



**Los Angeles County Workforce Development Board (LACWDB)
Business Engagement Committee Minutes**

Date: July 9, 2025

Location: Department of Economic Opportunity (DEO) Headquarters (Hybrid)

A. CALL TO ORDER

Chair Jeffrey Thompson called the Los Angeles County Workforce Development Board July 9, 2025, LACWDB Business Engagement Committee meeting to order at 3:00 PM.

Staff from the LACWDB honored the Tongva, Tataviam, Serrano, Kizh, and Chumash Peoples, reaffirming the County's commitment to reconciliation and tribal engagement with the County of Los Angeles Land Acknowledgement.

Attachments: [Board Motion](#)

[Los Angeles City/County NAIC Website \(Click Here\)](#)

B. ROLL CALL AND CONFLICT OF INTEREST

A quorum was established with 6 members in-person attendance during roll call. The Conflict-of-interest protocol from Workforce Innovation and Opportunity Act (WIOA) was read.

C. CHAIR'S REMARKS

Chair Thompson reported back that he and LACWDB Chair Jorge Marquez attended the Deloitte Labor Activation Conference in Paris, France. It was attended by workforce development stakeholders around the United States and globally to discuss workforce development. More information will be presented at the next committee meeting.

Agendize Deloitte Report Back at next Business Engagement Committee Meeting.

D. DEO BUSINESS ENGAGEMENT NEEDS PRESENTATION

The presentation was given by Rafael Nava, Manager for Economic and Business Development for DEO.

He introduced himself and the team explaining their roles with the Americas Job Centers of California (AJCCs), their respective regions, and their mission. The team typically starts with the business needs assessment utilizing the AJCC Business Services Representative

(BSRs). They have convenings with community colleges and employers to help assure the trainings are relevant for current needs and future technologies.

- Chair Thompson asked about the Business Needs Assessment and how the BSRs determine who to engage with.
 - Mr. Nava responded that they work with the BSRs and have a public facing portal to assist. He also stated that business services teams look for opportunities for career pathways via community engagement. They also rely on occupations that feed into high growth opportunities.
- Chatman asked for an example of an employer that is selected for outreach.
- Mr. Nava explained that they do map out what occupations using health care as an example since it is a high growth industry.
- Chair Thomason reiterated that the committee is focusing on High Road Training Partnerships (HRTPs). He asked what if there are upcoming hiring events.
 - Mr. Nava stated that there have been multiple hiring events including a partnership with Disneyland as well as with other County departments and agencies. He then explained some of the other programs that are administered including the Layoff Aversion program.
- Chair Thompson asked if the information is tracked via dashboard or other tools that show how many layoffs were averted.
 - Mr. Nava answered there is a report, and a data team is working to create those dashboards for this fiscal year.
- Member Hutchins-Nunez asked how many of these events are projected over the next six to five months.
 - DEO Program Manager Jenny Synn responded that each AJCC is supposed to have quarterly job fairs throughout the year and frequent hiring events with specific employers; DEO wants to be less general and more specific in announcing opportunities.
- Member Hutchins-Nunez asked if DEO has done a reverse data collection for youth and what their interests may be.
 - Ms. Synn answered yes that for the Youth@Work program, applications include interest forms that is coded and is a uniquely structured program.
- Member Chatman stated that it is harder to reverse engineer back to the employer, including finding the types of employers that choose to participate in placement programs.
- Chair Thompson stressed that alignment with new jobs of the future needs to be targeted and those companies need to be systemically engaged with.
- Member Chatman stated that she hears from business employer partners that it is difficult to navigate and manage short term workforce.
- Member Hewitt asked what the biggest barrier to the AJCCs is and stated it would be good to have dashboards that we have that show which companies are offering HRTPs.
 - Ms. Synn responded that the department is looking forward to receiving employer-informed training guidance to help drive the system.
- Member Thompson asked Ms. Synn what the scale is of the immediate employee need and what the biggest obstacle there is to hiring.

- Ms. Synn responded that 1000 individuals need to be placed based on the additional assistance grants combined with the existing programs offered by DEO. She also stated that more entry level positions are needed for adults.
- Executive Director Kochen explained that Business Services could work with employers in review and the crafting of job descriptions to be more employee friendly for those individuals who have the skill level, but not an education level that is unnecessary for the position.
- Member Chatman asked for an update and status of the Centers of Excellence (COEs).
 - Ms. Synn answered that DEO is just now starting to see activity from the AJCCs relating to the COEs. She continued that the AJCCs try to find placements related to the training the user is enrolled into as well as considering their user profile.
- Member Thompson asked how Operations work closely with Business Services.
 - Mr. Nava explained that from a youth perspective, the Business Services team works with the case management team to ensure that whenever a good candidate is identified as an employer for an individual, there is case management that addresses all the barriers, ensuring individuals receive the job and can perform their duties well and stay employed.
- Member McIntyre stated that giving applicants a choice of work that does not exist is not giving them a choice. She stressed that placement is as critical as training, and the training must be geared towards the placement and opportunity. She continued to stress that engagement needs to start with the employers.
 - Executive Director Kochen responded that while WIOA requires user choice, those choices can be framed by career counseling and guidance so the user can make informed decisions.
 - Ms. Synn also said that some training is needed for career coaches and for the counselors so that they understand the tools that they have at their disposal.
- Member Chatman asked what engagement looks like and how that works on the user/client side.
 - Ms. Synn responded that it is part of the request of the committee to determine that engagement strategy.
- Member Yanez stressed that training programs should be employer based.
- Member Taylor reminded the committee that the COEs will be the keys to the industry base employee needs noting some AJCCs, had not received guidance on the COEs yet.
- Mr. Nava updated the committee that the COEs are still staffing up with those leads but was able to share that at the beginning of August there will be a directive that provides more guidance. He also reported that some of the COEs have already started doing some work, that the logistics and transportation COE held an event last week with employers including the Port of Los Angeles, Port of Long Beach, Union Pacific, and smaller employers.
- Member Taylor asked if DEO works with any of the corporations that are competitors that are in the private sector.
- Member Hutchins-Nunez stated that CVS Health does have consumer social responsibility, and they work with the AJCCs including a pharmacy tech program that can be used in adult and high schools.
- Member Chatman requested a copy of the directive relating to AJCCs and COEs.

- Chair Thompson asked for a copy of the presentation given at the committee meeting.

Send to the Business Engagement Committee a copy of the slide presentation from the Business Engagement Needs Presentation.

Send to Member Chatman AJCC directives relating to the COEs.

- Shelly Laddusaw from Mt. San Antonio College offered that the junior colleges could offer programs including pharmacy tech, Emergency Medical Technician (EMT), vocational nursing program and others the AJCCs can utilize for supportive services and continuing education.

E. ACTION ITEMS

I. APPROVE DRAFT REVISED MINUTES OF THE LACWDB BUSINESS ENGAGEMENT COMMITTEE MEETING HELD ON MAY 27, 2025

Presenter: Jeffrey Thompson, Chair, LACWDB Business Engagement Committee

Summary: This item presents for review and approval, and any other action deemed necessary, the draft minutes of the LACWDB Business Engagement Committee meeting from May 27, 2025.

Moved by member Taylor to approve May 27, 2025, minutes of the Business Engagement Committee meeting.

Motion passes unanimously.

In Favor (7): Mary Hewitt, Tami Hutchins-Nunez, Larry Taylor, Maureen McIntyre, Jeffrey Thompson, Michelle Yanez, Amber Chatman

Abstain (0):

Recused (0):

Opposed (0):

Absent (1): Jorge Marquez

F. INFORMATIONAL ITEMS

I. Review Industry Clusters as Outlined in the Los Angeles Economic Development Collaborative (LAEDC) Industry Clusters Study 2024 Presenter – Cheren Kochen, Executive Director LACWDB

LACWDB Executive Director Cheren Kochen explained the key objectives for the study and identified that county wide employment across all sectors grew an average of 2% annually with roughly 90% of workers over the period employed privately and the remaining 10% was employed by governments.

She also stated that there are still some disruptions relating to Covid 19 particularly in the tourism and hospitality clusters/sectors noting potential rebounds in those sectors with the World Cup and Summer Olympics commencing soon. The entertainment sector continues to see losses, but that DEO will look to invigorate in partnership with the Los Angeles County Board of Supervisors since the Los Angeles County Film Office is located within DEO.

- Member McIntyre mentioned that the state can assist more as other states offer significant tax credits for filming.
- Chair Thompson stated that it will be important to ensure talent pipelines reflect the roles identified in the report.

In the interest of time, other Information Items were tabled for the next Business Engagement Committee meeting

G. NEXT STEPS

- **Agendize Deloitte report back at next Business Engagement Committee Meeting.**
- **Send to Member Chatman AJCC directives related to the COEs.**
- **Send to the Business Engagement Committee a copy of the slide presentation from the Business Engagement Needs Presentation.**

H. PUBLIC COMMENT

Chair Thompson called for public comment. There was no public comment.

I. ADJOURNMENT

Chair Thompson adjourned July 9, 2025, meeting of the Business Engagement Committee at 3:34 pm.