



June 17, 2013

The Honorable Ted Lieu
California State Senate
State Capitol Building
Sacramento, CA 95814

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RE: SB 118 (Lieu)
Santa Monica Chamber Position: Support

Dear Senator Lieu,

The Santa Monica Chamber of Commerce supports your bill, SB 118. This bill would require the state to implement workforce development strategies that create a more prepared and skilled workforce for today's increasingly global economy.

Californians are currently facing the toughest job crisis in over 50 years. The current recession has left workers with a fragmented job market and a steep unemployment rate. This environment has made it increasingly difficult for workers to find quality, well-paid job opportunities. We support your measure because it would help ensure that workforce funds are invested in high quality employment training services.

"Sector strategies" are policy initiatives designed to promote the economic growth and development of a state's competitive industries. The strategic focus of Sectors is to prioritize investments where overall economic returns are likely to be highest, specifically in those sectors that will generate significant gains in terms of jobs and income or in industries facing a shortage of skilled workers. SB 118 is necessary to implement these sector strategy initiatives into the state's strategic workforce plan to help the state plan ahead to meet future workforce needs.

When implemented successfully, sector strategies can lead to increased competitiveness and growth, improved worker employability and reduced dependency on social services while bolstering government revenues generated by both business and workers.

SB 118 would move California towards a more strategic approach of training. Through the establishment of guiding workforce education and training principles, required annual skills-gap analysis by the CWIB, and the collaboration between various education and training programs – SB 118 would assist in the development of a more skilled workforce. For these reasons, we support your bill and thank you for your continued commitment to California's economic development.

Sincerely,

Brad Cox
Chairman

Laurel Rosen
President & CEO