



DOING WHAT MATTERS FOR JOBS AND THE ECONOMY

Division of Workforce and Economic Development

**FOR YOUR IMMEDIATE ATTENTION
SB 1402 Support Letters to the Governor**

Colleagues:

We are now asking for you to provide your letters of support to the Governor for SB 1402 by Senator Ted Lieu to reauthorize the Economic and Workforce Development Program. We are providing a draft, sample letter below to help you get started, but we strongly encourage you to customize your letter based on your organization's experiences, etc. There is opposition from the Department of Finance, so we do need to show support for SB 1402.

BACKGROUND

SB 1402 (Lieu) passed all committees and floor votes without a single "no" vote, enjoying the support of a variety of organizations and will shortly be headed to the Governor's Office. Our cosponsor, the California Community College Administrators of Occupational Education, represented by FACCC, brought support from faculty groups. The chamber and our EWD contacts have business support and the State Chamber calls SB 1402 a "job creator." As noted above, the Department of Finance has taken an "oppose" position. In sum, the Department of Finance's analysis states that SB 1402 will create cost pressure by reauthorizing a program that would otherwise expire. However, the program is allocated in the Budget Act, and the Chancellor's Office has authority through the Budget Act to spend the resources allocated for the program. To get a signature from the Governor, we need letters from our supporters to the Governor that describe the various benefits of the program, from courses developed to its economic impact.

At this point in the legislative calendar, the bill should reach the Governor's desk in a few days and he will have until September 30 to sign or veto all measures in his possession. We recommend you send your letters as soon as you can. Please send letters to:

The Honorable Edmund G. Brown Jr.
Governor of California
State Capitol Building
Sacramento, California 95814

Also to the author:

Senator Ted Lieu, Chair
State Capitol, Room 4090
Sacramento, CA 95814

----- SAMPLE LETTER -----

The Honorable Edmund G. Brown Jr.
Governor of California
State Capitol Building
Sacramento, California 95814

RE: SB 1402 (Lieu) Community Colleges Economic and Workforce Development Program
Request for Signature

Dear Governor Brown:

The _____ is pleased to support Senate Bill 1402 by Senator Ted Lieu. SB 1402 would reauthorize the California Community Colleges' Economic and Workforce Development program. The program is not only vital to community colleges but also to businesses in California.

The Economic and Workforce Development (EWD) program creates partnerships between community colleges, businesses and labor. This collaboration leads to advances in curriculum and certificates needed by employees. The innovative approach provided by community colleges ensures that business workforce needs are served by an agile and responsive program. It is vital that California focuses on workforce development. With the reauthorization of SB 1402, California's Community Colleges would continue to prepare a diverse workforce to meet not only California's regional needs, but also to be competitive in a global market.

The California Community College system is the state's largest workforce training provider and serves more than 2.6 million students each year. To meet the needs of the California's workforce, California Community Colleges have created advanced courses for a wide range of fields. One example is the automotive industry. With technical advancements in electrical systems, steering, alignments, and fuel efficiency, advanced courses have been created in the area of automotive technology in order to keep students ahead of the industry.

Advancing curriculum in the automotive industry is one example of the ways the EWD program has updated courses to meet California's wide range of workforce needs. The EWD program has also created and improved courses in computer science, welding technology, biotechnology, health care, green energy and manufacturing technology. All of these fields are fast growing industries in California and in the world. EWD program managers carefully watch the ever changing business market to ensure that the program is always changing and responsive to the labor market.

The EWD program offers advanced certificate programs. Community colleges certificate programs cover a range of industries. The EWD certification programs including quality system certification for BE Aerospace, Urban Agriculture certification and certification in Alternative Energy. These certification programs are a guarantee to businesses that the students coming out of EWD programs have the skills and are at a readiness level that are required by perspective employers.

The program also goes beyond providing courses on just hard skills training and has set the goal to focus on soft skills training as well. For businesses to succeed, it is vital that their workers have great communication skills and relationship building skills. To ensure that incumbent and future employees are fully prepared and have balanced training in both hard and soft skills, the EWD program provides courses in cultural diversity, and employee engagement to teach the soft skills needed to be successful.

Regional centers focus on areas of need in local communities for a variety of industries. These centers offer in-depth, hands-on training. They also provide the community college system the strength and stability to obtain additional resources through support for nursing programs, facilities for advanced transportation, and major pieces of equipment for manufacturers. The EWD program uses 108 regional centers in 10 strategic priority areas, including Advanced Manufacturing & Advanced Technology, Advanced Transportation Technology & Energy, California Biotechnology, Centers for International Trade Development, Centers of Excellence (Industry Studies & Reports), Environmental Health, Safety & Homeland Security, Health Work Force, New Media & Entertainment, Small Business Development Centers, and Workplace Learning Resource.

The EWD program served 48,470 organizations, resulting in improvements in productivity, sales and new equity investments of over \$215 million. The EWD program consistently creates or retains more than 16,000 jobs through its high growth initiatives. The 2009-10 annual report states that 3,060 people were hired and 7,484 businesses were served through the program.

Taxpayers also benefit from the program. Each newly trained worker earns a higher wage, and subsequently pays an additional \$450 in state and local taxes over the next three years. The EWD program training increases workers chances of finding employment, thereby reducing state expenditures for unemployment benefits and other government funded assistance programs.

The EWD program benefits California's workforce, and as part of the community college system, it is essential to California's economic growth. For these reasons it is important that the program is reauthorized by SB 1402.

The _____ thanks you for your consideration of this measure and urges you to sign this measure.

Sincerely,

cc: Senator Ted Lieu

***** END OF SAMPLE LETTER *****

Regards,

Van Ton-Quinlivan, Vice Chancellor

CCCCO Division of Workforce and Economic Development



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