

**SANTA CRUZ COUNTY
INDUSTRY CLUSTER REPRESENTATIVE/EXPERT INTERVIEW
(30 MINUTES)**

INTRODUCTION

Hi, can I speak with _____?

Hi! My name is _____ and I'm from Social Policy Research Associates.

We have been contracted to collect information on staffing , employment and training needs of industries for the Workforce Investment Boards of Monterey, Santa Cruz and San Benito Counties.

Jo Anne Dlott (pronounced like delott), Chair and Kathy Zwart, Director of the Santa Cruz County Workforce Investment Board gave me your name and phone number as someone who is an expert on the _____ industry in Santa Cruz County and could talk about the staffing, employment and training needs of employers in this industry. Would you be willing to answer a few questions for me about this?

[If yes, continue] [If no, thank them and let Kate or Vinz know]

My questions will take about 30 minutes. Do you have time to talk now or can we make an appointment to talk by phone at a more convenient time?

[make appointment if necessary or continue with the questions below]

First, do you have any questions about the project?

[Basic information about the project if the interviewee has questions (if the interviewee wants to know more than is provided here, have Kate or Vinz to contact them):

The Tri-County Community Asset Investment Portfolio is being conducted for the Workforce Investment Boards of San Benito, Santa Cruz and Monterey Counties. The project will continue until April 30, 2003.

- *The project will first examine the employment, staffing and training-related needs of employers and youth and adult job seekers.*
- *It will then develop an inventory of all available services related to employment, staffing and training.*
- *Based on the needs assessment and inventory, the project will conduct a gap analysis to determine what areas of need are not being met.*
- *Finally, the project will summarize all of this information in a final report to the Workforce investment boards which will also include information on best practices and possible additional sources of funding.]*

QUESTIONS

I. OVERALL STATE OF THE INDUSTRY CLUSTER

- What is the state of _____ industry in _____ county?
 - Is it experiencing growth?
- Are there any barriers to growth of this industry in _____ County?
 - Are there workforce barriers? (e.g. problems finding or retaining qualified staff, upgrading the skills of their own staff, etc.)
 - Is housing a problem? Why? Which particular areas of the county?
 - Is transportation a problem? Why? Which particular areas of the county?
- Currently, how difficult is it for firms in the industry to find workers?
 - Is this likely to improve or get worse? Why?
- What particular occupations are difficult to hire for?
- Do firms in this industry face significant turnover problems? What are the reasons? How do they try and retain workers?
- What skills are particularly important for this industry?
 - For adult workers?
 - For youth?
 - Which of these skills are most difficult to find?
- Are computer skills particularly important? Which ones?
- Are there any skills deficiencies faced employers in this industry?
 - Entry-level workers?
 - Youth?
 - Current employees?
- For entry level workers, do firms prefer:
 - Workers who have received occupational training or;
 - who have strong basic skills so they can be trained on the job?
- Do many firms in this industry hire young people? Why or why not?

II. INDUSTRY CLUSTER WORKFORCE DEVELOPMENT NEEDS

- What are the staffing and training needs of employers in this industry?
 - For employers (e.g help recruiting workers, help upgrading the skills of their current staff);
 - For job-seekers or current employees (e.g. making sure that job-seekers for this industry have the right skills?)

- Are these needs the same for the whole county?

III. WORKFORCE DEVELOPMENT SYSTEM

- Have you or other employers in the _____ industry used public workforce services in this county? (e.g, those provided by local One-Stop career center, Workforce Investment Board, CA Employment Development Department?)
 - Why or why not?
- Have you used private staffing firms?
 - Why or why not?

[If they have used public workforce services or know about them, ask the next two questions; otherwise skip]

- Overall, what is your opinion of public workforce services to assist employers in meeting their staffing and personnel needs in _____ County? (examples might include services to recruit and retain skilled workers and services to upgrade current worker skills)
 - What services are most useful? Why?
 - What services are least useful? Why?
 - Are there any services that are unavailable?
 - Could these services be improved? How?
- What do you think of public workforce services to assist adults and youth in finding and keeping jobs and with career advancement?
 - Are there any services workers need that are unavailable?
 - Could these services be improved? How?
- Is there a shortage of training programs to provide workers to meet the needs of this industry? What types of training programs?
- How well do you think the K-12 education system is preparing youth for careers in this industry? [We are particularly interested in high school vocational programs]
 - How could the system be improved?
- Is there anything else you would like to add?