

# Talent Initiatives

Advancing San Diego

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# Agenda:

1. San Diego Regional EDC
2. Talent & the economy
3. 2023 strategy
4. Input from an employer
5. How to get involved
6. Discussion

**EDC** mobilizes business, government and civic leaders around an inclusive economic development strategy to maximize economic prosperity and global competitiveness.

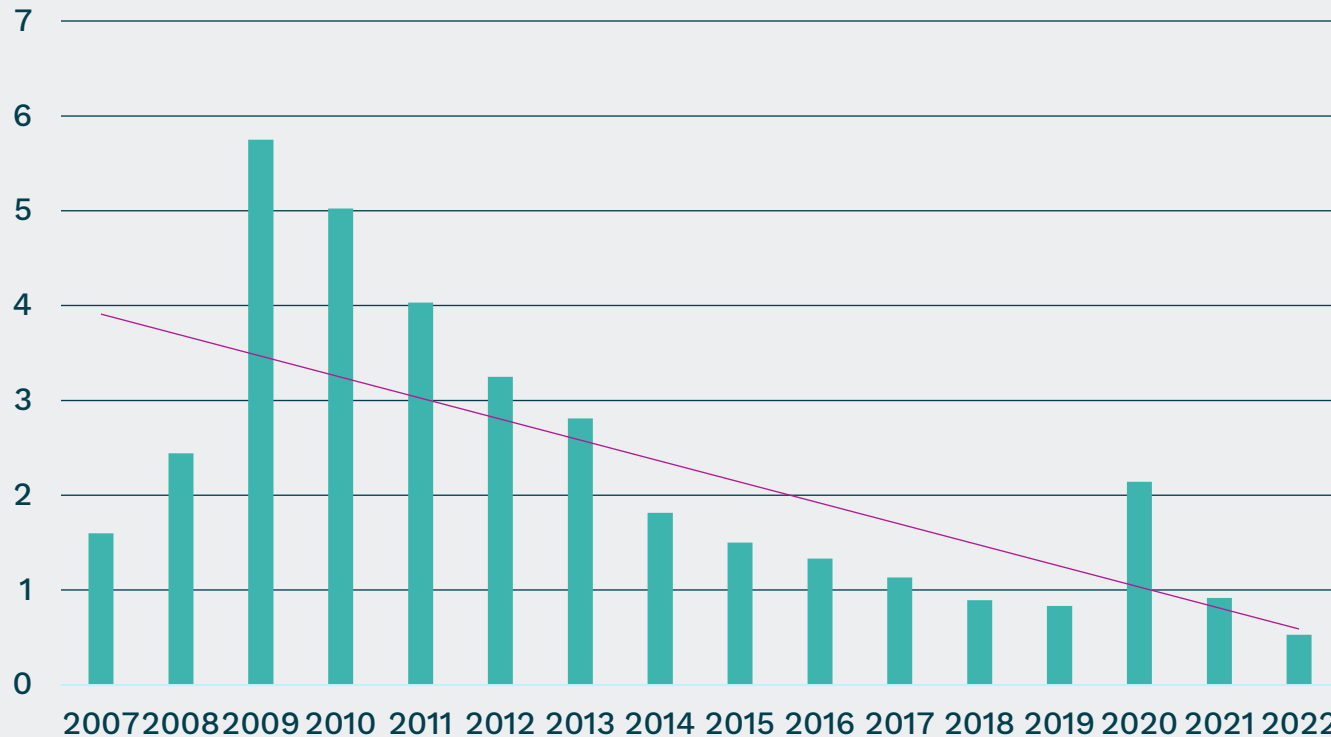
## How we do it

- Focus on quality jobs, skilled talent, and thriving households
- Work with and through 200+ companies and investors
- Lead programs and initiatives that are demand-driven, employer-led, and outcomes-based.



# Talent Supply & Demand Ratio

National Ratio Over Time



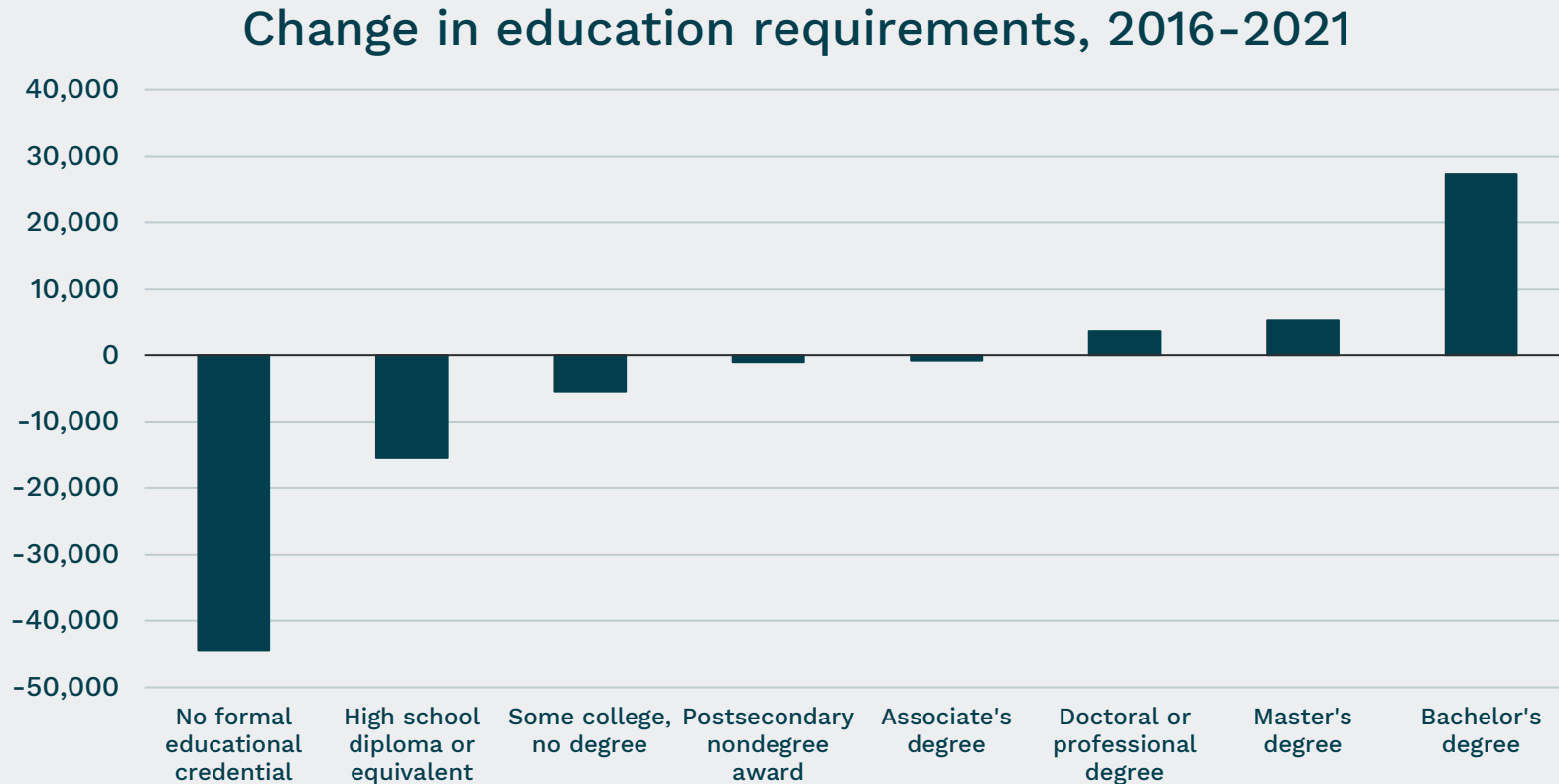
San Diego County

**48,600**  
unemployed  
people in  
Sep.

**696,857**  
unique  
Postings YtD

**Talent scarcity is the new normal.**

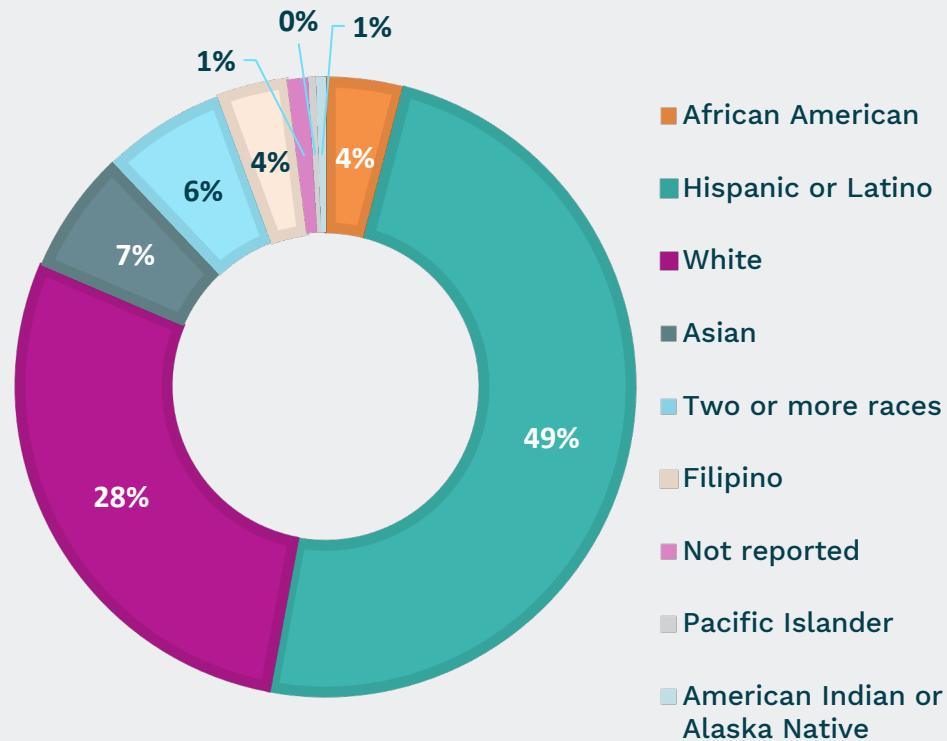
# Talent Demands



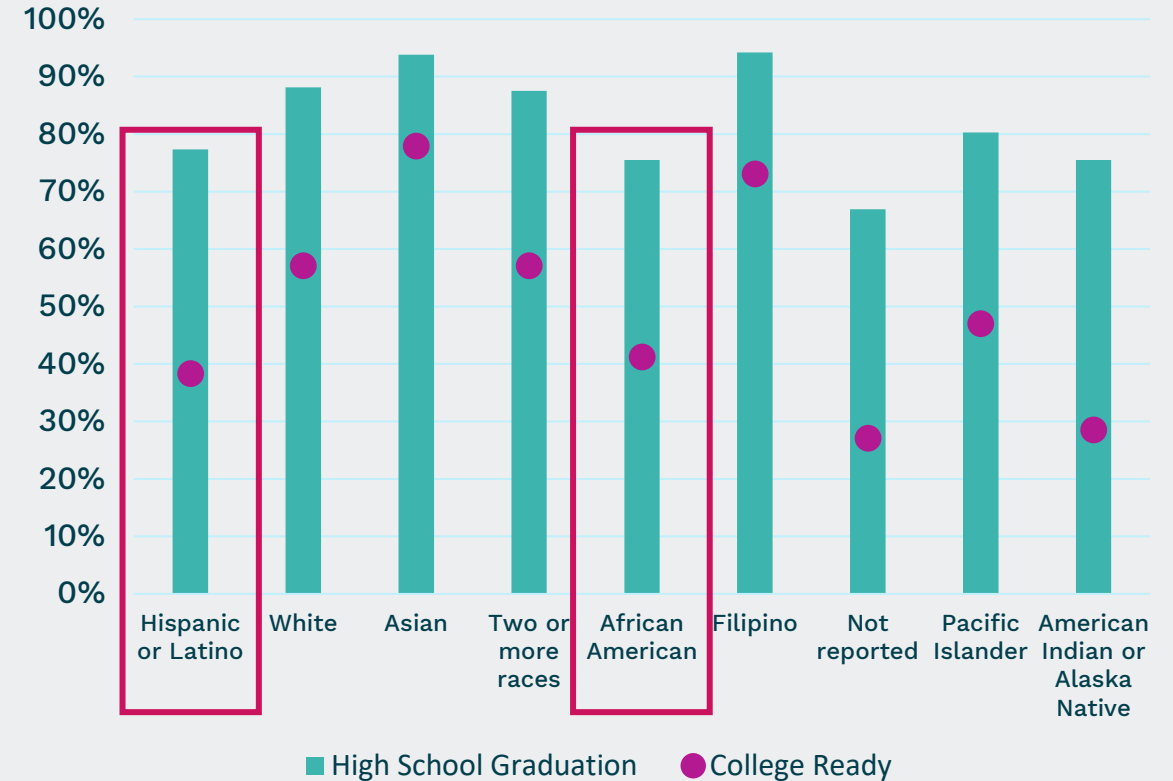
**Future job growth is concentrated in occupations that require post-secondary training.**

# San Diego County's Local Workforce

K-12 Demographic Data



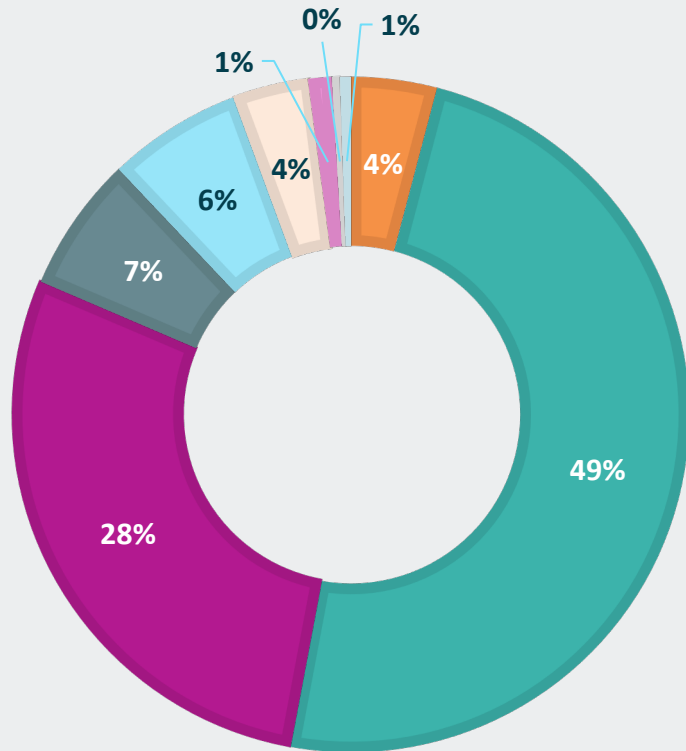
Class of 2021



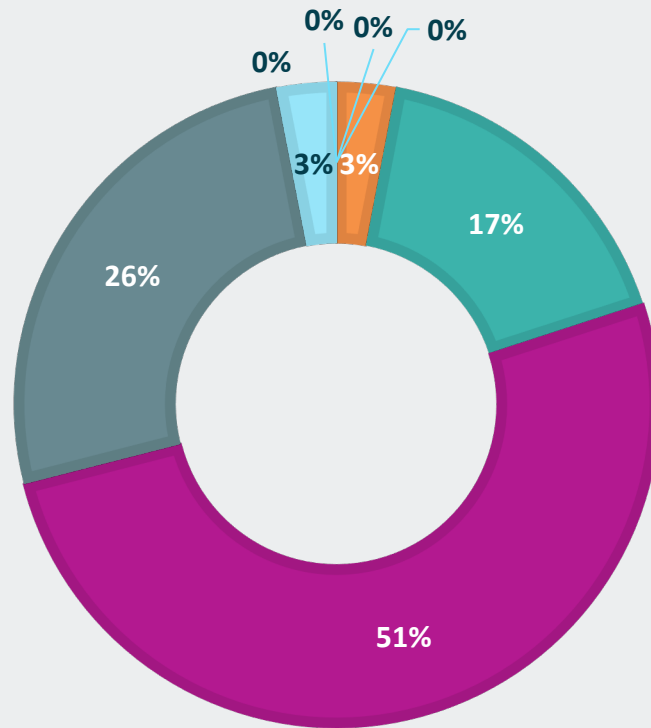
**Investing in Black and Hispanic youth is necessary in order to grow our talent pool in San Diego.**

# San Diego County's Future Workforce

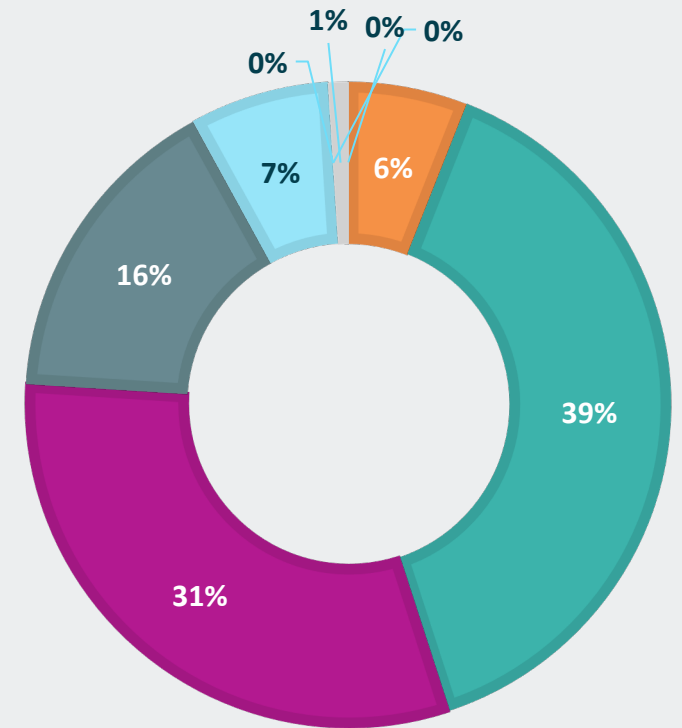
K-12 Demographics



Innovation Economy



San Diego Mesa College



**Community colleges are the key to unlocking the untapped talent pool.**

# Inclusive Economic Development



## JOBS

High growth industries create quality jobs and enable economic mobility across our binational region.

**50K QUALITY JOBS**



## TALENT

Talent fuels the growth of the innovation economy, which provides opportunities for San Diegans.

**20K SKILLED WORKERS**



## HOUSEHOLDS

A competitive region is an affordable one, with the infrastructure the economy needs to thrive.

**75K THRIVING HOUSEHOLDS**



# Talent Initiatives in 2023



## Communicate Industry Demand

Regularly quantify and communicate broad regional workforce demand.



## Adapt Existing Resources

Help adapt curriculum and workforce systems for better economic mobility.



## Expand Access for San Diegans

Explore unique solutions to remove barriers to entry into quality jobs.

# Talent Pipeline Management



Based on principles of supply chain management.



Employer-led and driven by data and ROI.



Follows six strategies but is extremely flexible.



Highlights barriers to entry in industry.

## THE STRATEGIES

1. Employer Collaboratives
2. Demand Planning
3. Competency & Credential Requirements
4. Analyze Talent Flows
5. Build Talent Supply Chains
6. Continuous Improvement




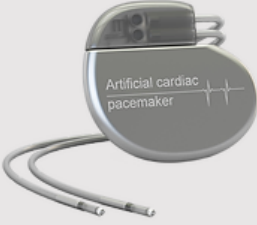

*Input from an employer*

# American Lithium Energy

Dr. Jiang Fan | Chief Technology Officer | Chair

Shipping the world's highest energy density silicon anode lithium-ion batteries.

Hosted two manufacturing interns from San Diego Mesa College over the summer.

 <p><b>Electric Vehicles</b></p> <p><b>EXAMPLE</b> All EV Batteries</p>	 <p><b>Defense</b></p> <p><b>EXAMPLE</b> Communications, Conformal Wearables</p>	 <p><b>Aerospace</b></p> <p><b>EXAMPLE</b> LEO, MEO, GEO, Spacecraft, UAV, eVTOL</p>	 <p><b>Medtech</b></p> <p><b>EXAMPLE</b> Monitoring, Smart Wearable</p>	 <p><b>Energy Storage</b></p> <p><b>EXAMPLE</b> BESS, Mini-Grids</p>
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*How to get involved*

# What is an Advancing San Diego Verified program?



Meeting the need of industry

Adequately preparing students with the skills required for entry-level positions and internships at high-demand jobs.



Reaching and serving all San Diegans

Programs reach and serve a student population that represents our region's population.

*How to get involved*

# Advancing San Diego verified program Benefits

- Recognized curriculum and achievements.
- Networking opportunities with regional employers and workforce partners.
- Public recognition through EDC's marketing channels, feature on EDC's Preferred Provider map, and student highlights on EDC's blog.
- Paid work-based learning opportunities for students.
- Annual briefings on talent demand alongside local employers



*How to get involved*

# Becoming an Advancing San Diego verified program



Hard Skills



Soft Skills



Industry Engagement



Diversity & Inclusion



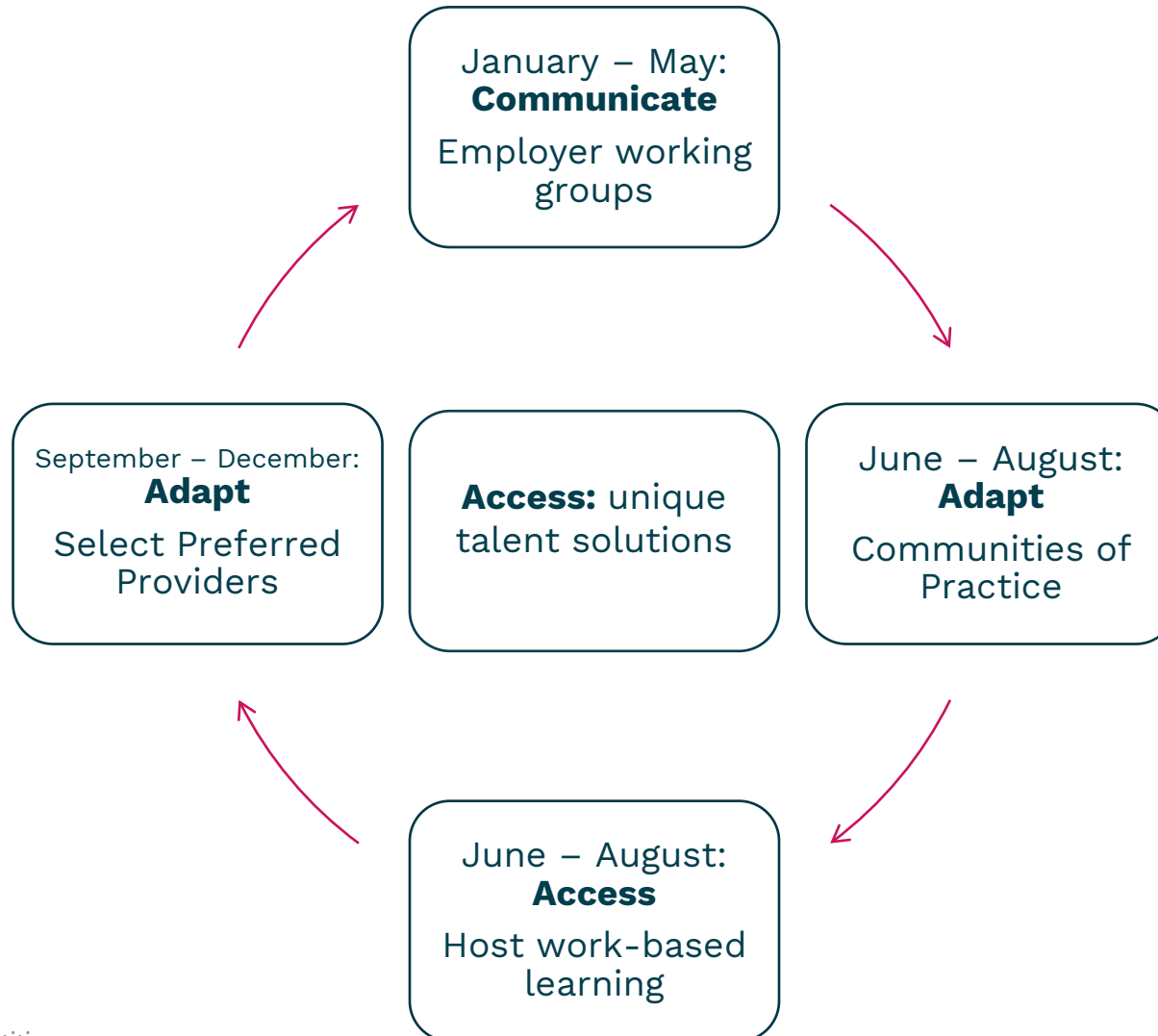
History of Collaboration

# 2019-2022 Outputs

	Programs Applied	Programs Selected	Paid Internships
Total	70	49	167*
Community Colleges	28	22	37*

Continue elevating community colleges as a source for talent.

# Timeline for Engagement





# Let's Connect!

[advancingsd.org](http://advancingsd.org)

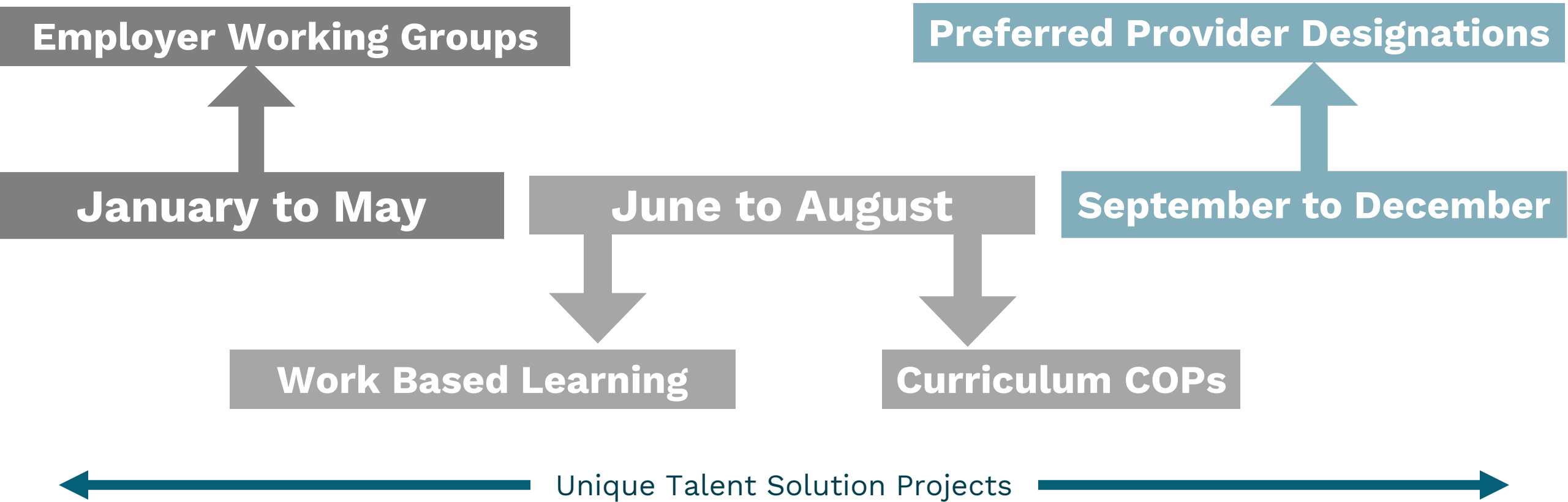
[td@sandiegobusiness.org](mailto:td@sandiegobusiness.org)

[acs@sandiegobusiness.org](mailto:acs@sandiegobusiness.org)

Connect with us on social [@SDregionalEDC](https://twitter.com/SDregionalEDC)  
and visit our website [sandiegobusiness.org](http://sandiegobusiness.org)



# Timeline for Employer Engagement



# Working Alongside Strong Partners



## **K-16 Collaborative**

Spearheaded by the Grossmont-Cuyamaca Community College Foundation. Aligning the talent pipeline from the start of public-school education through employment.



## **STEAM-to-Careers**

Spearheaded by United Way of San Diego County. Bringing career exposure to San Diego's most economically disadvantaged school districts.

solving  
for now

# A Regional Brand Identity

- Launched in 2017 to debunk myths
- Elevates strengths in innovation + STEM with stories of real people
- Goal: Attract STEM talent, esp from target markets



**SAN DIEGO**  
▶▶ LIFE. CHANGING.

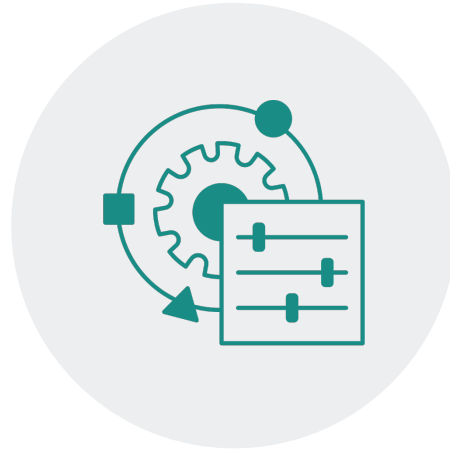
# Advancing San Diego Activities

JPMORGAN CHASE & CO.



## Communication

Run employer working groups and produce talent demand reports.



## Adaptation

Designate Preferred Providers of Talent.



## Access

Provide paid internships to students of Preferred Provider programs.

*Why Talent?*

# Inclusive Economic Development



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*Input from our Partners*

# JPMorgan Chase

Aaron Ryan

San Diego Region Manager | Middle Market  
Banking | JPMorgan Chase

AdvancingCities is an annual competition to source innovative and sustainable solutions to address the most persistent problems facing communities. The Challenge is part of the firm's \$500 million, five-year initiative to drive inclusive growth and create greater economic opportunity in cities.

