

PBA DC Summit 2022

Placer as a Place

Moderator: Cherri Spriggs

Interim Executive Director

Placer Business Alliance

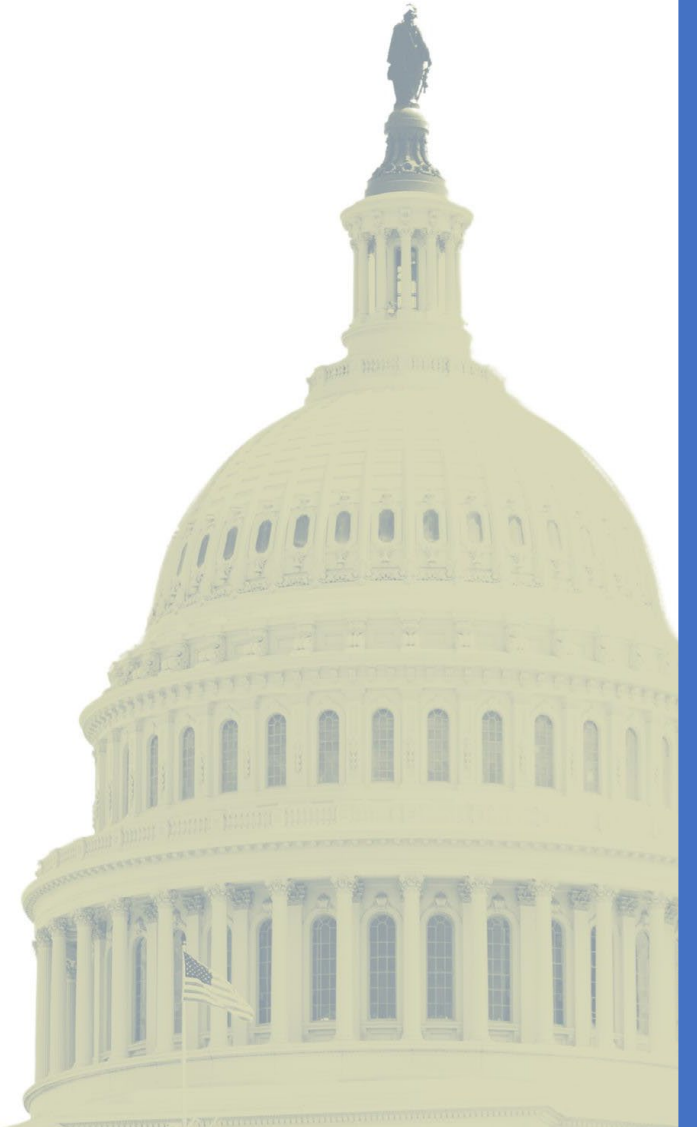


PBA DC Summit 2022

Barry Broome

President & CEO

Greater Sacramento Economic Council



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Gloria Stearns

Economic Development Director
Placer County



Economic Development

Economic development is the intentional practice of improving a community's economic well-being and quality of life.

Critical Success Factor
for the Placer County
Board of Supervisors:
*Outcomes-focused
Economic Development*



- Destination Stewardship
- Economic Diversity
- Downtown Revitalization
- Catalyst Projects

- Ag Tourism
- Downtown Revitalization

- Economic Intensification
- Recycling/Upcycling Businesses → WPWMA
- Sports Tourism
- Catalyst Projects
- Branding / Marketing / Targeted Recruitment
- Leverage Business / Education Connections



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Willy Duncan
Superintendent/President
Sierra College





SIERRA COLLEGE

K-12 Education in Placer County



2nd in state: English/Language Arts standards



3rd in state: Math standards



High school graduation rate of almost 90%



3rd in state: UC/CSU requirements met



6th in state: College-bound graduates



California Projected K-12 Growth *Over Next 10 Years*

El Dorado: + 17.6%

Placer: + 11.8%

Nevada: - 4.3%

Sacramento: - 6.4%

San Diego: - 9.9%

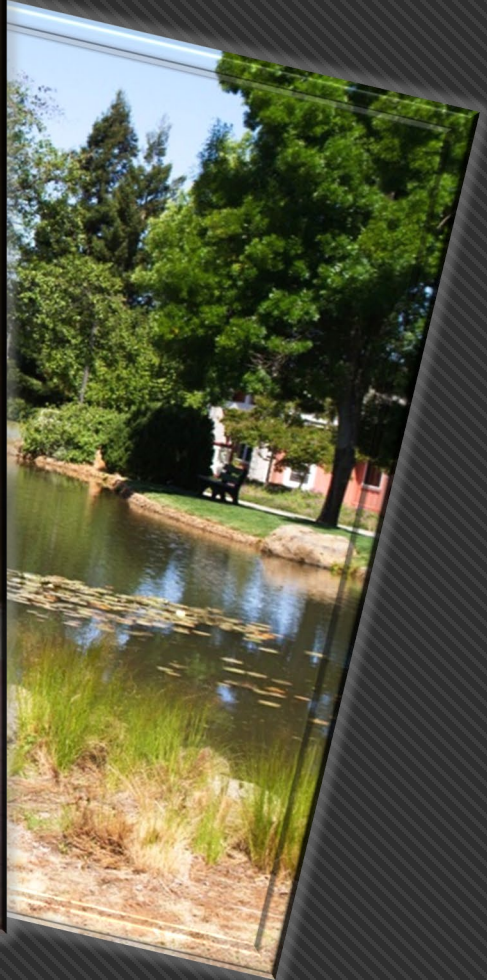
Marin: - 12.7%

Los Angeles: - 18.5%



Tahoe Trucke

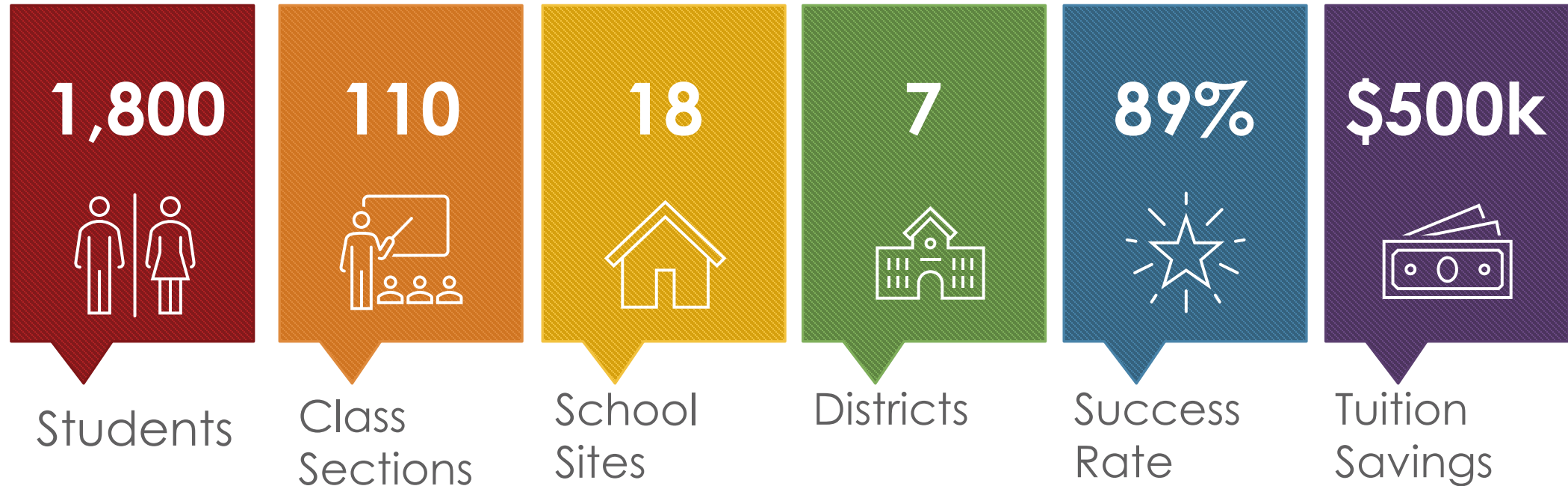
Roseville Rocklin



 Sierra College Campus Locations

Dual Enrollment:

Tuition-free college classes offered on high school campuses



Independence Middle College

- Partnership between Sierra College and Roseville JUHSD
- Targeting high school students with 2.0 to 3.49 GPA
- Identify student career interest to match with high school and college pathway



Degree Transfer Programs

- Associates for Transfer
- Transfer Agreements
- ADN to BSN Merger

Sierra College Degrees

- ✓ Local AA/AS degrees: 67
- ✓ Associate Degree for Transfer (ADTs): 30
- ✓ Certificate of Achievement: 43
- ✓ Skills Certificate: 49
- ✓ Noncredit Certificate: 7



Career and Technical Education



- CCC's are largest provider of workforce training in the world – and **Sierra College is leading the way**
- Emphasis on **innovation and risk taking** to meet regional industry needs
- Programs designed to elevate **low-wage workers into living-wage jobs** through skill development
- **Entrepreneurship embedded** through people, programs and spaces
- **Developed in partnership** with local businesses, regional organizations and high schools

Why Placer Center?

- The Placer Center is surrounded by the largest population centers in Placer County
- Placer County population is estimated to grow from about 358,000 to over 500,000 by the year 2036
- Placer Center will serve areas of Nevada County as well
- Sac State currently serves 3,500-5,000 Placer County students
- Sac State is the #1 destination for Sierra College students transferring to a four-year university, representing more than 500 students per year
- Sierra College is the #2 feeder Community College to Sac State



The Vision of the Campus

- Provide Public Higher Education to the Region
- Create a Seamless Transition from Community College to a four-year Degree
- Create Partnerships to:
 - Build the Campus
 - Create Workforce Pipeline
 - Serve as an Anchor Institution for the Region
- Emerging thematic clusters include:
 - **Resource Management** (Forestry, Water, Waste Management)
 - **Wellness** (Aging, Health)
 - **Entertainment** (Tourism, Recreation, Arts & Leisure)
 - **Making** (Innovation, Entrepreneurship, Construction, Design)
 - **Practical Learning** (K-12 Schools, Learning Labs)
 - **GE Offerings** (Upper Division Pathways, Support Transfer Degrees)



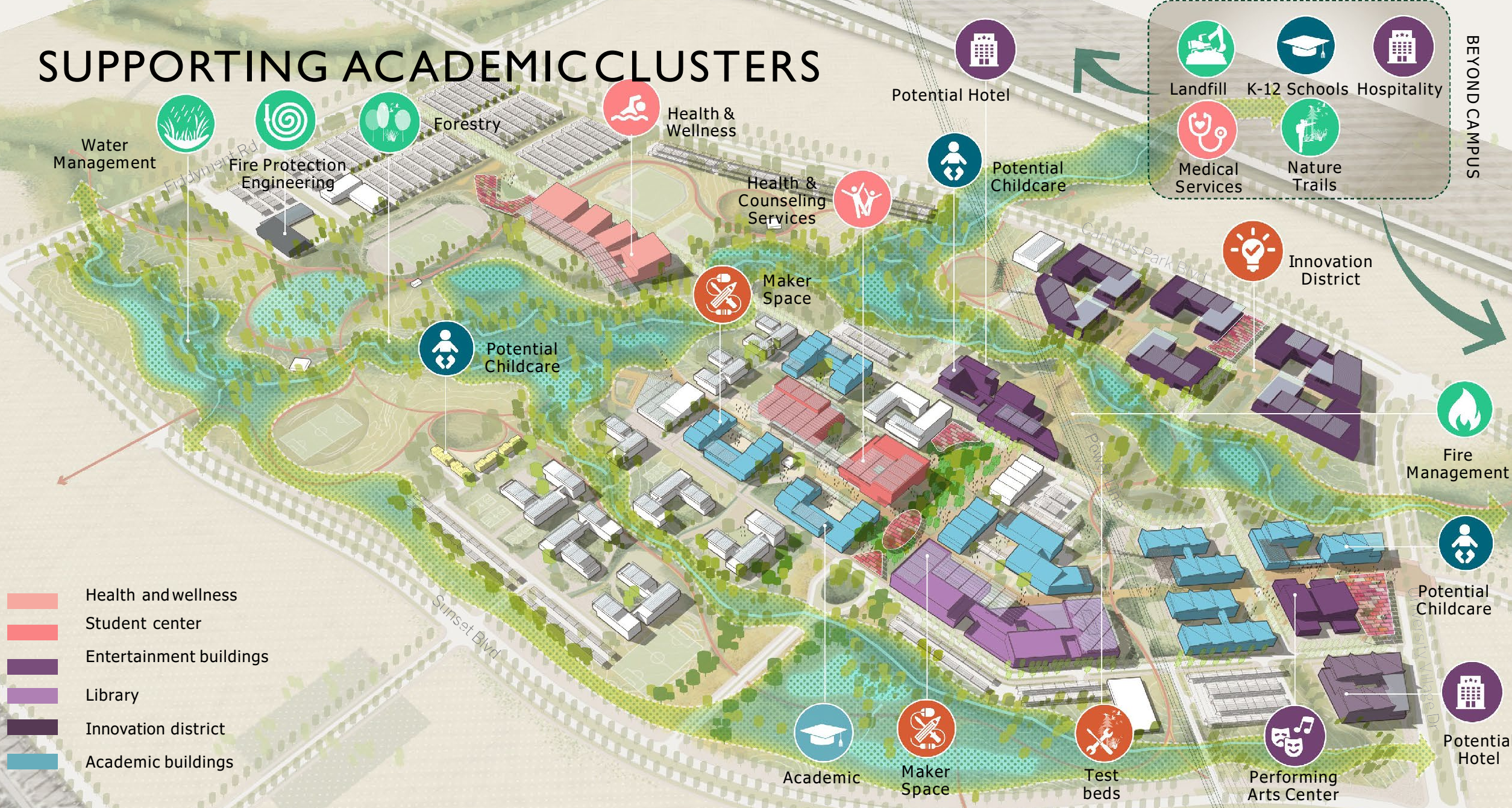
The Student Experience

Imagine:

- Dual enrollment
- Seamless transition for Sierra Students
- One advising experience
- Committed collaboration between Sac State and Sierra College



SUPPORTING ACADEMIC CLUSTERS



- Health and wellness
- Student center
- Entertainment buildings
- Library
- Innovation district
- Academic buildings

BEYOND CAMPUS

- Landfill
- K-12 Schools
- Hospitality
- Medical Services
- Nature Trails

Other Placer County Institutions of Higher Learning



William Jessup University



Hillsdale College (Michigan Campus)



Thank you!



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Jaimie Francis

Vice President of Policy and Programs
U.S. Chamber of Commerce Foundation

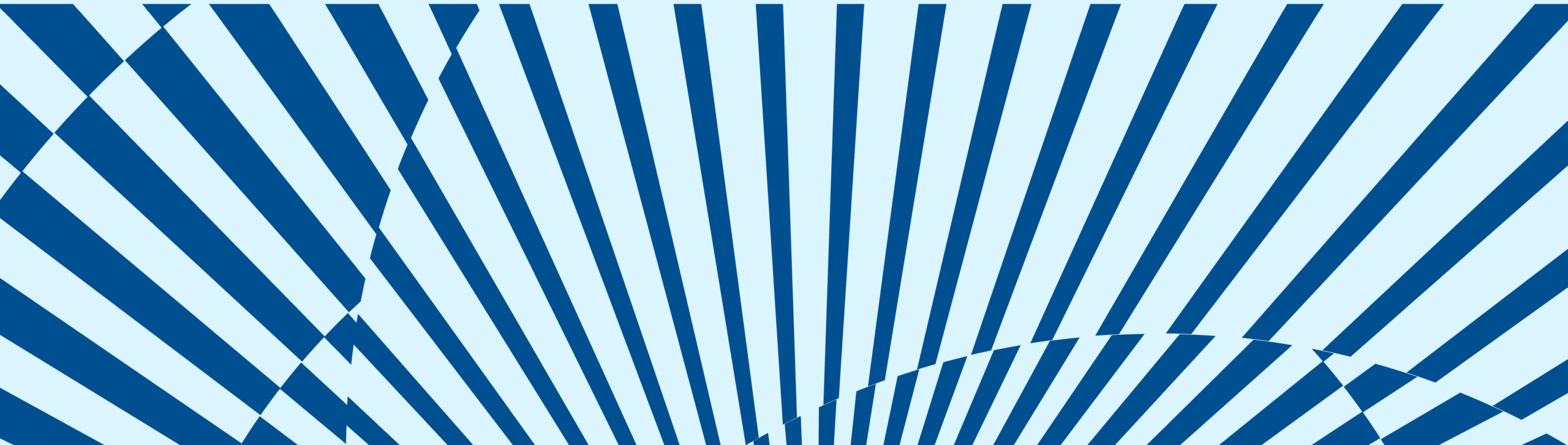


U.S. Chamber of Commerce
Foundation



Talent Pipeline Management[®]

An End-to-End Talent Solution.



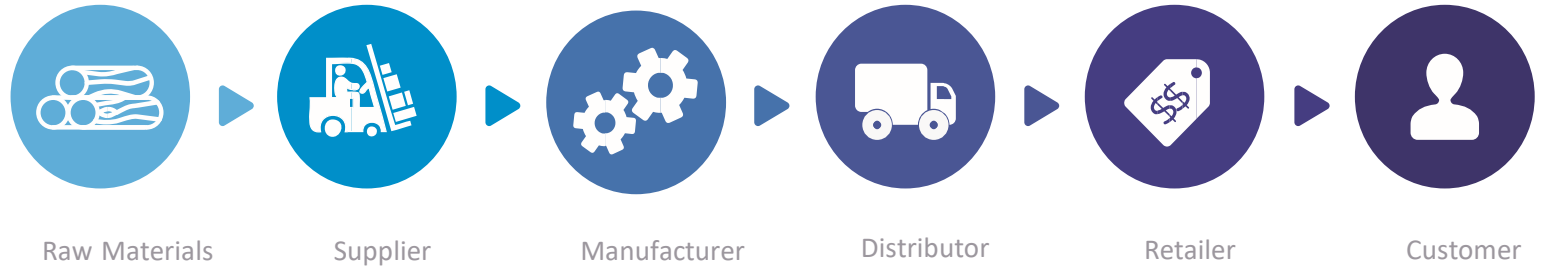
Current Challenge for Workforce

1. Stakeholder pain points: employers, educators, and learners
2. Perennial challenge of employer engagement
3. Growing demand for ROI from public and private stakeholders
4. Increasingly dynamic labor markets and skill obsolescence

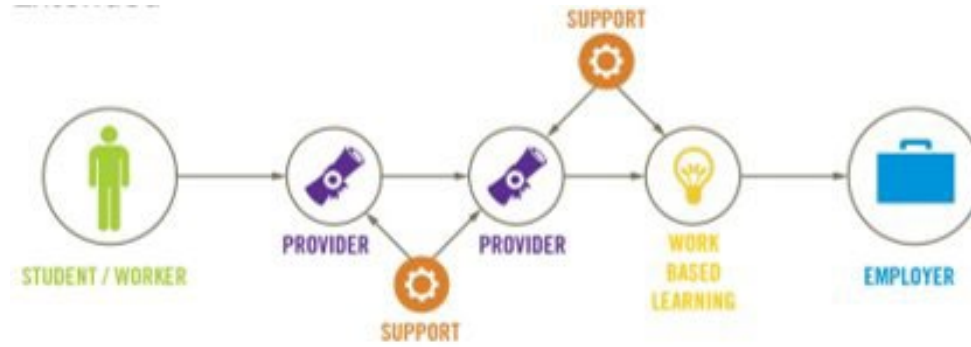




1



2



3



What makes TPM different?

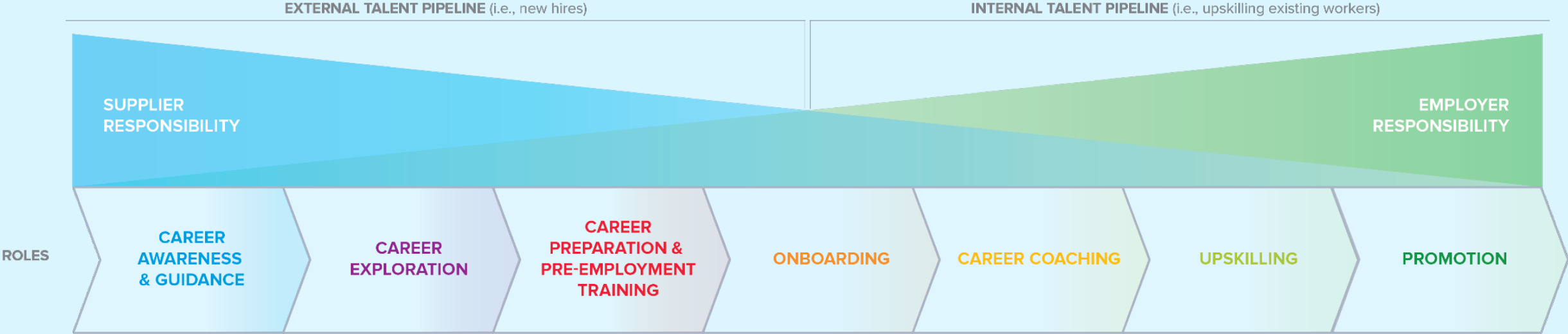
1. Built on industry best practices
2. Focused on employer-ROI
3. Authentically employer-led
4. Structured and agile process for collective action and decision making
5. More granular and actionable data on workforce demand
6. Full spectrum of talent sourcing partners
7. Shared value, competitiveness, and accountability



End-to-End Talent Management Process



Employers and Providers Collaborate for Better Outcomes



THANK YOU



@USCCFoundation



@USCCFoundation



Workforce@uschamber.com

Jaimie M. Francis

Vice President

jfrancis@uschamber.com

Learn more about the TPM framework: TheTalentSupplyChain.org

Join or host a TPM Academy: TPMAcademy.org

Read our partner case studies: ForwardOnTalent.org



U.S. Chamber of Commerce
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Erica Taylor

VP Communications and Community Relations
Golden 1 Credit Union



PLACER AS PLACE

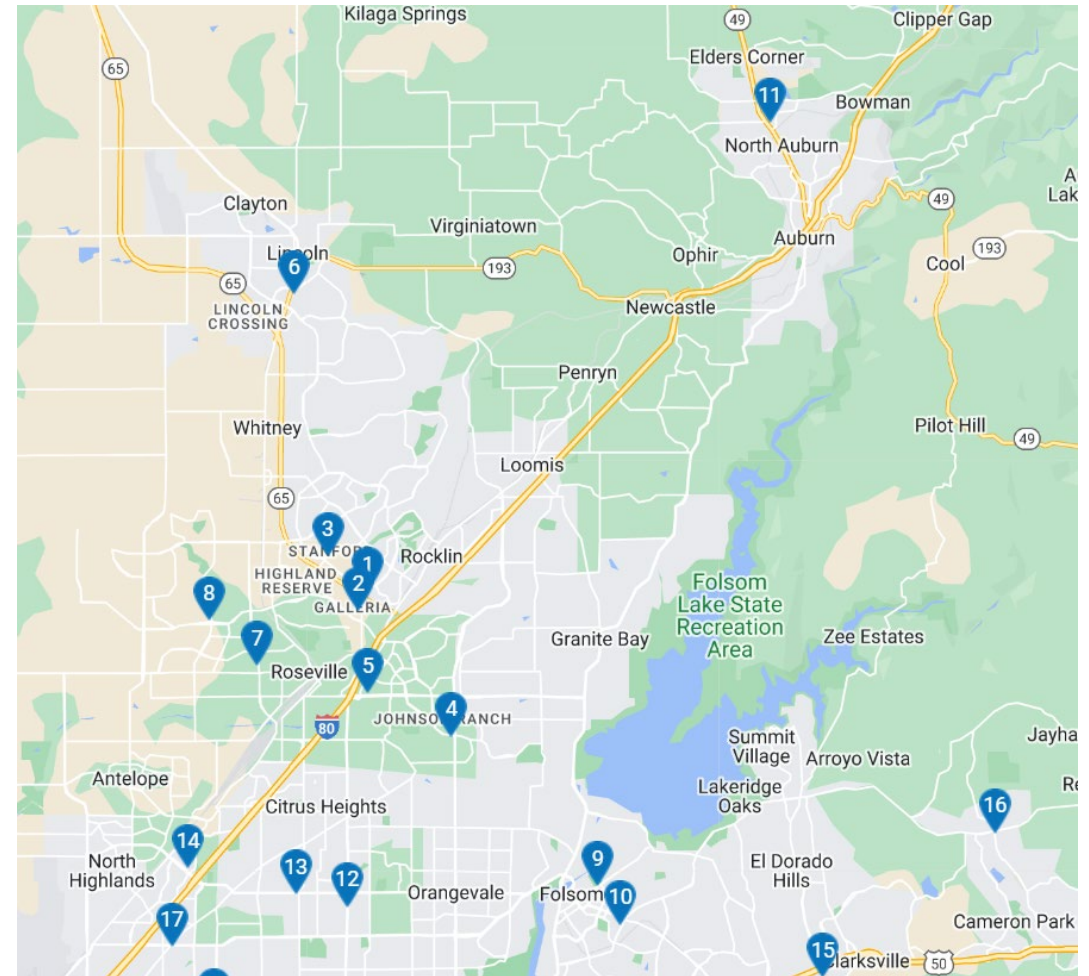


GOLDEN 1 IN PLACER COUNTY

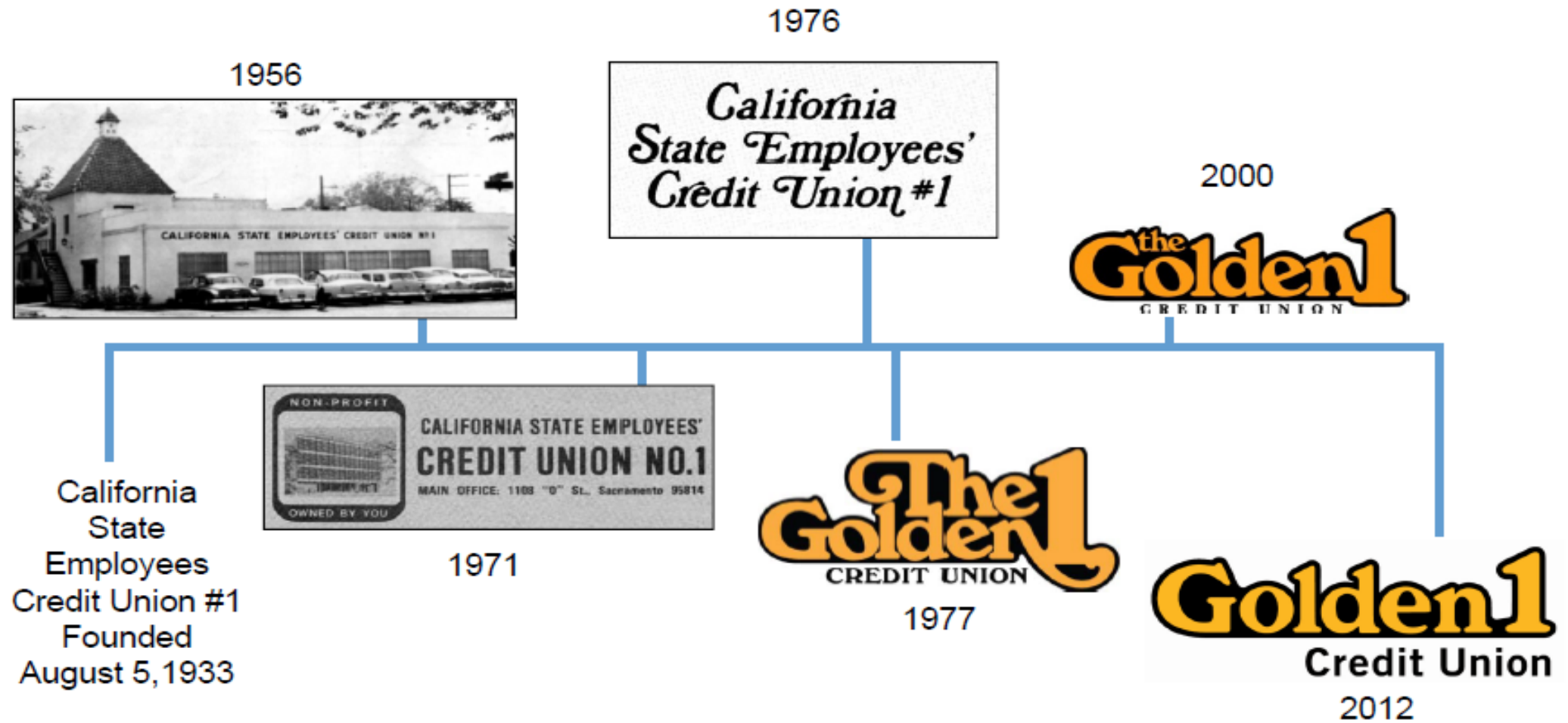
65,000 Members

36 Employees

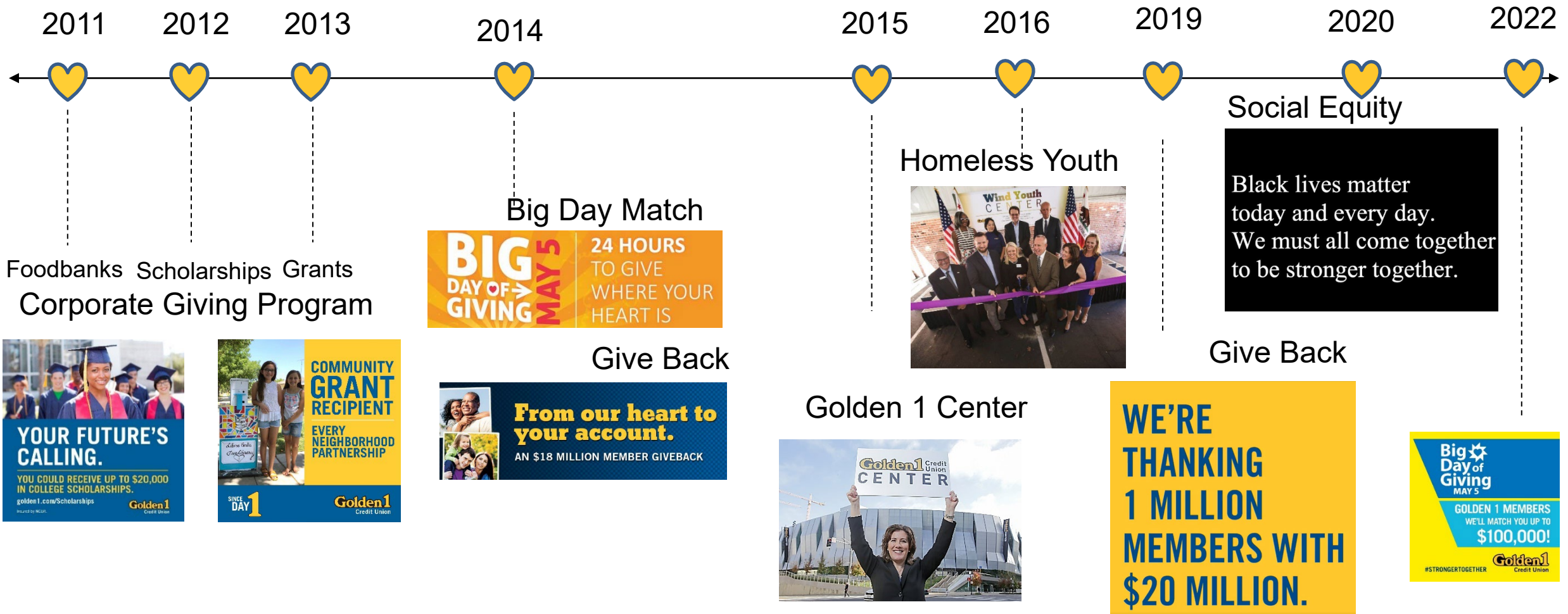
5 Branches



GOLDEN 1 EVOLUTION

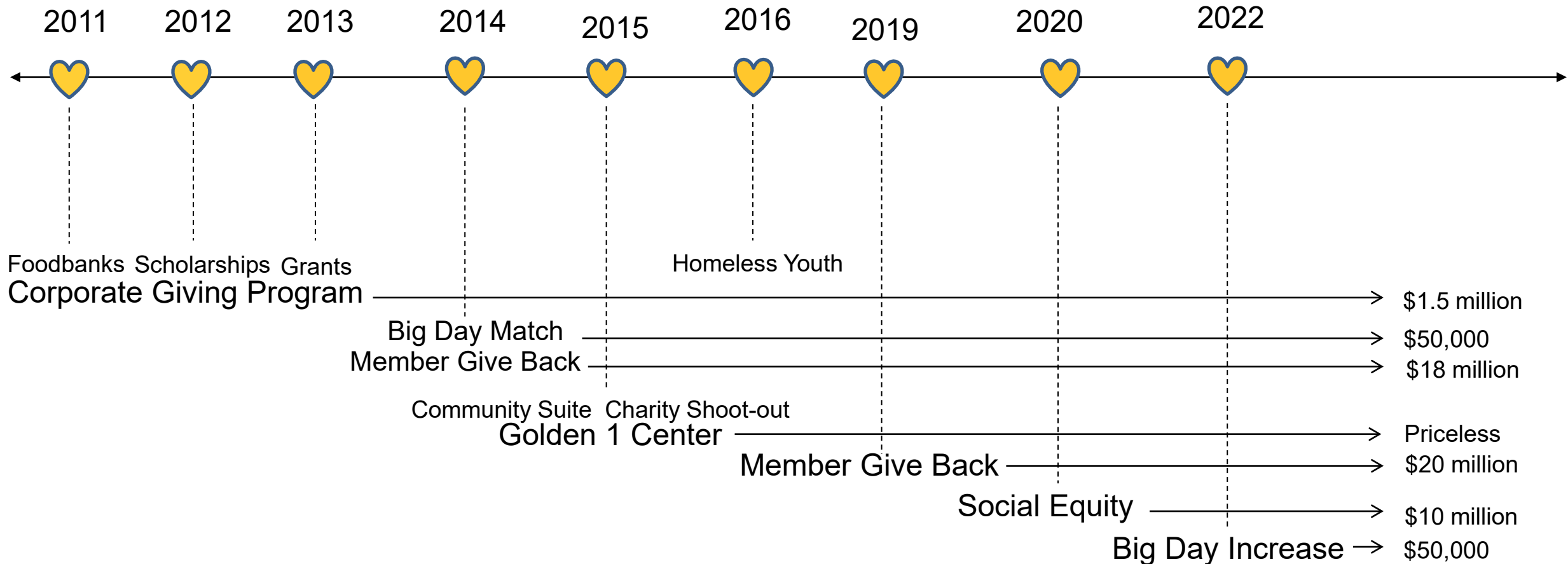


PLACEMAKING THROUGH INVESTMENT



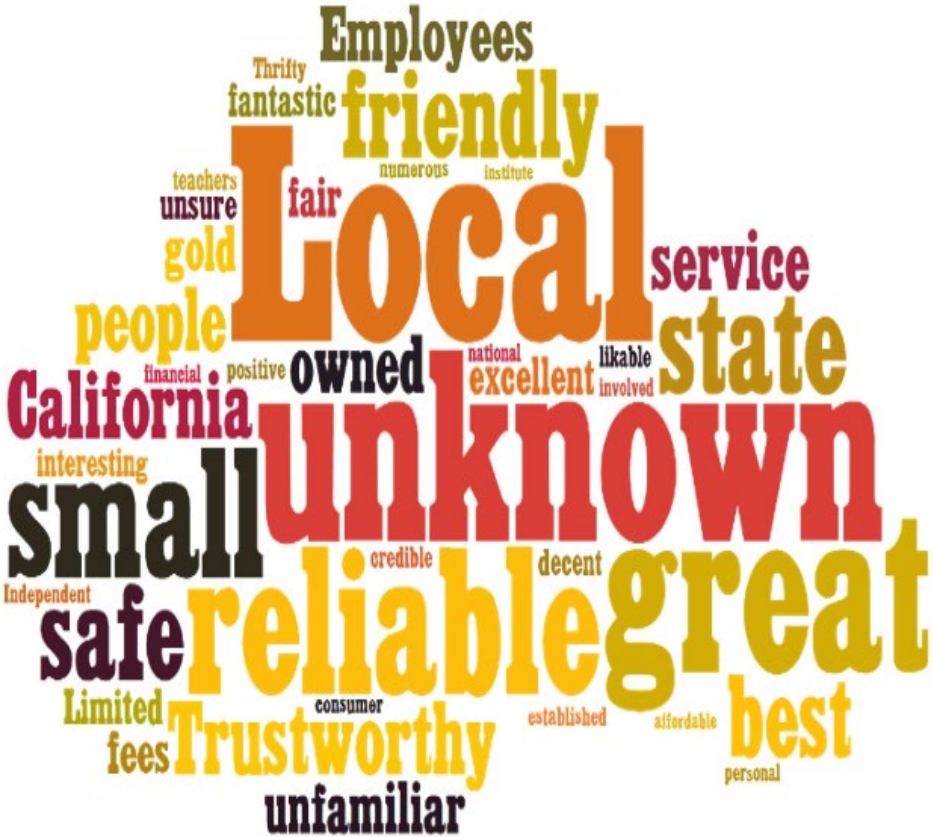
PLACEMAKING THROUGH SOCIAL IMPACT

More than \$50 million given to members, nonprofits, and communities in the last decade!



PERCEPTIONS: SACRAMENTO VALLEY

2013



2022



GOLDEN 1 TODAY



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Erik White

Air Pollution Control Officer

Placer County Air Pollution Control District





Placer Business Alliance DC Summit

Erik White

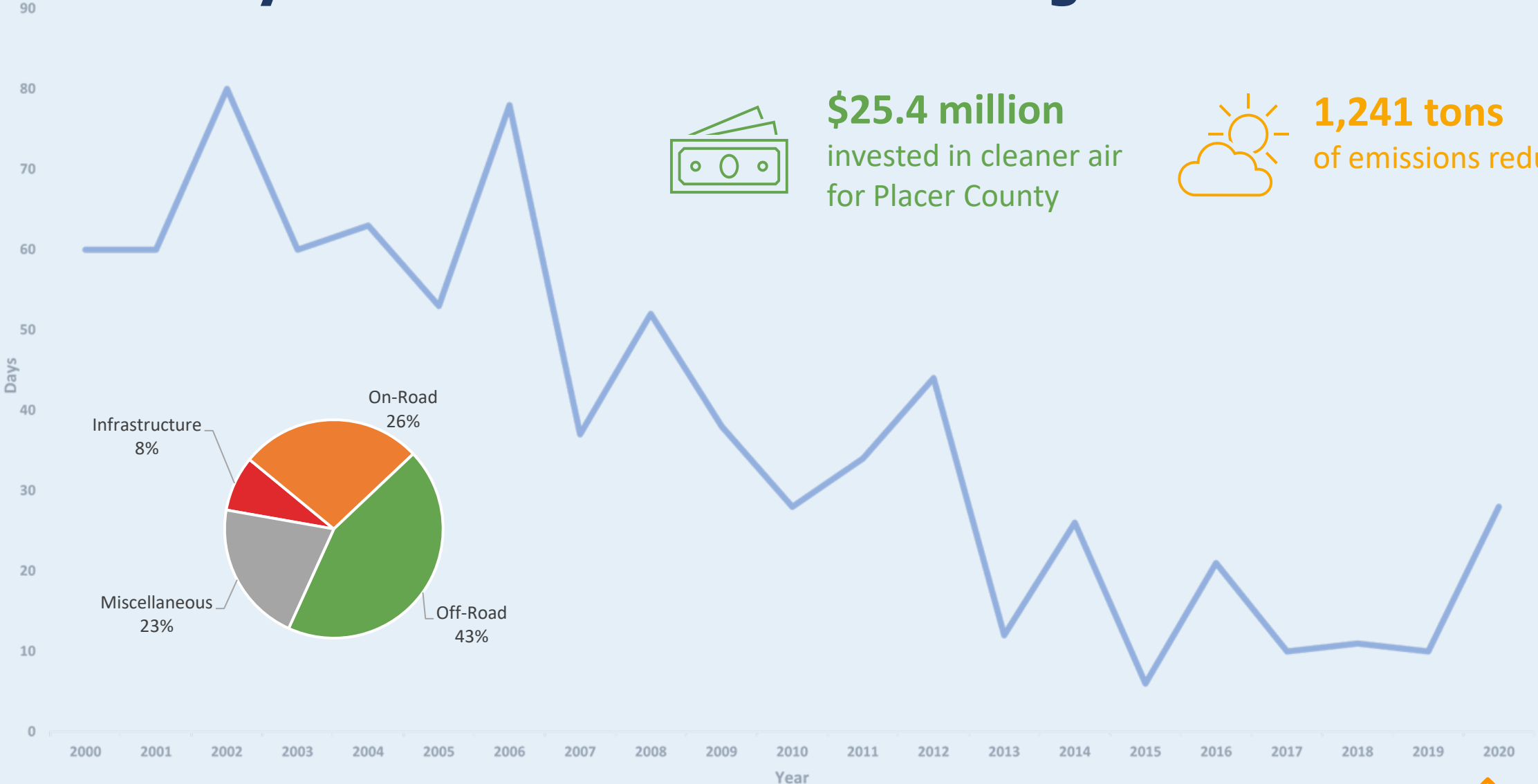
Executive Director

Placer County Air Pollution Control District

November 16, 2022



Steady Decline in Emissions Throughout the Years



\$25.4 million
invested in cleaner air
for Placer County



1,241 tons
of emissions reduced





Challenges We Still Face

GATEWAY PLAN PROJECTS

- Bicycle / Pedestrian Project
- Transit Project
- Transportation System Management



PLACER-SACRAMENTO GATEWAY PLAN

FINAL
APRIL 2020

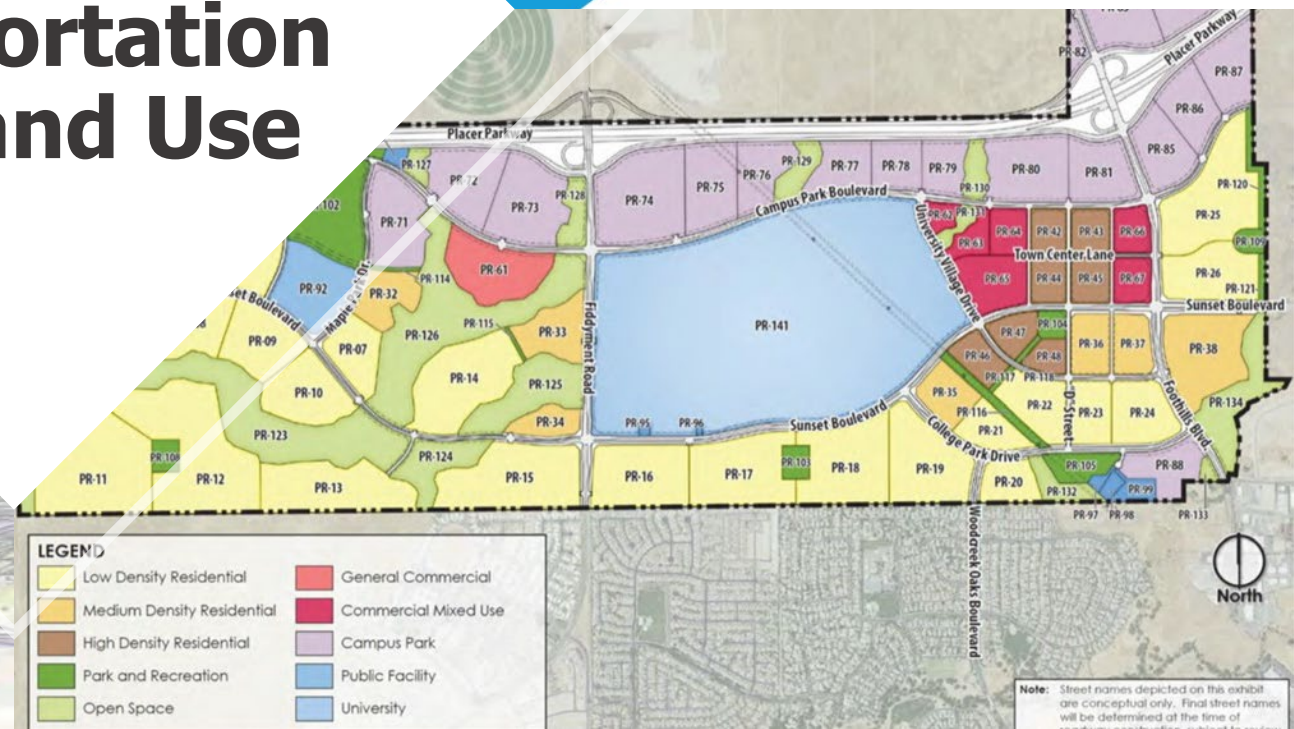
Placer County
Transportation
Planning Agency



Improving Transportation and Land Use



Placer Ranch



Note: Street names depicted on this exhibit are conceptual only. Final street names will be determined at the time of



Achieving Forest Resiliency

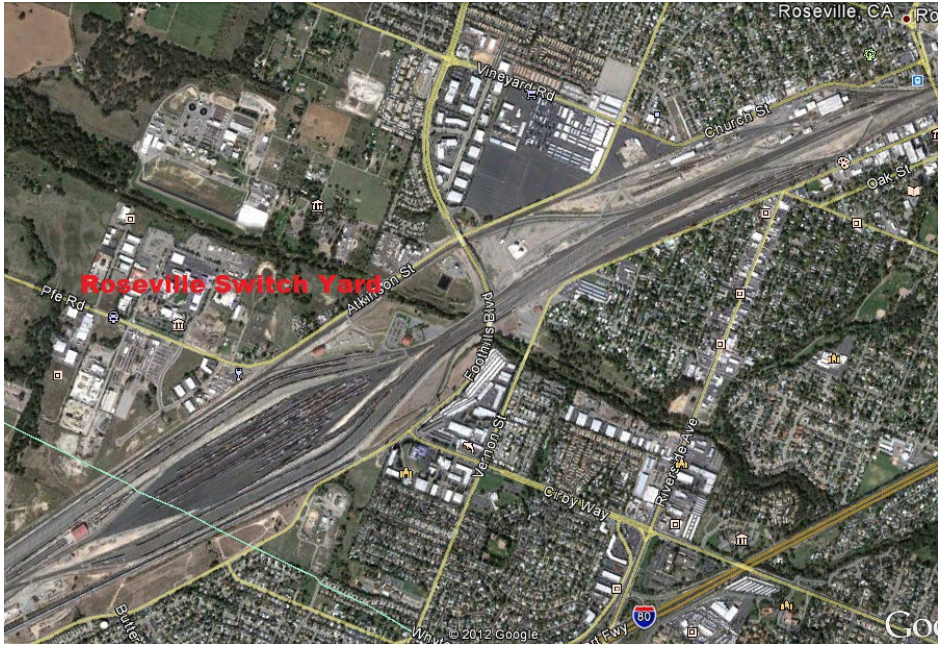
Engaging with Regional Partners



SACOG

Sacramento Area
Council of
Governments





Investing in Our Communities

 WE ARE THE
HEALTH EDUCATION COUNCIL

INVEST HEALTH
Strategies for Healthier Cities