

## IPPS Meeting Notes January 23, 2020

- New Year's Resolutions related to supporting IPPS goal:
  - Support for upward mobility
  - Collaborate across departments
- Overview of IPPS
  - All volunteer team
- Action Team Overview
  - Pathway Mapping
    - Educators and public sector employers collaborate to map out K12 to community college to university to career entry points through work-based learning
  - Best Practices
    - Identify and share best practices for Recruitment, Diversity, Onboarding, Labor Relationships, School-Government Relationships
  - Civic Education and Engagement (and work-based learning)
    - Educators and public sector employers connect, explore and implement best practices to highlight the importance of civic engagement and increase interest in public sector careers
  - Each team uses data to measure impact
  - Each team will establish milestones and define how they will measure progress
- Folsom Lake College (FLC) Presentation: High School to Career Pathway Map for Analyst career- presented by Professor Elizabeth Swithenbank, Dept. Chair and Professor of Business Technology
  - Research showed that:
    - It's difficult to fill some positions
    - There is competition between agencies for talent
    - Students have misperceptions about what public service is
    - There are problems with the application process – complicated and cumbersome
    - Agencies need to create compelling reason to enter public service by creating awareness
  - Folsom Lake College BUSTEC to IPPS Career Pathway
    - High school articulation
      - Start with 5 courses offered by FLC
        - 10-key typing, Basic Word processing, Excel, etc.)

- Articulated with Folsom High School, Oak Ridge High School and Sheldon High School
    - Students get both high school and college credit
    - Interested high schools should work with FLC on articulation agreement
  - Business Information Worker I Certificate
    - Focus on:
      - Professionalism, technology, introduction to business
      - Internship for college credit
        - Good opportunity for public sector to get involved
          - FLC will provide consultation and help match students and agency
  - Employment
    - Professional development
      - Focus on
        - Re-entry, veterans, career changers
    - Additional FLC degrees and certificates
  - FLC is looking for agencies to work with to translate business need into classes so that curriculum can be customized
    - Sac City, CA State Parks, FTB and SMUD indicated interest
    - Randi Kay to send email request with more details and slide deck from FLC
  - Other high schools that might be incorporated into this pathway
    - Hiram Johnson has corporate Business Academy
      - Location shouldn't be an issue since the initial courses are held at the high school once it's approved for articulation
- Action Ream Read-outs
  - Best Practices 2020 goals
    - Create repository of tools to reside on NxtGov site (volunteered by Seth Yund)
      - Combine tools that are on ILG, NxtGov, etc.
    - Create template for colorful and enticing 1-pager for job descriptions to be posted at colleges and universities
    - Compile and share list of community organizations for job outreach
      - SETA can help with outreach to community organizations
        - In September, they will have a Providers fair which will be a good opportunity to reach community organizations
  - Best Practices Sharing

- Success conducting roadshows and workshops at colleges and high schools
  - More intimate than career fairs
  - Need to develop relationship with teachers and professors
    - Target specific classes and clubs (based on subject)
  - Include information on how to apply
- There is an immediate need to fill positions
  - Upper management may not understand that it takes time to build the workforce pipeline
    - Need to provide research on how many people have the skills for what you are recruiting for (how many people are currently in the workforce pipeline and available to be hired)
- Use different media for different position levels
  - Some organizations have successfully used LinkedIn Recruiter for senior level positions
- Job classification/title isn't meaningful outside of an agency
  - Use working title on marketing materials
- Use QR codes – no longer need to download special app
  - Use camera, click on code and it will immediately take you to website/job listing
- Create distribution list for potential candidates (CA State Parks)
  - Candidates sign up – “Join our mailing list”
  - Use Mailchimp for outreach
  - Candidates receive
    - Initial Welcome
    - All open positions
    - Positions specific to their interest
- Create clear marketing materials
  - CA State Parks hired a marketing company who designed new campaign
    - Revised their marketing materials and increase applications for park security from 300-400 to 1,000 with a 90% acceptance rate
    - Incorporated social media
- Conduct culture-based recruiting
  - Recruit people who share the values of the agency
  - Ensure language and images are inclusive