

An Initiative of the California Workforce Development Board

United Food and Commercial Workers' (UFCW) 180,000 members in California need greater and more equitable access to career pathways. UFCW-represented jobs pay salaries and benefits that pull workers out of poverty and sustain families over the long term, but there remains insufficient infrastructure to support middle-skill career growth for this critical workforce. The UFCW Western States Council's WorkForward SoCal project seeks to correct this by implementing broad strategic and needed structural changes.

The UFCW WorkForward SoCal project will work to improve regional strategic outreach, case management, training, job placement, and participant record keeping capacity within three Southern California UFCW Locals.

PROJECT HIGHLIGHTS

- Increased data processing and management capacity and quality through Salesforce license acquisition to align with existing UFCW Southern California Locals and CWDB Salesforce data management systems.
- Greater coordination with Southern California UFCW Locals for HRTP growth and expansion through subcontracting with UFCW Local 135, 324, and 1428 to hire Local dedicated Workforce Coordinators to support Southern California coordination/collaboration directly with WorkForward HRTP.
- Establish long-range comprehensive HRTP strategy for Southern California.

KEY PARTNERS

- UFCW Local 135
- UFCW Local 324
- UFCW Local 1428
- UFCW International Union