

POLICY WATCH – July 2016

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While the dog days of summer are upon us, the heat is not slowing us down! NBLC is proud to announce our newest member, Star Staffing. Please read the article below to learn more about this fast growing company lead by two dynamic women.

NBLC is excited about the Governor's proposal for Housing By Right. As the housing crisis grows, and the legislature fails to act, we are pleased that the Governor has proposed one solution. If you want more housing to be built in the North Bay, please let your state representatives and the Governor know of your support.

As the voice of employers, we are always tracking what is happening with jobs and the workforce. The advent of the Fourth Industrial Revolution is changing the trajectory for job creation and the skills needed to fill those jobs. Universities are looking at new kinds of college degrees while Nordic countries are considering making it mandatory for workers over 65 to go back to school to learn new skills. Our world is changing, faster than ever!

Best,

Cynthia

Star Staffing Join North Bay Leadership Council

Petaluma, CA North Bay Leadership Council (NBLC) is pleased to announce the addition of a new member, Star Staffing. Founded in 1998, Star Staffing is one of the North Bay's premier staffing providers, with offices in Petaluma, Santa Rosa, Cloverdale, Napa, Fairfield and Elk Grove and satellite offices in Sonoma and Ukiah. NBLC's Board Chair, Patty Garbarino said, "We are very excited to welcome this women-owned, fast-growing company to our membership. NBLC represents the leading employers in the North Bay and Star Staffing adds value with their knowledge of the workforce and staffing challenges. They will be a great contributor to our public policy work!"



Star Staffing offers recruiting and screening, payroll and time attendance management, on-site management, risk reduction programs, employee rewards and benefits, and *knock-your-socks-off* service to a multitude of companies, including manufacturing, industrial, clerical, administrative, accounting, finance, information technology, and professional services. Because of their North Bay location, Star Staffing has become one of the leading providers of staffing solutions to the Wine and Manufacturing Industries in the Northern San Francisco Bay Area.

Star Staffing currently has 33 employees and will be adding more recruiters to each branch, including three at their new Elk Grove location. The company is led by co-owners, Nicole Smartt and Lisa Lichty. Star Staffing has been honored as a Best Place to Work and named Best Job Placement Service in the North Bay. The firm was recognized as one of the 2015 Largest Diversity Staffing Firms.

One of Star Staffing's fundamental values is dedication to supporting the community. They're locally owned and operated, and hire local talent. They also take great pride in supporting local non-profits, such as the Boys & Girls Club, United Way, Volunteer Center, Redwood Empire Food Bank, and more.

The member representative to NBLC is Nicole Smartt, Owner and Vice President. Nicole manages the company's day-to-day operations throughout the North Bay area. "Being a member of NBLC is a great fit for Star Staffing. Both organizations are focused on meeting the needs of employers and assuring that the North Bay has the workforce needed to be productive and economically competitive," says Nicole. "We are looking forward to making the North Bay an even better place to live and work!"

Nicole is active in the local community and a recognized member of several chamber of commerce and community organizations. She is co-founder of the Petaluma Young Professionals Network, and sits on the board for Santa Rosa's Wednesday Night Market. Nicole is also a board member for the Active 20-30 Service Club, a service organization helping young men and women, and serves on the Young Professionals Entrepreneur Council. Nicole is the youngest person to be awarded the Forty Under 40 award by the North Bay Business Journal. She just released her first book, [From Receptionist to Boss](#), and has been featured in Forbes Women, The Washington Post, Fox Business, and American Express Business Forum, among others.

NBLC Supports Governor's Housing By Right Proposal



NBLC supports Governor Jerry Brown's landmark reform proposal – "By-Right" Housing Proposal (also known as the Streamlining Affordable Housing Approvals 2016-17 Budget Trailer Bill) – to remove unnecessary barriers and delays to building affordable places to live for Californians. California's future and younger generations of workers cannot afford to live here because of high housing costs. They deserve the same opportunity to call California home as past generations.

In the May Revision, Governor Brown proposed allowing cities to give simple administrative approval of housing developments that are consistent with the city's existing zoning, planning, and design requirements regulations and that set aside either 20% of new homes for lower-income residents or 10% when the development is located close to transit.

Employers are reporting increasing problems attracting and retaining employees, especially the higher skilled ones. Few want or can afford to spend between 50 – 67% of their monthly income on housing. And most don't want to subject themselves to commutes that exceed averages in other competing regions. Companies know they need talent and if they can't get them to come to the North Bay, they will go to where the talent is.

Here's some other reasons why we support the Governor's Housing By Right proposal:

- The permitting process in California coastal cities is one-third longer than the national average
- Higher levels of discretion linked to increased divide between rich and poor.
- California's cumbersome review process is associated with higher development costs: in the Bay Area, every additional layer of review increases a jurisdiction's home prices by 4%
- California is the only state in the country that does not allow some form of by right housing production
- States that implemented streamlined permitting and review processes have witnessed increases in housing supply
- At the regional level, both market-rate and subsidized housing reduce displacement pressures
- Almost 70% of Bay Area residents support policies that make it easier to build new housing in transit and commercial areas.
- Our youngest workers, the Millennials, are being greatly affected:
- Homeownership rates for young households are falling, preventing the building of economic security for young Californians.
- Californians are 4x more likely to live in an overcrowded household, which can lead worse educational and behavioral health outcomes.
- A 25-year-old today is half as likely to afford a new home than their parents one generation ago.
- We need action to improve this housing crisis. The Governor's proposal will get more housing built in the right places. Please join us in supporting this long overdue effort to build much needed housing!

Education, Skilled Workforce and the Fourth Industrial Revolution

A new 99 percent

Business Insider ([Link](#)) shares new research on the U.S. workforce. BI reports that "Georgetown University's Center on Education and the Workforce says that 11.5 million of the 11.6 million jobs in the US created during the post-2008 recovery went to workers with at least some college education. Moreover, 73% went to workers with a bachelor's degree or higher."

Why is this impressive? BI says, "According to [The Wall Street Journal](#), that makes this year the first time in which college-educated workers outnumber those with a high diploma or less. College-educated workers (those with at least a bachelor's degree) now make up 36% of the workforce, while those with a high-school diploma or less dropped to 34%, down 5 percentage points from 2007. The other 30% of workers are those with an associate's degree or some college education."

"Jobs are back," the Georgetown report said, but "they are not the same jobs lost during the recession. The Great Recession decimated low-skill blue-collar and clerical jobs, whereas the recovery added primarily high-skill managerial and professional jobs."

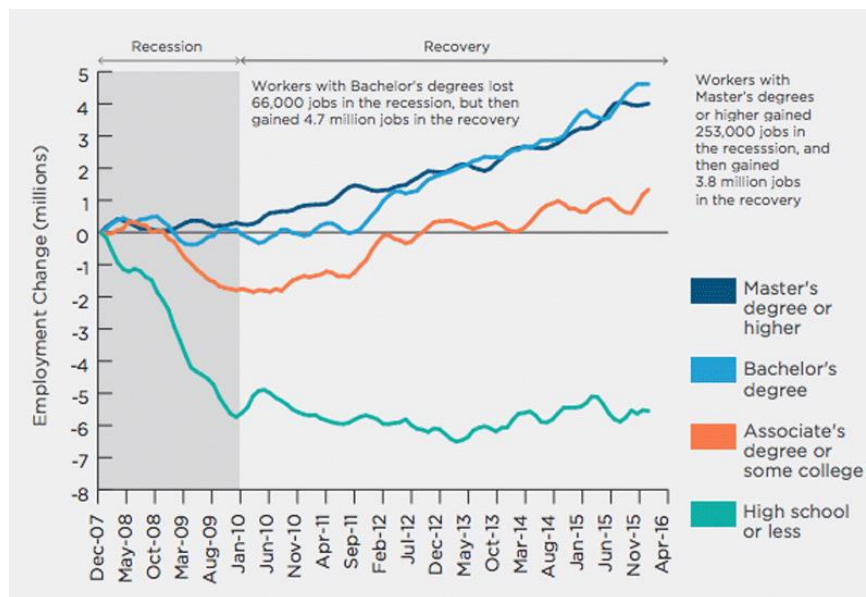
During the recession, we stated that the jobs lost were not coming back. And this report proves that true. BI says, "Jobs filled by people with a high-school education or less fell by 5.6 million from December 2007 to January 2010, and just 80,000 have since been added. On the other hand, those filled by people with at least a bachelor's degree increased by 187,000 during the recession and then by 8.4 million during the

recovery. And those tend to be the "good jobs," the report said — jobs that pay more than \$53,000 a year for full-time workers and include some benefits."

Image: Business Insider

The need for post-secondary education has grown substantially, as proven in this report. Workers with little education and low skills are being left behind. And much of the reason that their jobs have not come back is that those jobs have been automated. The recession spurred the adoption of automation and use of artificial intelligence and robotics. BI says, "Structural changes have led to "a clear shift in job creation" toward industries that require workers with postsecondary educational attainment — industries like healthcare, consulting and business, financial services, and government. These industries accounted for 28% of the workforce in 1946, the report says; they now account for 46%."

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Mandatory education for Senior Citizens?

need for increased education and addition of new being tackled in countries with a different demographic group citizens. In "Nordic politicians are debating making mandatory for citizens,"

<http://qz.com/724166/nordic-politicians-are-debating-making-school-mandatory-for-old-people/>, a proposal to make it mandatory for senior citizens to keep up their skills is being debated.

The article says, “It is not a huge problem for the very well-educated. But with a rising pension age, people approaching 60–65 years—who still have 5–10 years more on the labour market—they should have the opportunity to refresh their skills seriously. And as a new mandatory right. Basically it is like lifting mandatory education to the next level.”

“To prepare ourselves for the future we need to think out of the box,” writes Nordic Council rapporteur Poul Nielson in Proposal 7 of a [new report](#) (pdf) about the future of work in Denmark, Finland, Iceland, Norway, Sweden, and the Faroe Islands, Greenland and Aaland. His proposal outlines a plan for mandatory adult education and continuing education in the region, in order to stay competitive in the global market.

A startling point in Nielson’s proposal is the word “mandatory.” He hopes to make continuous education compulsory for all, and to build it into the regular career cycle of Nordic workers.

“The combination of rapid technological development with the gradual increase in retirement age increases the need for new forms of education,” the 73-year-old Danish politician explained.

The article says, “Continuing education and adult education is not a new idea in Scandinavia. In Denmark, elderly learners can enroll in designated “[folk high schools](#)” that provide [short-term training](#) in subjects like history, science, literature, and math, without the pressure of exams and papers. A 2012 EU [report on aging](#) (pdf, p. 20) gives Nielson’s proposal urgency: The number of people aged 80 years and up in Europe is projected to nearly triple from 23.7 million in 2010, to 62.4 million in 2060.”

The U.S. also has a rapidly aging population with America’s 65-and-over population projected to nearly double over the next three decades, from 48 million to 88 million by 2050. Keeping our seniors in the workforce will be good for them and for the U.S. economy.

And if post-secondary education is so important, why isn’t a degree doing the trick for many graduates?

Universities are exploring how to provide students with an education that works for the world of work today. In “Welcome Freshman—Your Degree Is Obsolete,” <http://www.thedailybeast.com/articles/2016/07/23/welcome-freshman-your-degree-is-obsolete.html?via=newsletter&source=DDAafternoon>, several new approaches are discussed on how to deal with “the fact that the old ways of educating undergraduates are looking increasingly irrelevant.”

The article says, “A new degree taking shape at Georgetown aims to strike out inefficiencies and, at the same time, marry two competing interests: job skills and education. It would combine a liberal arts *bachelor’s degree* with a vocational *master’s degree*, all within the time frame of four years. Several universities already offer combined degrees, of course, but they typically take five years, and the master’s experience is usually bolted on at the very end, almost as an afterthought.”

The article continues, “Instead, Georgetown is rethinking the entire track to the degree. Professors have identified the competencies students need to learn for the merged undergraduate and graduate degrees. At most colleges, such competencies are tied to a course. Sit in a fifteen-week class and you’ve achieved the goal. By identifying the competencies associated with a degree, Georgetown can move away from the course as the sole measure of learning. Students could earn a competency in a fraction of a course or, more important, outside the walls of the university in internships or projects.”

“Such a degree is designed for the kind of student that Georgetown typically attracts—top of their class, academically focused, the type that usually sprints into a job after college,” says the author. He continues,

“But college students are no longer the homogeneous group they were three or four decades ago. Yet they are still largely served by a one-size-fits-all delivery method—forty courses equals a bachelor’s degree. Now, when technology allows much of the content of those classes to be delivered outside specified time periods each week and even anywhere in the world, the idea of “the course” seems antiquated and increasingly irrelevant to growing segments of today’s students.”

The author says, “An experiment at Arizona State University, a massive public institution with seventy-six thousand students, might eliminate the idea of a course altogether. Backed by a \$4 million grant from the U.S. Department of Education, the university is testing out a degree in which students learn the subject matter for their majors through a series of projects instead of a specified schedule of classes. Engineering students might build a robot, for example, and they could learn the key principles of mechanics and electronics from faculty members as needed during the project. If students are struggling with a concept, professors could pull together an impromptu class or students could learn on their own using other resources, such as free online courses offered by other universities.”

He says, “Unlike Georgetown, which is trying to prove its value among a select group of elite colleges, Arizona State’s goal is to build new degree pathways that allow it to enroll a greater number of low-income students, a group that the nation’s top colleges have mostly ignored. In a traditional course-based degree program, students might study a concept in the fourth week of a semester, but not use it until two semesters later, by which time they probably have forgotten what they learned. Or students have no idea how a theory is applied in the outside world as they are learning about it, so they quickly lose interest.” And that makes school sound pretty relevant and their degree looks far from obsolete!

Excerpted from There Is Life After College: What Parents and Students Should Know About Navigating School to Prepare for the Jobs of Tomorrow by Jeffrey J. Selingo, Copyright 2016 by Jeffrey J. Selingo and published by William Morrow.

Members in the News

SolarCraft Appoints New President/CEO - North Bay Solar Energy Leader Sees Very Bright Future

Novato and Sonoma-based SolarCraft, a leader in solar electric and solar pool heating system installation, announced today the appointment of Avner Daabul as the new President/CEO. Mr. Daabul brings more than 20 years of leadership and experience in the electrical and renewable energy field to his new role having previously served as Director of Operations at SolarCraft.

Redwood Credit Union Named Finalist for SilkRoad 2016 Golden Portal Onboarding Award

RCU recognized for new hire onboarding program

Redwood Credit Union Rated a Top California Credit Union

Advisory HQ cites member service, unique products, and educational tools as factors in RCU’s high rating

St. Joseph Health Announces Hiring of New Community Partnership Manager

Dan Schurman is the new Community Partnership Manager for St. Joseph Health—Sonoma County, succeeding Matthew Ingram in the role.

St. Joseph Health Announces Recipients of New Community Grantmaking Program

St. Joseph Health—Sonoma County announced that, as part of its new Community Grantmaking program, it awarded grants to nonprofit agencies serving needy residents across Sonoma County.

Midstate Construction Completes Hampton Inn & Suites, Napa

Owner OTO Development and general contractor Midstate Construction Corporation recently completed construction of the Hampton Inn & Suites in Napa, CA.

St. Joseph Health, Providence Health & Services join, invest \$100M in mental health

St. Joseph Health, which operates hospitals and clinics in Sonoma and Napa counties, and Providence Health & Services have completed the deal to create Providence St. Joseph Health.

American AgCredit and The Coddling Foundation Among the First Two to Donate to Santa Rosa Junior College's 100th Anniversary Campaign

With a goal to raise \$15 million over the next two years, SRJC 100th Anniversary Campaign Chairs Al Maggini and Pam Chanter will focus their fundraising efforts to financially assist students, provide funding for faculty development, purchase instructional equipment and other classrooms needs, and to grow the endowment.

Kaiser Permanente Pledges Bold 2025 Environmental Performance to Benefit People and Planet

Already a global leader in climate action, organization sets in motion its most ambitious plan ever for a healthier future

North Bay Business Journal 2016 Women in Business

Congratulations to all of our NBLC Members honored!

Lucas Museum Abandons Bid for Chicago, Will Land in California

"Star Wars" creator George Lucas has officially pulled out of building his science fiction museum in Chicago, saying in a statement Friday that a lawsuit filed by opponents of the plan had effectively ended any possibility of the project being built in the Windy City.

Read more online at www.northbayleadership.org/news



Who We Are

Over twenty years ago, business leaders founded the North Bay Leadership Council on a simple premise: We can accomplish more by working together. Today, the Council includes 47 leading employers in the North Bay. Our members represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. As business and civic leaders, our goal is to promote sound public policy, innovation and sustainability to make our region a better place to live and work. For more information: Call

707.283.0028 / E-mail info@northbayleadership.org

www.northbayleadership.org