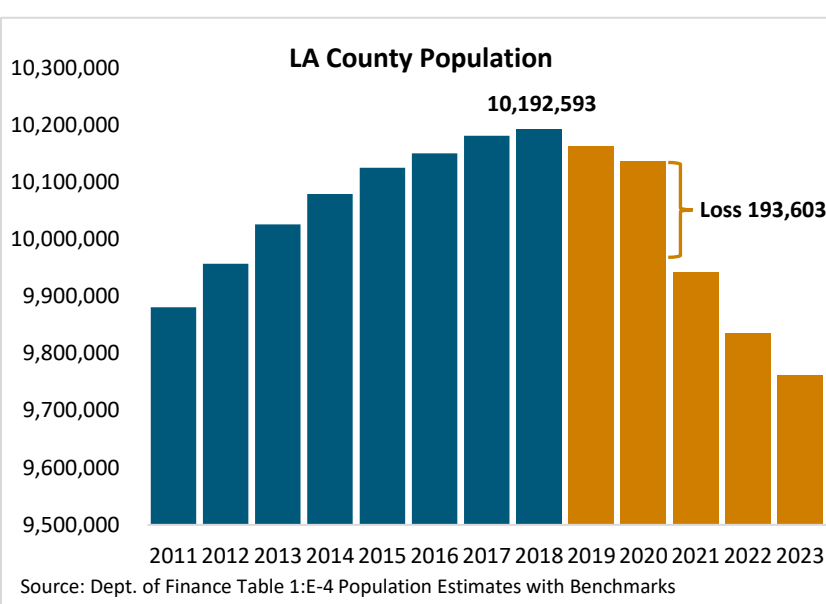
By the end of this webinar, you will have a whole new level of understanding about trauma and its impact on vocational progress. You will know how to work with trauma survivors so they can succeed in the world of work! This webinar is for management and all staff that work with job seekers in any capacity. It is appropriate for any type of workforce or education program and every population of student or job seeker.

Los Angeles County Population Shrank Again in 2023



Robert Lee
Labor Market Consultant
October 2023

The Los Angeles County population shrank again for the fifth consecutive year in 2023, as seen on the chart on the right. The County population peaked in 2018 at 10,192,593 and had its greatest loss in 2020 at 193,603 according to



the [California Department of Finance](#) population and housing estimates. Economists and economic forecasters have pointed out that the high cost of housing (including rent), inflation, declining birth rates, and the COVID-19 Recession have had an adverse effect on the population.

| County | 2022 | 2023 | Gain or (Loss) | % Change |
|----------------|-----------|-----------|----------------|----------|
| Los Angeles | 9,834,503 | 9,761,210 | -73,293 | -0.75 |
| Orange | 3,151,946 | 3,137,164 | -14,782 | -0.47 |
| Riverside | 2,430,976 | 2,439,234 | 8,258 | 0.34 |
| San Bernardino | 2,180,777 | 2,182,056 | 1,279 | 0.06 |
| San Diego | 3,275,435 | 3,269,755 | -5,680 | -0.17 |
| Ventura | 831,533 | 825,653 | -5,880 | -0.71 |
| Kern | 908,107 | 907,476 | -631 | -0.07 |

Let's see how L.A. County compared with other counties in the past two years. The table to the left shows shrinkage in Los Angeles, Orange, San Diego, and Ventura Counties. L.A. County had the greatest numerical loss (73,293) and a percentage loss (0.75). Of the 87 cities in L.A. County, 82 lost population. Riverside and San Bernardino Counties grew over the same time period. The Inland Empire (Riverside and San Bernardino Counties) population growth can be attributed to various factors such as

affordable housing compared to coastal areas, proximity to larger cities, increased job opportunities, and lifestyle preferences. The table below shows September 2023 home prices. The high cost of homes in coastal areas may be a factor in their population shrinkage. On the other hand, the lower price points in the Inland Empire and Kern County would be attractive to those looking for cheaper housing.

| Median ¹ (\$) | Los Angeles | Orange | San Diego | Riverside | San Bernardino | Ventura | Kern |
|--------------------------|-----------------------------|------------------------|---------------------------|---------------------------|--------------------------------|-------------------------|----------------------|
| List Price | \$999,000 | \$1,300,000 | \$970,000 | \$619,000 | \$510,000 | \$979,000 | \$369,900 |
| List Price/sf | \$640 | \$657 | \$603 | \$328 | \$326 | \$538 | \$224 |
| Sold Price | \$860,000 | \$1,100,000 | \$866,000 | \$570,000 | \$500,000 | \$859,000 | \$355,000 |

The Inland Empire employment has rebounded from the COVID-19 recession and is 100,700 jobs higher than its prerecession levels of March 2020. The Inland Empire is the logistic capital of Amazon, with 14 distribution centers ranging from 600,000 to one million square feet. The world's manufacturing capital is in Asia. The Ports of Los Angeles and Long Beach are the closest U.S. mainland ports to Asia and receive about 40 percent of the imports from that continent. Most of these cargo containers are shipped to the Inland Empire for distribution, thus creating more employment opportunities, and adding to its population.

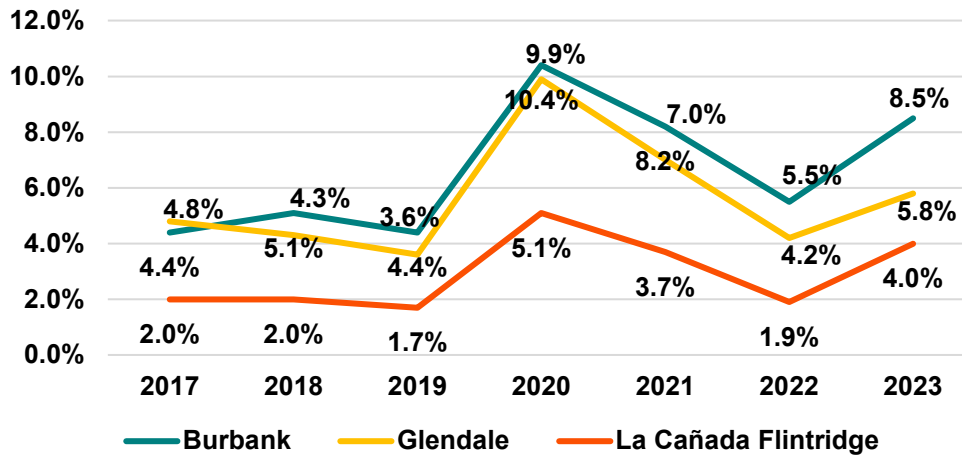
¹Realtor.com Sep 2023

Verdugo Workforce Development Board Labor Market Report: Verdugo Region

September 2023
Quarterly Issue

The Verdugo Workforce Development Board (VWDB) envisions an economically vibrant, tri-city region with thriving businesses, youth, and job-seekers on career paths that reflect their highest potential.

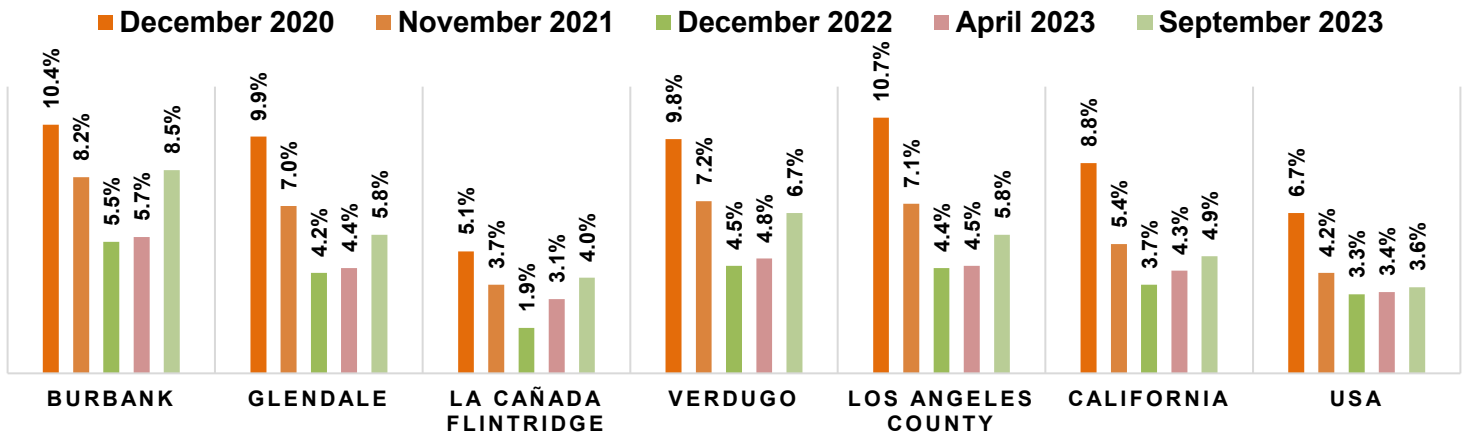
ANNUAL UNEMPLOYMENT RATES BY CITY



Unemployment Rates Comparison

| | |
|-------------|------|
| Verdugo: | 6.7% |
| LA County: | 5.8% |
| California: | 4.9% |
| USA: | 3.6% |

UNEMPLOYMENT RATES COMPARISON



The unemployment rate increased in all three cities, county and state and the labor force increased in all job markets.

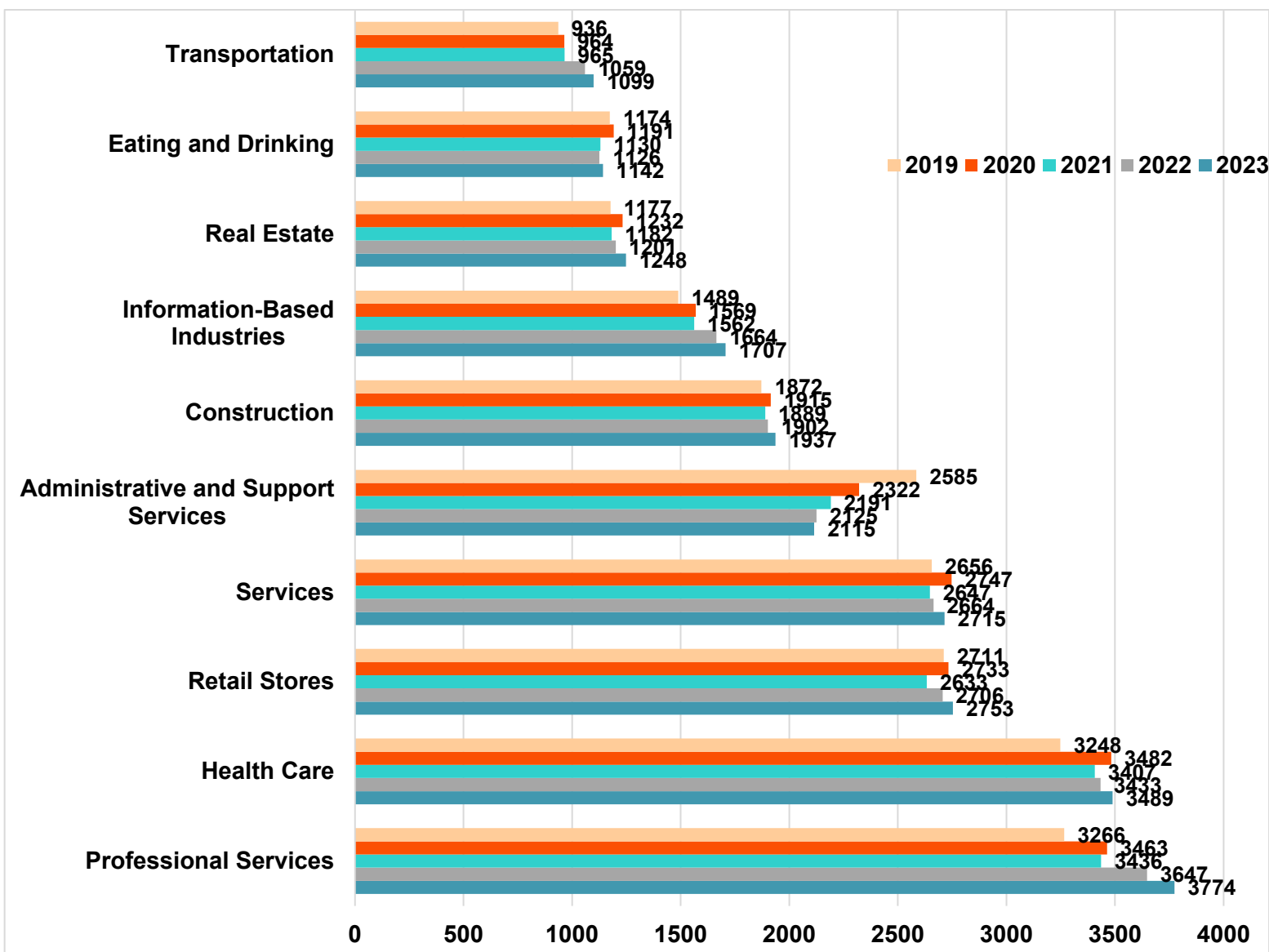
VERDUGO REGION LABOR FORCE (RESIDENTS)



Labor force numbers are based on EDD estimates of the number of residents who earned at least \$1 during the reporting period. These residents may be working outside of the Verdugo Consortium. The total Verdugo labor force as of September 2023 is 170,700.

Source: Employment Development Department Labor Market Information Division
Reporting Period: September 2023

TOP 10 INDUSTRY SECTORS FOR BUSINESS- VERDUGO CONSORTIUM



Number of businesses in the Verdugo Consortium is determined by their industry sector when selecting the North American Industry Classification System (NAICS) code when they register with Dun & Bradstreet.

The Information sector includes publishing, broadcasting and social media; however, Information Technology falls under Professional Services. Services includes repair and maintenance as well as personal services such as housekeeping and laundry. Administrative and Support Services include office, employment, travel, and security services.

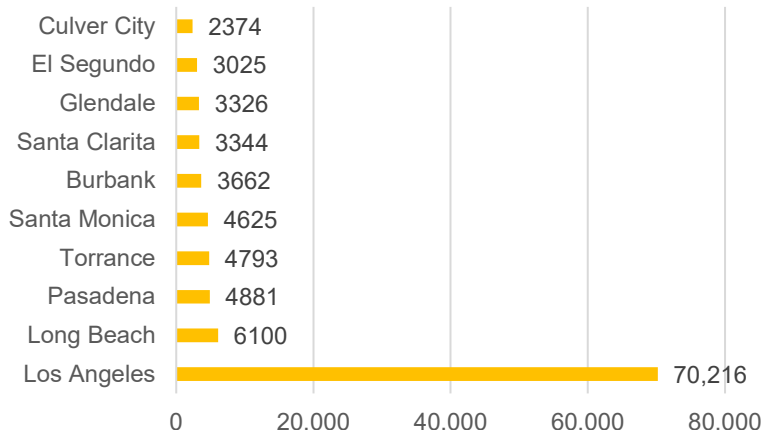
In 2023, the top ten industry sectors have more businesses in the Verdugo Region compared to 2022. Businesses in Information Based Industries and Professional Services increased by 15% since 2019. The number of Administrative and Support Services businesses have steadily decreased since before the pandemic in 2019. These trends will likely continue given both the market demands as well as the impact of the current economic landscape.

Verdugo Workforce Development Board Labor Market Report: Verdugo Region

September 2023
Quarterly Issue

CITIES WITH THE MOST JOB ADS

Cities with Most Job Ads



Help Wanted Online from The Conference Board and WANTED Technologies report the top ten cities in the Los Angeles County with the most job ads. Consistently, Burbank and Glendale are reported amongst these top ten cities with the number of job ads posted for the reporting month. This indicates the economic vibrancy of the businesses in the Verdugo community relative to the other cities located in the region.

TOP OCCUPATIONS IN JOB ADS – VERDUGO AREA

| OCCUPATION | # OF JOB ADS |
|---|--------------|
| 1. Registered Nurses | 707 |
| 2. Retail Salespersons | 432 |
| 3. First-Line Supervisors of Retail Sales Workers | 229 |
| 4. Sales Representatives, Wholesale and Manufacturing | 176 |
| 5. Security Guards | 173 |
| 6. Customer Service Representatives | 167 |
| 7. Fast Food and Counter Workers | 156 |
| 8. Critical Care Nurses | 144 |
| 9. Medical and Health Services Managers | 138 |
| 10. Managers, All Other | 131 |

The total number of job ads for the Top 10 Occupations increased by 21% from 2013 in July 2023 to 2453 in September 2023. This trend may be due to the labor shortages in certain industries.

TOP 5 EMPLOYERS POSTING JOBS – VERDUGO AREA



405 Ads
(24%)



267 Ads
(6%)



130 Ads
NEW



114 Ads
(-12%)



88 Ads
(38%)

*Increase/Decrease from July 2023 Verdugo LMI report.

DEFINITIONS

Labor force: Persons classified as employed or unemployed.

Employed persons: Persons 16 years and over in the civilian noninstitutional population who, during the reference week, (a) did any work at all (at least 1 hour) as paid employees; worked in their own business, profession, or on their own farm, or worked 15 hours or more as unpaid workers in an enterprise operated by a member of the family; and (b) all those who were not working but who had jobs or businesses from which they were temporarily absent because of vacation, illness, bad weather, childcare problems, maternity or paternity leave, labor-management dispute, job training, or other family or personal reasons, whether or not they were paid for the time off or were seeking other jobs. Each employed person is counted only once, even if he or she holds more than one job. Excluded are persons whose only activity consisted of work around their own house (painting, repairing, or own home housework) or volunteer work for religious, charitable, and other organizations.

Unemployed persons: Persons aged 16 years and older who had no employment during the reference week, were available for work, except for temporary illness, and had made specific efforts to find employment sometime during the 4-week period ending with the reference week. Persons who were waiting to be recalled to a job from which they had been laid off need not have been looking for work to be classified as unemployed.

Unemployment rate: The unemployment rate represents the number unemployed as a percent of the labor force.