

ATTRACTING THE NEXT GENERATION WORKFORCE WITH VIRTUAL CAREER EXPLORATION

CalCities Annual Conference
September 24, 2021
9:30 a.m. – 10:45 a.m.

ABOUT TODAY'S SESSION

Does your agency's workforce reflect community demographics? Is your workforce retiring?

Are you attracting the right talent?

The Institute for Local Government's regional collaborative, Innovative Pathways to Public Service, comprising local and state agencies, K12, universities, colleges, and non-profits, addresses these critical government workforce concerns. Annually, IPPS hosts "Careers in Government" activities to create diverse talent pipelines and connect youth to jobs aligned with interests.

In this session, leaders from Roseville, Elk Grove, and Rancho Cordova will share their agency's efforts to engage students, create virtual experiences during COVID-19, and develop community partnerships to build meaningful pathways to public service.

SESSION PRESENTERS



Hedy Deghan

*Human Resources Director
City of Roseville*



Micah Runner

*Deputy City Manager
City of Rancho Cordova*



Carrie Monti

*Administrative Analyst
City of Elk Grove*



**Randi Kay
Stephens**

*Senior Program Manager
Institute for Local
Government*

AGENDA

About ILG

Setting the Stage: Why Focus on the Next Generation?

Innovative Pathways to Public Service

Three Innovative Cities: Roseville, Elk Grove and Rancho Cordova

Q&A with Our City Experts

Resources & Tools for You

ABOUT ILG: NON-PROFIT, NON-PARTISAN AND FOCUSED ON IMPROVING LOCAL GOVERNMENT

- ILG is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity, increase capacity & build trust** in their communities

SETTING THE STAGE: WHY FOCUS ON THE NEXT GENERATION

THE CHALLENGE

- Most youth don't know about or understand local government
- Most youth don't know how to participate or engage in local government (civics)
- Most youth don't know they can work for local government (workforce)
- Most public agencies are facing critical gaps in staffing and the pandemic has exacerbated this reality
- Local governments have lengthy hiring processes and face stigmas about the work or lack of job awareness

THE OPPORTUNITY

- To change the strategy of connecting people to public sector careers
- To increase public participation by youth in civic activities
- To help ensure that the demographics of people working at cities, counties and special districts better reflects the community they serve.

SETTING THE STAGE (CONTINUED)

Local Government

- City, county, special district, regional government

Youth & Young People

- 12-24
- Youth
- In-school or out-of-school
- Opportunity + Disconnected Youth

Civic Engagement

- Volunteering
- Voting
- Leading and Community Service

Marketing vs Engagement

- How to connect TO young people – Tell them about jobs.
- How to connect WITH young people – Engage them in learning about jobs and meeting the people who do those jobs.

IPPS: MISSION, VISION & WHY

Mission

- Align efforts to deliver a more intentional, effective pathways into public service.

Vision

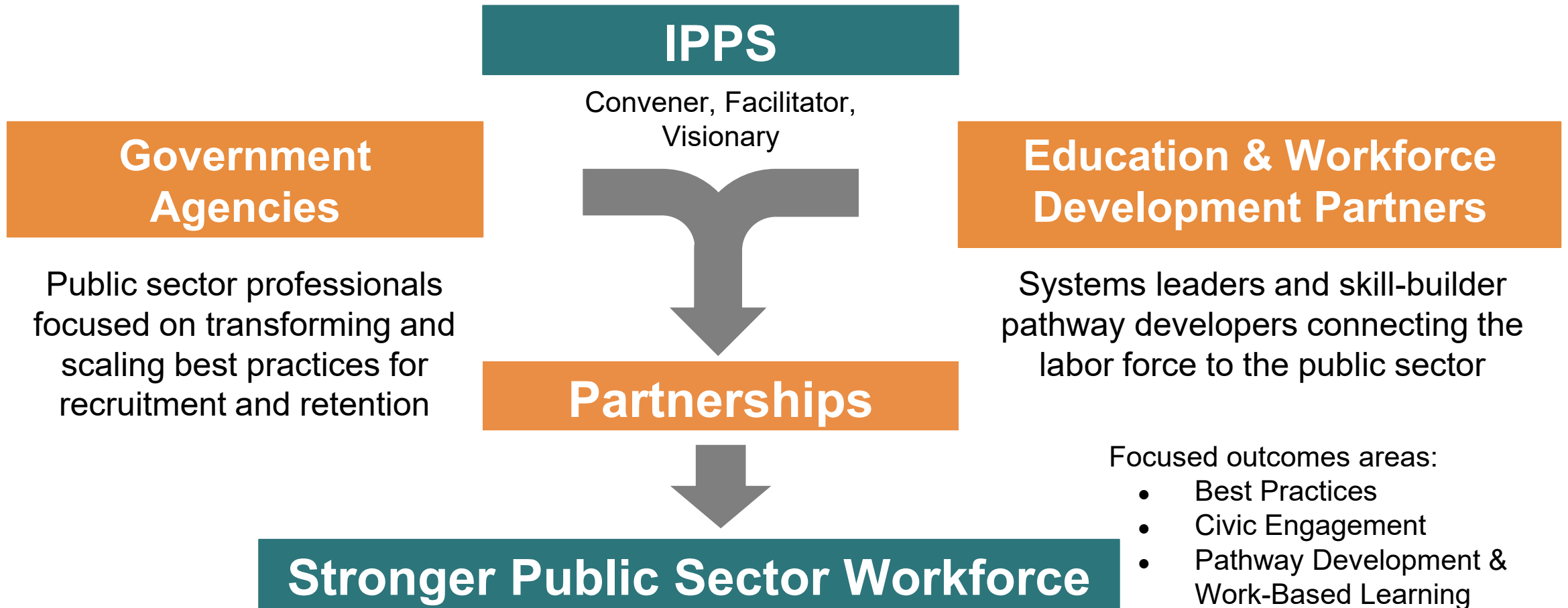
- Build bridges between public sector professionals, educators and community members to ensure there is a robust talent pipeline for careers in the public sector through effective, data-driven strategies for attracting, developing and retaining talent.

Why

- Ensure that the Sacramento Region develops new and existing talent to address the changing nature of the public sector.
- Raise awareness of public sector careers.
- Address inequities in the workforce; ensure public sector workforce reflects the people we serve.

IPPS COLLABORATION MODEL

Through IPPS, government agencies and education champions connect and engage to strengthen the public sector workforce pipeline.



IPPS = DIVERSE AGENCIES + A SHARED FOCUS



IPPS ACCOMPLISHMENTS

Established a Regional Advisory Body

- Established IPPS as the regional advisory body for promoting a public sector talent pipeline of diverse youth and young adults.

Conducted Careers in Public Service Days & Youth in Government Days

- IPPS conducted multiple public sector career awareness experiences for students in Sacramento and Placer Counties. Between 2019 and 2020, 30 government agencies connected with educators and students, and more than 1500 youth participated in public sector career awareness programs.

Completed Public Sector Workforce Needs Assessment

- In partnership with the Los Rios Center of Excellence, published a “state of the public sector workforce needs assessment” that identified high-demand, hard-to-fill jobs (careers), gaps in training and skills, and wage and demographic information in the six-county Sacramento Region.

Enhanced Stakeholder Engagement

- The IPPS members build relationships (in-person and virtually). Partners are working collaboratively, presenting their findings in conferences and connecting with new civic, business and education leaders to change the status quo.

IPPS ACTION TEAMS

Best Practices

Identify and share best practices for Recruitment, Diversity, Onboarding, Labor Relationships, School-Government Relationships

Civics Education & 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

Pathway Development

Educators and public sector employers collaborate to map out K-12 to community college/university to career entry points through work-based learning

IN-PERSON TO VIRTUAL BENEFITS

In-Person

- Tangible connections among employers, educators, students
- Students imagine themselves in the workspace
- Authentic civic experiences – people and places

Virtual

- Ability to serve more students
- Easier accessibility for busy employers
- Able to prioritize safety and health during COVID-19

City of Roseville

City of Elk Grove

City of Elk Grove's Careers in Public Service and Civic Summer Programs

Presented by: Carrie Monti, Administrative Analyst, City of Elk Grove



MY PUBLIC SERVICE STORY

- ❖ 14 years with the City of Elk Grove
- ❖ Zero public service knowledge when I started
- ❖ Began career with the City as a receptionist – learned about City departments and how a city functions
- ❖ Moved into the role of Executive Administrative Assistant to the City Manager and City Council (10 years)
- ❖ 8 years as advisor to the Elk Grove Youth Commission and programs including Civic Summer and Careers in Public Service Day
- ❖ Now, Administrative Analyst in City Manager's office working with Deputy City Manager, Public Affairs, and District 56 Community & Aquatics Center staff

ELK GROVE PUBLIC SERVICE PROGRAMS

- ❖ Two programs run in partnership with Elk Grove Unified School District:
 - Elk Grove Civic Summer
 - Careers in Public Service Day (Youth in Government)



WHAT IS CIVIC SUMMER?

- ❖ Collaboration between City of Elk Grove and Elk Grove Unified School District
- ❖ Introduces junior & senior high school students to careers in public service
- ❖ 7th year offering this program
- ❖ Highly competitive - received over 200 applications
- ❖ 33 students selected to participate
- ❖ Two weeks classroom course
- ❖ Three weeks internship placement at various sites
- ❖ Earn 10 elective Work Experience credits
- ❖ Conclude the program with a Graduation





CLASSROOM

- ❖ Two Week Seminar: June 21- July 2 (8:30 a.m. to 3:00 p.m.)
- ❖ Learn about local government, business etiquette and professionalism
- ❖ Speakers – local government leaders
- ❖ Tours – City Hall, Police Dispatch, State Capitol
- ❖ Hear about youth volunteer and career opportunities
- ❖ Resume building workshop
- ❖ Lunch

CLASSROOM PRESENTERS

- ❖ Mayor & Council Members
- ❖ State Representatives
- ❖ City Manager
- ❖ EGUSD Superintendent
- ❖ City Attorney & City Clerk
- ❖ Police Chief
- ❖ City Events Team
- ❖ Human Resources
- ❖ Police Divisions: Forensics, K-9, RTIC & Dispatch
- ❖ Cosumnes Community Services District
- ❖ Other Community Partners



EGCS INTERNSHIPS



- ❖ Second portion of program is a 3-week Internship:

July 12 – July 29; Graduation July 30

- ❖ 20 hours per week

- ❖ Internship Sites include:

City of Elk Grove, EGUSD, Cosumnes CSD, Elk Grove Non-Profits, Paratransit, State and County Agencies, CA Northstate University,



CITY INTERNSHIP HOSTS

- ❖ City Attorney's Office
- ❖ City Manager's Office
 - Administration
 - Economic Development
 - Strategic Planning & Innovation (2)
- ❖ Development Services
 - Building Safety Division
 - Code Enforcement
 - Planning
- ❖ Finance / Budget
- ❖ Police Department
 - Animal Services
 - Problem Oriented Policing
- ❖ Public Works
 - CIP/Engineering
 - Traffic Engineering

Thank
You





INTERNSHIP BENEFITS

EMPLOYER

Internships offer opportunities for employers to:

- ❖ Expand capacity and complete special projects
- ❖ Tap into new ideas, innovation and enthusiasm
- ❖ Generate good public relations
- ❖ Pre-screen potential employees
- ❖ Diversify your workforce
- ❖ Provide an intern with a positive mentoring experience

INTERN

Internships offer opportunities for youth to:

- ❖ Learn 21st century workplace skills
- ❖ Learn about the demands of the workplace
- ❖ Identify potential career options
- ❖ Learn how to build relationships with professional adults
- ❖ Experience new things
- ❖ Gain skills and confidence
- ❖ Be inspired!

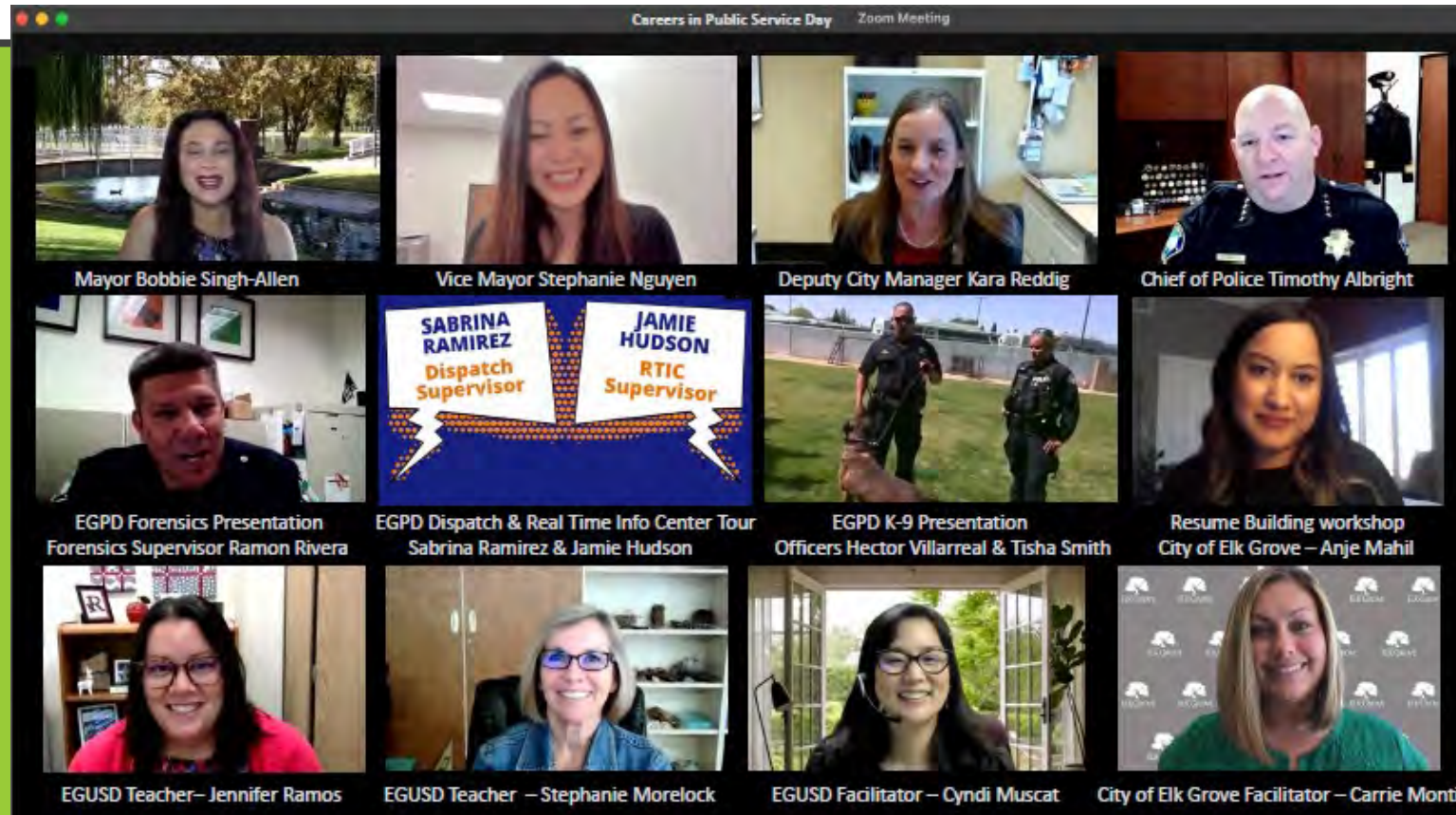
CAREERS IN PUBLIC SERVICE DAY

City of Elk Grove
Careers in Public Service Day
November 19, 2019
Agenda

8:45 a.m.	Arrival <i>27 Cosumnes Oaks High School 9th graders arrive by bus 15 minutes - Check in and give name tags</i>
9:00 a.m.	Mayor Ly Welcome <i>10 minutes</i>
9:10 a.m.	Council Member Nguyen Career Path Story <i>20 minutes</i>
9:30 a.m.	City Manager Behrmann <i>30 minutes</i>
10:00 a.m.	Police Chief Welcome <i>20 minutes</i>
10:20 a.m.	Human Resources Presentation <i>1 hour - Human Resources overview and resume building workshop; students to bring their completed resumes; interactive</i>
11:20 a.m.	Interviews with City Staff <i>40 minutes - Staff picks up students in Chambers, take students to their office for interviews; Students will come up with questions; we will give staff additional discussion topics 20 minutes- Staff and students return to Chambers and students share one fact they learned</i>
12:20 p.m.	Lunch <i>30 minutes</i>
12:50 p.m.	Recycling Activity <i>45 minutes</i>
1:35 p.m.	Police Division Rotation <i>Divide students into 3 groups for Stations rotation (15 minutes each): Forensics Dispatch tour K-9 presentation</i>
2:20 p.m.	Closing remarks <i>Jane Ross (EGUSD) to tie in choosing pathways and public service</i>
2:30 p.m.	Departure <i>Bus takes students back to Cosumnes Oaks High School</i>

- ❖ Regional event
- ❖ November 19, 2019 - 9:00 a.m. to 2:30 p.m.
- ❖ Cosumnes Oaks 9th Grade Students
- ❖ Mayor Welcome
- ❖ Council Member Career Path Story
- ❖ City Manager, Police Chief
- ❖ Human Resources Resume Building Workshop
- ❖ Interviews with City Staff
- ❖ Lunch
- ❖ Recycling Activity
- ❖ Police Rotation
- ❖ Closing Remarks – pathways & public service

CAREERS IN PUBLIC SERVICE DAY



- ❖ April 21, 2021 – 8:00 a.m. to 1:00 p.m. Virtual class
- ❖ 106 students from Cosumnes Oaks and Florin High Schools
- ❖ Shorter time for presenters, still able to hear from everyone!

VIRTUAL VS. IN PERSON

VIRTUAL

- ❖ Allows for students with transportation trouble to attend
- ❖ More students can participate
- ❖ Shy people may speak out more (chat option)
- ❖ Speaker availability is easier
- ❖ No need for facility rental
- ❖ Allows for last minute schedule change
- ❖ Disadvantage: Unable to do internships, or live presentations and tours, shorter time span

IN PERSON

- ❖ Allows more time with speakers
- ❖ Get to tour City Hall and other agencies
- ❖ Allows for more interaction with speakers since presentations live
- ❖ Students have more peer interaction and leadership opportunities
- ❖ Able to have internships
- ❖ Food!!
- ❖ Just a better overall experience

PARTNERSHIP WITH EGUSD

- ❖ Could not run these programs without this partnership!
- ❖ Work closely with staff in the College and Career Connections Department and Florin High School Law Academy
- ❖ School District coordinates the publishing of and reviewing applications, scheduling interviews for Civic Summer students
- ❖ District outreaches for Civic Summer hosts with partner agencies
- ❖ District coordinates all student placements for internships including required paperwork and matching student interests with host sites
- ❖ Law Academy teacher plans and facilitates the entire two-week classroom curriculum- vital to the success of the program!
- ❖ Law Academy teacher meets with students for site visits once they are in internship placement
- ❖ District coordinates with teachers to find students/classes to attend Careers in Public Service Day

HOW OUR CIVIC SUMMER PROGRAM HAS GROWN

- ❖ In 2015, we started as Summer at City Hall, with 18 students and only did two weeks classroom. We did not have an internship program for the first three years. It was only a two-week classroom program with six hours of job shadowing City Staff. Received very few applications, had to do extra recruiting.
- ❖ In 2018, we received a grant from the Institute for Local Government and used that to grow our program. We added 3 weeks of internships with various local government agencies. We also changed our name to reflect all the agencies who participate.
- ❖ Currently, receiving 200-300 applications each year, slowly adding to the number of students we accept, if we have internship sites to match



STAFFING & BUDGET

- ❖ Staffing – 2 staff members in the City Manager’s Office split workload
- ❖ Budget – Housed in the City Manager’s Budget
\$3,000 for lunches, snacks, polo shirts, supplies



STARTING YOUR PROGRAM

- ❖ Our program has grown over the years – you do not have to do it all right away- You can start small!
- ❖ Find and collaborate with school district to start the program
- ❖ Everyone you meet is a potential partner: Speaker, internship host, supporter
- ❖ Remember your goal – Connect youth to public service!





QUESTIONS?

Civic Summer 2018

https://www.youtube.com/watch?v=zUzpLFKH4_Y

Elk Grove Civic Summer Program



0:06 / 4:36

Scroll for details



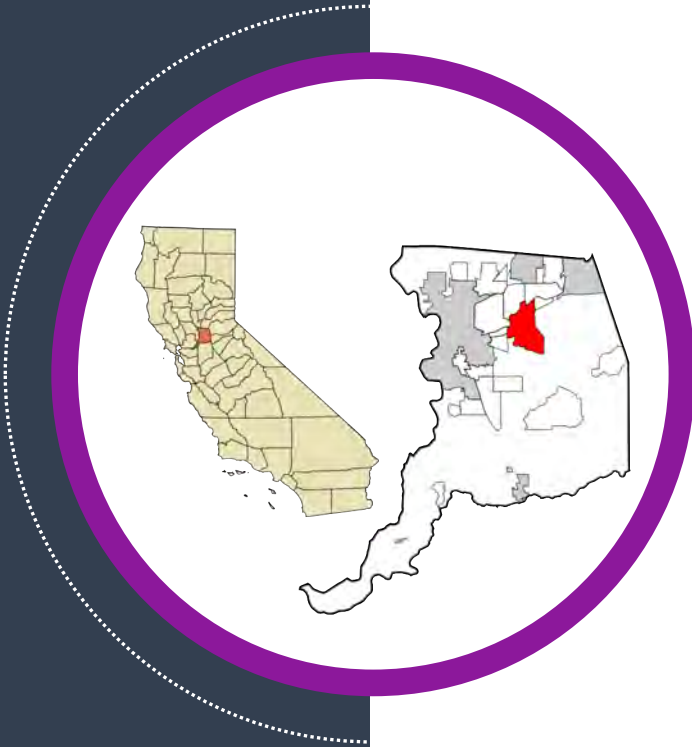
City of Rancho Cordova

Rancho Cordova

Preparing Students for Civic or
other Careers

a fresh take.
RANCHO CORDOVA
CALIFORNIA

Rancho Cordova 101



Founded in 2003

Contract City

Approx. 78,000
population

35 square miles

12 public schools,
4 districts, 12
private schools

My Story

- Youth in Government Day
- Youth Commission
- Internships



Goals

Rancho Cordova's Youth Oriented Goals

- Engage Youth
- Civic Responsibility
- Careers in Government
- Explore the breadth of careers available



How do we get there?



Community Enhancement Fund

½ cent local tax measure passed in 2014, effective April 1, 2015

Series of 16 town hall meetings where the City Council provided direction on how it should be spent

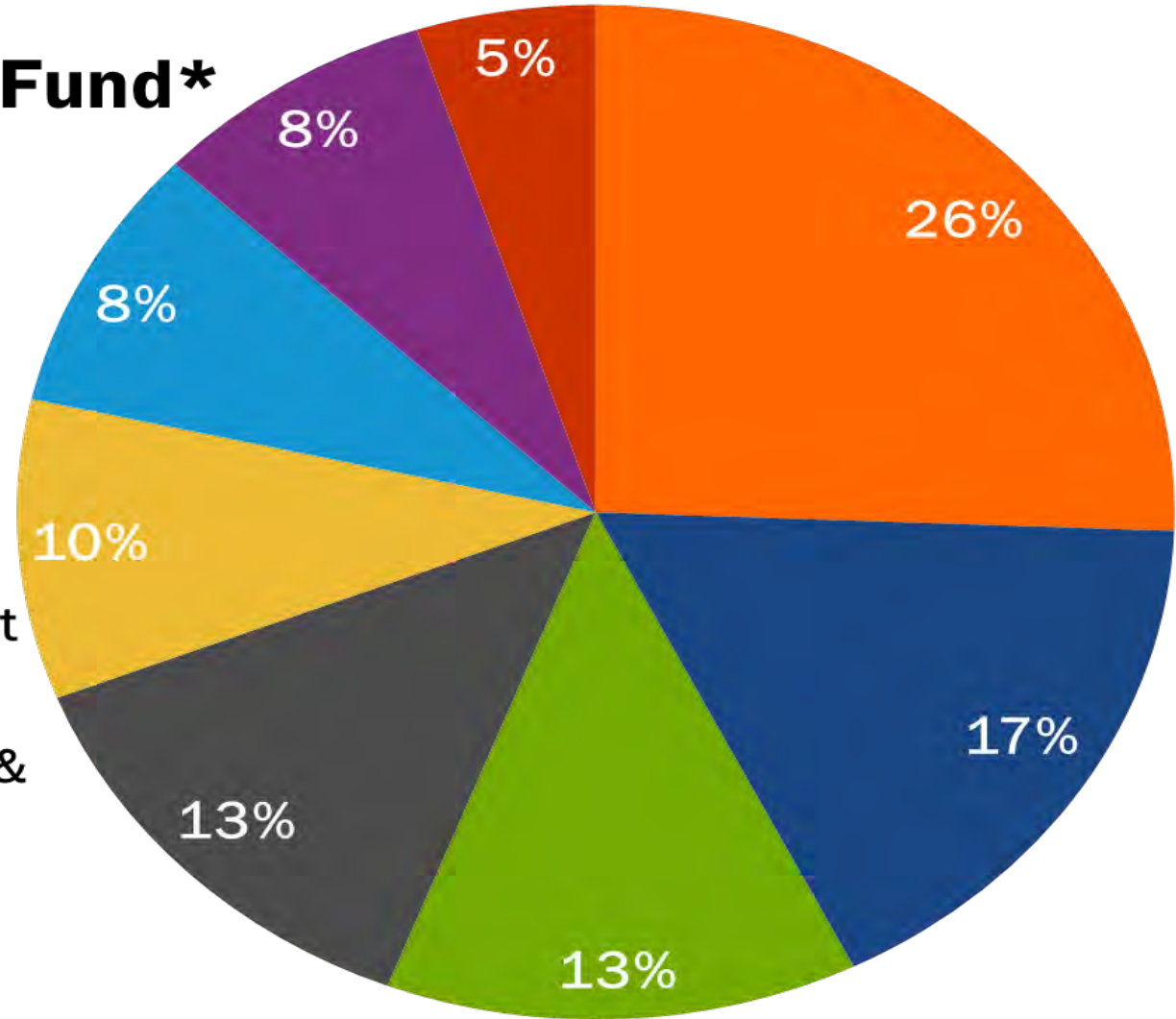
While most of it goes to internal departments such as Public Works, Economic Development, or Public Safety, each year the City receives about 80 applications for Community grants

Grant awards covering a wide range of youth-oriented engagement and education efforts

Breakdown of Community Enhancement Fund*

*Fiscal Year 2019/2020

- Future Legacy Projects/Reserve
- Public Safety
- Public Works
- Community & Economic Development
- Arts, Culture, History, Entertainment & Sports
- Education, After School Programs & School Gardens
- Other Community Priorities
- Administration



UNIQUE APPROACH

- Contract implementation approach
- Service providers in the community
- No formal recreation department
- Partnerships to influence change



Examples of Projects



a fresh take.
RANCHO CORDOVA
CALIFORNIA

PRO Youth & Families

- **Grant: \$70,000**
- 26 students in academic year-long civic education program called Youth @ City Council
 - Assisted with the promotion of the 2020 Census to encourage participation in the community
- 22 students in the 4-week Summer @ City Hall program offered virtually this year
 - Final project related to future Youth Center
- 257 students served since the program began in Rancho Cordova
- **COVID Adjustments**



MACH Program

- **Grant: \$60,000**
- 105 students participated
- Provided more than 854 hours of community service
- 33% of participants increased their overall GPA semester 1 (GPA not tracked in semester 2 due to COVID-19)
- Overall reduction seen in chronic absenteeism and truancy among participants
- **COVID Adjustments**



VSP Pathways

- **Grant: \$26,000**
- Partnership between VSP, Cordova High, City of Rancho Cordova
- The overarching purpose of the program is for students to discover their passion and purpose and provide them with two program opportunities/tracks
- \$250 or \$500 scholarship for finishing the program
- 159 students participates over the last 5 years
- Measurements
 - Hired by VSP
 - College Applications
- **COVID Adjustments**



Promise Program

- **Grant: \$150,540**
- 71 students enrolled in the fall 2020 semester; 56 of them continued from the spring 2021 semester. 381 students served since the program began in Rancho Cordova.



Youth Center



Careers in Government Video



Link: <https://www.youtube.com/watch?v=PhQRzEYVI7o>

Questions?



[Micah Runner](#)

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QUESTIONS, IDEAS & SHARING



TOOLS & RESOURCES

ILG's New EMPOWER Youth Toolkit: www.ILGYouthtoolkit.org

Governments Engaging Youth Toolkit: www.ca-ilg.org/geytoolkit

IPPS: pathways2publicservice.org

City of Rancho Cordova + Pro Youth & Families:

• <https://proyouthandfamilies.org/Programs/Youth--at-City-Council/youth--at-city-council.html>

City of Elk Grove: <http://www.elkgrovecity.org/>

City of Roseville:

• https://www.roseville.ca.us/news/what_s_happening_in_roseville/careers_in_government_day_2021

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