



Report to Economic Development Subcommittee

TO: Economic Development Subcommittee

FROM: Cruz Esparza, Economic Development & Housing Director

AGENDA DATE: June 11, 2024

TITLE: **LAUNCH INCENTIVE FOR JOB PLACEMENT INTERMEDIARIES
& PROGRAM PARTNERSHIP MOU**

RECOMMENDED ACTION

1. Approve the Memorandum of Understanding (MOU) between the City of Moreno Valley and the Foundation for California Community Colleges on behalf of LAUNCH Apprenticeship Network (LAUNCH), for entering into an intermediary agreement to receive stipends for enrolling businesses into the LAUNCH apprenticeship as well as establish a program and service partnership agreement through the BERC.
2. Authorize Economic Development & Housing staff to execute the MOU as to form all necessary documents with the LAUNCH MOU.

SUMMARY

The MOU with LAUNCH establishes a framework for funding intermediary partners who engage businesses in registered apprenticeship programs. The MOU outlines incentives for intermediary partners, particularly Affiliated Intermediary Partners (CITY), to recruit businesses as Talent Development Champions within the apprenticeship network. These businesses commit to training registered apprentices and actively participating in industry committee meetings. Intermediary partners receive financial incentives based on the number of new apprentices enrolled by the recruited businesses, thus encouraging broader participation and investment in workforce development initiatives; up to \$54,000 in a program year. In addition, this MOU establishes an agreement to jointly seek and support grant funding opportunities.

DISCUSSION

The Moreno Valley Economic Development & Housing Department, in collaboration with key organizations, offers technical assistance workshops and one-on-one consulting to businesses and job seekers through the Hire MoVal initiative and the Moreno Valley Business & Employment Resource Center (BERC). With a population exceeding 214,000 residents and a diverse business landscape comprising over 4,500 establishments, Moreno Valley is committed to fostering economic prosperity and facilitating career opportunities for its residents.

Formed in 2018, the LAUNCH Apprenticeship Network partners with community colleges, high schools, and universities to build a dynamic workforce development system that connects businesses, job seekers, and career-builders to apprenticeship programs. Using an integrated, apprenticeship-centered higher education model, LAUNCH serves as an intermediary and aims to elevate work-based degree pathways as premier academic and career options for students. LAUNCH has registered 20 occupations across six industry sectors (advanced manufacturing/logistics, IT/cybersecurity, healthcare, automotive, public sector, and early childhood education) with both the U.S. Department of Labor and California Division of Apprenticeship Standards.

The MOU between the LAUNCH and the City presents a pivotal opportunity to bolster our city's workforce development strategies. This MOU signifies a collaborative effort among key stakeholders—educational institutions, intermediary organizations, and businesses—to expand registered apprenticeship programs and fortify the pipeline of skilled talent within our community.

By formalizing partnerships and incentivizing the City as an intermediary partner to recruit businesses as Talent Development Champions, the MOU underscores a proactive approach to addressing the evolving needs of our workforce and economy. It is imperative to recognize that registered apprenticeships offer a proven pathway to equip individuals with the skills necessary to thrive in high-demand industries while simultaneously meeting the demands of employers seeking qualified talent.

Furthermore, the MOU's emphasis on equity-based strategies ensures that workforce development initiatives are inclusive and accessible to all residents, thereby promoting economic mobility and reducing disparities. As we navigate the complexities of a rapidly changing economy, the MOU serves as a strategic framework for aligning education, training, and employment opportunities to meet the needs of our local labor market.

It not only reinforces our commitment to fostering a skilled workforce but also positions our city as a hub for innovation, economic growth, and social advancement.

LAUNCH agrees to support Moreno Valley Apprenticeship Opportunities by providing:

1. Incentive funds (stipends) to the City for every employer (or business) the City recruits to the LAUNCH Apprenticeship Network that employer demonstrates all points of a Talent Development Champion;
2. Stipends totaling up to \$54,000 in a one-year term;
3. Stipends based on the total number of apprentices employed by a Talent Development Champion Business as follows:
 - a. \$3,000 (1-3 new apprentices);
 - b. \$5,000 (4-7 new apprentices);
 - c. \$3,000 (8+ new apprentices);
4. Payments every six months upon receipt of an invoice from City;
5. Support and communicate apprenticeship programs to enrolled businesses. Including but not limited to:
 - a. Invitations to the quarterly committee meetings;
 - b. Opportunities to hire available apprentice candidates from multiple colleges;
 - c. Requests to provide feedback on new and existing apprenticeship occupations;
 - d. Industry tours for high school and college students;
 - e. Requests for letters of support for funding opportunities;
6. Include CITY staff in planning for future programming opportunities at the BERCC and regional opportunities; and
7. Support and actively seek grant and funding opportunities from state, local, federal, and private sources that will provide benefit to local job seekers and business owners for partnership programs with CITY.

The City agrees to support these programs by:

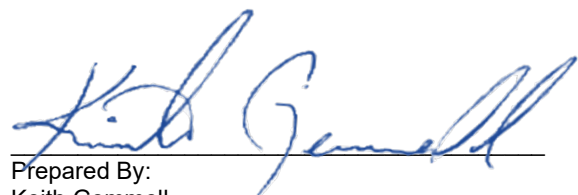
1. Promote apprenticeship programs to businesses via Business Visits and BERCC marketing channels (eblasts, website, social media);
2. Schedule and Conduct Informational meetings onsite with Moreno Valley businesses to promote the benefits of local apprenticeship programs;
3. Enroll businesses, that can qualify as a Talent Development Champion into the LAUNCH Apprenticeship Network;
4. Provide invoices for payment of stipends regarding businesses enrolled by the City;
5. Support and actively seek grant and funding opportunities from state, local, federal, and private sources that will provide benefit to local job seekers and business owners for partnership programs with LAUNCH;
6. Contribute to and consult on the creation of future LAUNCH program opportunities at the BERCC.

FISCAL ANALYSIS

Promotion of apprenticeship programs through LAUNCH is already occurring at the BEREC and no additional costs are expected to be incurred with the scope of work of this MOU. As such the MOU offers a net positive gain for funds in the amount of up to \$54,000 over the course of 12 months to support existing work and programs.

ATTACHMENTS

LAUNCH Incentive for Job Placement Intermediaries MOU with Program Partnership Addendum – DRAFT



Prepared By:
Keith Gemmell
Business & Workforce Development Division Manager



Department Head Approval:
Cruz Esparza
Economic Development & Housing Director



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES



ADDENDUM TO PARTNERSHIP AGREEMENT

Between

FOUNDATION FOR CALIFORNIA COMMUNITY COLLEGES

On behalf of

LAUNCH Apprenticeship Network

and

ORGANIZATION

Agreement No. XXXXXXXX

A. Organization

Formed in 2018, the LAUNCH Apprenticeship Network partners with community colleges, high schools, and universities to build a dynamic workforce development system that connects businesses, job seekers, and career-builders to apprenticeship programs.

Using an integrated, apprenticeship-centered higher education model, LAUNCH serves as an intermediary and aims to elevate work-based degree pathways as premier academic and career options for students. LAUNCH has registered 20 occupations across six industry sectors (advanced manufacturing/logistics, IT/cybersecurity, healthcare, automotive, public sector, and early childhood education) with both the U.S. Department of Labor and California Division of Apprenticeship Standards.

Through regional partnerships between industry and education leaders, LAUNCH, now fiscally sponsored by the Foundation for California Community Colleges, ensures residents of California have access to apprenticeships and education through the state's strong network of educational providers. By utilizing this network, businesses, students, and schools can create effective connections and partnerships.

B. LAUNCH's Perspective on Placing Apprentices

LAUNCH adheres to the vision that all California residents who want to participate in registered apprenticeship have the pathways available to them. Utilizing equity-based strategies, LAUNCH's Apprenticeship System Navigators (ASNs) work with colleges, employers, and other stakeholders to ensure candidates receive supportive services that make them a successful apprentice and valued, contributing member of the workforce.

When an individual becomes a LAUNCH apprentice, we make a commitment that we will assist them with securing a quality apprenticeship employment site. While the pathway to employment will be unique to each apprentice, LAUNCH and their affiliated partners assure that non-employed apprentices receive related instruction, required industry certifications, job preparation, and/or placement services in a timely manner that aligns with imminent employment within their apprenticeship program.

Best Practices

LAUNCH hopes to amplify our collaboration with external partners while maintaining a strong interest in our commitment to apprentices. Due to the ambitious goal of utilizing community colleges to build an open-access system for individuals seeking an apprenticeship, we encourage colleges within our network to identify organizations that can support apprentices securing employment with an apprenticeship site.

We know there are multiple approaches to a robust, healthy, and successful registered apprenticeship program. One best practice that LAUNCH endorses is working with job placement intermediaries to connect with non-employed apprentices to provide services that better prepare them for employment within their selected pathways. Job placement intermediaries offer support to apprentices that may include one-on-one guidance, career advising, job preparation skills, and other services that are exclusive to the individual. Intermediaries also provide expertise and knowledge in working and engaging with employers in multiple industries, allowing them to job match apprentices with a company suited to their skills.

C. The LAUNCH Incentive for Job Placement Intermediaries

LAUNCH encourages educational providers within our network to work with job placement intermediaries, especially if they serve as an Affiliated Intermediary Partner with LAUNCH. An Affiliated Intermediary Partner is eligible to receive our incentive funds:

Background

LAUNCH is motivated and committed to engaging with employers to participate in a meaningful way with registered apprenticeship. We are looking to increase the number of employers we can call Talent Development Champions within our network. LAUNCH encourages Affiliated Intermediary Partners to work with employers to bring them from entry-level to expert engagement that benefits all educational providers associated with LAUNCH.

Requirements

Once an employer is deemed a Talent Development Champion, Affiliated Intermediary Partners are eligible to receive incentive funds from LAUNCH. The intermediary must have an existing MOU with LAUNCH as an Affiliated Intermediary Partner. A Talent Development Champion includes:

- Approved by the relevant industry committee to train apprentices
- Signed member of the industry committee

Agreement XXXXXX

- Employs a registered apprentice (new hire or incumbent worker)
 - Registered apprentice must be actively employed for at least 90 days
- Consistent participation in the industry committee meetings (25%, or better)
- Identified apprentice supervisor(s) and/or mentor(s), and completion of Employer On-Boarding Packet
 - Although intermediaries are not responsible for collecting evaluations, they are strongly encouraged to help support supervisors/mentors in completing them
- OPTIONAL: Has occupations in multiple industry sectors

For every employer who demonstrates all the points listed above, the Affiliated Intermediary Partner will receive the following, up to \$54,000:

- \$3,000 (1-3 new apprentices)
- \$5,000 (4-7 new apprentices)
- \$8,000 (8+ new apprentices)

This will be applicable for within the term of a one-year contract with LAUNCH. For example, if a company begins apprenticeship with two apprentices, the intermediary will receive \$3,000. If the same company registers an additional six apprentices within the contract term, then the intermediary will receive another \$5,000 for a total of \$8,000 for the one company.

D. Payment Terms

Payments to Affiliated Intermediary Partners will be made upon the successful completion of requirements outlined in Section C. Affiliated Intermediate Partners shall submit an invoice, using the invoice template provided, to Foundation for California Community Colleges every six (6) months to accountspayable@foundationccc.org.

E. Employer Communication

For five years, LAUNCH has cultivated partnerships with employers to embed apprenticeship programs into their organization's structure. As LAUNCH continues to expand educational partners and industry sectors/occupations, our hope is that more employers are compelled to use registered apprenticeship as a viable talent pipeline and become champions within the system.

As part of the LAUNCH Network, participating employers will find support from the Affiliated Intermediary Partners they work with, along with the LAUNCH team, who can identify opportunities to further strengthen their partnership within the region. Employer partners should expect to be fully integrated into the apprenticeship system, which includes support and engagement from the LAUNCH team. Engagement may include, but not limited to:

- Invitations to the quarterly committee meetings.
- Opportunities to hire available apprentice candidates from multiple colleges.
- Requests to provide feedback on new and existing apprenticeship occupations.
- Industry tours for high school and college students.
- Requests for letters of support for funding opportunities.

Affiliated Intermediary Partners working with LAUNCH agree to work in collaboration with the LAUNCH team to enhance employer engagement and partnership and build industry apprenticeship champions.

THE PARTIES HEREBY EXECUTE THIS ADDENDUM.

ORGANIZATION

By:

Print Name:

Title:

Date:

**FOUNDATION FOR CALIFORNIA
COMMUNITY COLLEGES**

By:

Print Name: Charles Henkels

Title: Executive Director, LAUNCH

Date:

**FOUNDATION FOR CALIFORNIA
COMMUNITY COLLEGES**

By:

Print Name:

Title:

Date:

Appendix 1

1. Purpose

This MOU Appendix outlines the additional agreement between the PARTIES to work in partnership to seek mutually beneficial grant opportunities, sign letters of support and host programs that provide support for future apprentices and businesses in Moreno Valley and the surrounding region as well at the Moreno Valley Business & Employment Resource Center, an America's Job Center of California (also referred to as "BERC").

2. Program Obligations

A. LAUNCH Obligations:

- a. Provide staff needed to host/lead events and programs at the BERC;
- b. Provide BERC staff with marketing materials to promote local programs;
- c. Coordinate with CITY staff to schedule BERC classrooms for workshops and programming;
- d. Include CITY staff in planning for future programming opportunities at the BERC and regional opportunities; and
- e. Support and actively seek grant and funding opportunities from state, local, federal, and private sources that will provide benefit to local job seekers and business owners for partnership programs with CITY.

B. CITY Obligations:

- a. Provide classroom at the BERC and virtual meeting spaces for informational and orientation programs;
- b. Support and actively seek grant and funding opportunities from state, local, federal, and private sources that will provide benefit to local job seekers and business owners for partnership programs with LAUNCH;
- c. Assist with recruiting program participants through promoting the LAUNCH programs that occur in Moreno Valley or benefit BERC customers to the general public, regional AJCC partners, and business community;
- d. Serve as a liaison between LAUNCH, regional America's Job Center of California (AJCC) Partners, and the Moreno Valley business community;
- e. Utilize CITY and BERC marketing and promotion channels to promote the LAUNCH programs; and
- f. Contribute to and consult on the creation of future LAUNCH program opportunities at the BERC.