



## WORKFORCE DEVELOPMENT BOARD OF VENTURA COUNTY

### JOINT MEETING **WDB REGIONAL SECTOR COMMITTEES** *"Skills Attainment for Upward Mobility & Aligned Services for Shared Prosperity"*

**Thursday, November 16, 2017**  
**1:30 p.m. – 4:30 p.m.**

Ventura County Community Foundation Nonprofit Center  
4001 Mission Oaks Blvd., (Board & Community Room), Camarillo, CA

### **AGENDA**

- |           |  |                           |
|-----------|--|---------------------------|
| 1:30 p.m. | <b>1.0 Welcome and Agenda Overview</b><br>Vic Anselmo, Workforce Development Board Chair   |                           |
|           | Introduction of Bob Lanter<br>Introductions from the participants  | Vic Anselmo<br>Bob Lanter |
| 1:45 p.m. | <b>2.0 "Apprenticeship 2.0: College without Debt"</b><br><i>- What we can learn from the Swiss and how to adapt it to CA</i><br><i>- Work-Based Learning - Current State</i> | Vinz Koller               |
| 2:30 p.m. | <b>3.0 A Common Vision</b>   | Bob Lanter<br>Vinz Koller |
| 2:50 p.m. | <b>BREAK</b>   |                           |
| 3:00 p.m. | <b>4.0 Strengths, Weaknesses, Benefits, and Dangers</b>  | Bob Lanter                |
| 3:40 p.m. | <b>5.0 Contradictions</b>  | Bob Lanter                |
| 4:10 p.m. | <b>6.0 Commitment and Next Steps</b>   | Bob Lanter                |
| 4:30 p.m. | <b>7.0 Close and Adjournment</b>   | Bob Lanter                |

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the Workforce Development Board of Ventura County staff at (805) 477-5306 at least five days prior to the meeting. TTY line: 1-800-735-2922.



**Vinz Koller**

**Director of Training and Technical Assistance, Social Policy Research Associates**

Mr. Koller has more than 25 years of community and workforce development experience in the areas of strategic planning, leadership development, and capacity building and community engagement. His expertise lies in documenting promising practices in all aspects of community and workforce development programs and in translating research into practical training and capacity building steps that lead to program and system improvements. He has also developed particular expertise in developing career pathway and apprenticeship programs, improving reentry programs for ex-offenders in education and workforce development. He and his SPR team, in collaboration with the Foundation for California Community Colleges are coaching the California Apprenticeship Initiative grantees throughout California. Mr. Koller has overseen and managed the technical assistance support of scores of regional and national workforce development initiatives aimed at supporting education and career development for hard-to-employ populations. Mr. Koller grew up in Switzerland and travels there frequently and has first-hand experience with the Swiss dual education system.



**Bob Lanter**  
**Executive Director, California Workforce Association**

Bob Lanter is currently the Executive Director of the California Workforce Association leading the way in workforce strategy and the implementation of the Workforce Innovation and Opportunities Act for the state of California. Bob has 25 years' experience in the public sector and non-profit industry, specializing in the field of workforce development and job training. He has held various positions in local workforce investment systems from case manager to the Executive Director of the Contra Costa County Workforce Board. He gained national/federal experience working for the U.S. Department of Labor's Employment and Training Administration as a Federal Project Officer. Before coming to CWA, Bob owned and managed a national consulting practice where his team facilitated organizational retreats, team building meetings, strategic planning and assessment projects for local, state, and national workforce development, government and non-profit organizations. He also has developed and delivered training curriculum and keynote addresses in multiple topics of workforce development that have helped inspire thousands of professionals in the industry. He graduated from California State University, East Bay with a Bachelor's Degree in Personnel Administration and Industrial Relations; additionally he is a Certified Master Facilitator from the Institute of Cultural Affairs and an Instructor for the California State Universities in Sacramento and Los Angeles. Bob can be reached at [blanter@calworkforce.org](mailto:blanter@calworkforce.org).

# How the Swiss Train Apprentices Differently



**Vinz Koller** is an expert on US workforce development policy and Director of Training and Technical Assistance at Social Policy Research Associates, Oakland. He grew up in Switzerland. **Dr. Katherine Caves** is a post-doctoral researcher at the KOF Swiss Economic Institute in Switzerland. She grew up in the Bay Area.

**U**.S. BUSINESSES often complain that the young people they hire simply aren't job ready. It's not just technical skills they lack—so the story goes—from showing up on time to communicating with their co-workers, high-school age youth simply don't know how to behave in a business setting. These are not complaints you hear from Swiss employers.

What do Swiss employers do differently? For one thing, they don't expect schools to teach work. They follow a carefully balanced apprenticeship model that combines 1–2 days on campus with 3–4 days on the job each week.

Swiss employers have figured out how to train workers at no net cost to them and, in fact, at a substantial profit. A win-win that has turned Switzerland into one of the most resilient, innovative, and competitive economies in the world.

What Americans find surprising is that Swiss businesses are the primary champions of the apprenticeship system and invest a hefty \$5 billion annually in apprenticeship education.

career start at 19. That leaves many years ahead for advanced training, even a degree and higher earnings—all debt-free.

At \$2.4 trillion, the California economy is four times bigger than the Swiss economy and yet has four times fewer apprentices. Imagine what the California economy would look like if its apprenticeship investment were on the Swiss scale.

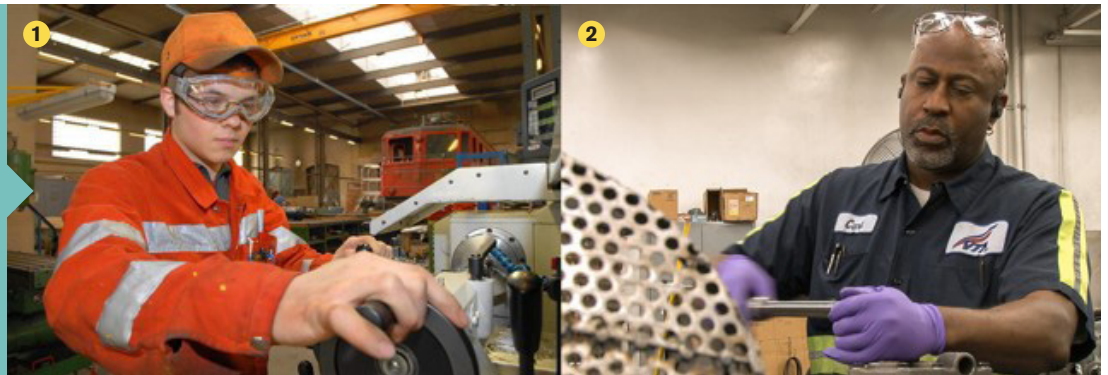
Instead of the 70,000 apprentices California currently has, it would have more than 750,000. California businesses would invest around \$18.75 billion into their training and earn around \$20.625 billion on that investment during the training period.

Even when in apprenticeships, young people would add \$18 billion per year in consumer power to the California economy, while reducing student debt by almost \$16 billion per year and the youth unemployment rate down to 3%.

All the ingredients that created Switzerland's win-win are present right here in California—a multi-path, quality educational system that closely parallels our high schools, community colleges,

**(1) Swiss Federal railway apprentice** (Credit: Luzerner Zeitung).

**(2) Coach mechanic apprentice** Joint Workforce Investment, Santa Clara, CA (Credit: Alexio Goncalves).



Swiss employers have figured out how to train workers not only at no net cost to them but, in fact, at a substantial profit.

However, the businesses make \$5.5 billion back during the initial training period alone. This is because trainees, who work at low training wages, increase their productivity so much that they increase company profits, even while being paid for attending school and going to work.

This has become such an attractive path that 70% of Swiss youth choose apprenticeship as their ticket to a lucrative career. They start earning a paycheck at 16 and graduate with transferrable skills, work experience and a

CSU and UC systems; a large and varied labor market; and a supportive policy environment at both state and federal levels.

It was only about a decade ago that Switzerland began this most recent apprenticeship renaissance and California's has already begun. That means that with a focused effort we can get there by 2027.

Find out more and join in at the CApprenticeship 2.0 LinkedIn group at <https://www.linkedin.com/groups/13555551>