

Jamil Dada
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Morris Myers
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

**Executive Committee
November 21, 2013**

Chairman Jamil Dada called the meeting to order at 11:46 a.m.

Members in Attendance

Jamil Dada	Morris Myers	Imran Farooq	Shelagh Camak	Juan De Lara	Mary Jo Ramirez
Bob Frost					

Staff

Felicia Flournoy	Mark Christiansen	Edna Vallecillo-Garcia	Thi Pham	Zaskia Ruiz-Jones	Queenie Galvez
Rilla Jacobs					

ANNOUNCEMENTS

Jamil Dada	<p>He and Mary Jo Ramirez attended the Eastern Municipal Water District’s presentation on the results of our Youth Ecology program. Our program was a success and now four other agencies are interested in working with us on similar programs. This is a good program that teaches youth about ecology and the types of jobs that are available. Mary Jo said one of the statistics that came out of this effort is that the average age of the current water employees is 49 years old and having youth on board proved very rewarding. The youth’s knowledge technical of computers and other equipment was helpful to the staff. Other utility companies have had similar comments that a majority of their staff is five to ten years from retiring and there will be no replacements trained to run the facilities. Felicia said this will be a good discussion under our Discussion Item 2.4 and we will discuss this topic further.</p> <p>Jamil congratulated everyone on receiving the CSAC Award from the California State Association of Counties.</p> <p>Jamil mentioned that during a trip Jay Orr and Rob Field took to Washington D.C. two senators and some house members mentioned our Riverside County WIB and the great work we are doing. We are being recognized for our efforts.</p>
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Administrative Item: Approve the October 9, 2013, Executive Meeting Notes

Motion: That the Workforce Investment Board (WIB) Executive Committee approves the October 9, 2013 Executive Committee meeting notes.

Moved by	Imran Farooq	Second by	Bob Frost
Status	Approved		

Discussion Item: 2.1 December Meeting Agenda and Holiday Luncheon

Discussion

	<p>Felicia had Jamil describe the election process for the 2014 WIB Chair and Vice Chair. Jamil stated this will be a long meeting as we will have our WIB Full Board meeting prior to the Lunch and Workforce presentation. We will hold the board meeting at the March Field Air Museum from 10:30 – 11:30 a.m. Felicia went over the agenda items. Jamil is not eligible to run for WIB Chair so he will conduct the election process with staff assistance. Nominees will be given a couple of minutes to address board members.</p> <p>Jamil will announce the appointments of the WIB Regional Chairs and the expanded Executive Board. Then we will provide members with new financial reports created from feedback provided at the Financial Workshop we held for WIB members. Marketing team will have our Annual DVD ready and then we will have our Keynote Speaker take the floor. Jamil will work with any legislative guests to give them time to speak.</p>
Actions	

Discussion Item: 2.2 Appointment of New Executive Committee Members and Regional Committee Chairs

Discussion

Jamil – we are expanding our Executive Committee in 2014 to give a better representation of our expanded. The new Executive Committee will be:

The 2014 WIB Chair
 The 2014 WIB Vice Chair
 The 2014 CYD Chair
 The Past WIB Chair
 West Chair – Imran Farooq
 East Chair – Juan De Lara
 Southwest Chair – Rick Glasmann
 Education – Shelagh Camak and Michael Pazzani
 Labor – Bob Frost and Laurie Stalnaker
 Four At Large Private Sector Members
 Sonia Nunez
 Francisca Hernandez
 Tina Sewell
 Lupe Del Gado

Jamil will confirm Francisca and Tina’s appointment. Juan suggested that if Tina does not accept her appointment then please approach WIB member Layne Arthur. Jamil agreed. Juan asked why the regional Vice Chairs were not mentioned. Jamil explained that we let the Chair of the regional committee appoint their Vice Chairs.

Actions Regional Chairs need to appoint their Vice Chairs for 2014.

Discussion Item: 2.3 WIB Strategic Planning Process

Discussion

Felicia updated the Executive Committee on the strategic plan process now that Lori Strumpf would no longer be the Boards consultant. Currently, we are going out to bid for a new consultant. We are on a three year cycle for our strategic plan. When a new plan is upcoming we hold meetings and focus groups to get input on what the strategies will be. Our current strategic plan will end in June of 2014.

There have been many changes in the world of strategic planning. Particularly in the workforces areas. We used to, under state requirements and federal law have to submit a 5 year plan. Every year we would provide updates to the plan because the Workforce Investment Act was never reauthorized after its initial 5 years. Now our State Workforce Investment Board (CWIB) wants to make our local boards more strategic. Our new County Strategic Workforce Development Plan is now aligned with the overall State’s Plan. Our Board and Strategic plan met the State’s requirements and we have been certified.

We also provided information to the State as to why Riverside should be considered as a high performing board based on the criteria the CWIB provided. We will be notified if we meet the criteria by the end of January. Felicia went through the plans with the Executive members and let them know of the actions that are in place or being created to meet the goals of the various plans.

Shelagh asked if a Request for Proposal had gone out to get quotes for the consultant. Felicia responded yes. The process is closed and we have three potential vendors. In the middle of December we will begin interviews and have them come in and give us a presentation. From there we will negotiate a contract. We should have a consultant in place sometime in January.

Bob Frost asked if there were responses from any local companies. Felicia responded yes.

Felicia asked the Executive members what their thoughts were on the current strategic process. She let the members know that with the time constraints the full process would not be able to be done this year. We can get community and stake holder input. The Board could agree to do a check in retreat and extend our existing plan. We can start fresh and create a new strategic plan, with new vision and mission and new goals. So our options are:

1. Do a check in and update then vote to extend plan for another year
2. Do a full strategic plan process

	<p>Jamil told members that he has spoken with several of the new members about doing a full blown strategic plan process and they state that they want to become more familiar with the Board and how things work before they take on a full strategic process. Based on this feedback he suggested that the WIB do a one year extension for this year and then do the whole strategic process in 2015.</p> <p>Bob asked what are we doing to show the new members where we are in implementing our current plan, before we tackle a new one. Can we show what we've accomplished, what we did not accomplish and what we are doing to correct any deficiencies we find? Felicia responded we do report our accomplishments, but we may need to do a better job of highlighting and tying together when we are accomplishing and meeting strategic goals in our plan.</p> <p>Bob gave an example of how to keep members up-to-date on strategic plan accomplishments and talk about how goals are being met at the WIB regional committee meetings. Juan gave his support to go with option one and continue to work on the strategies. The East regional meeting is working to have the meetings be more private sector driven versus public sector. Their members are getting more engaged in the meetings. Morris gave his support for option one and to keep working on the current plan and giving better reports to members. Shelagh gave her support for option one and asked how the new consultant would be involved in the strategic plan process.</p> <p>Felicia told members that the state plan asked how we are working to assist our youth population. The Council for Youth Development has a strategic plan that addresses youth and we need to get their plan incorporated into the strategic plan so that our board not only focuses on the adults, but sees our efforts for the youth. Mary Jo gave her support for option one and highlighting our strength in innovation and having the consultant work on these areas.</p>
Actions	Go after consultant. Action Item for Exec Committee to Extend Strategic Plan for one year.

Discussion Item: 2.4 \$250 Million in Career Technical Education Funding

Discussion	
	<p>State legislation passed that provides Career Technical Education Funding to help youth obtain the skills they need to be able to transition into the world of work. There was a report done which indicated youth in California and across the United States are suffering. The report focused on the age group of 16 – 24 years old. Our Board is aware of this need and the report showed Riverside County at the top of list of counties which have the highest unemployment and disconnected rate of youth in the state. Senator Roth, Assembly member Medina and CWA Director Bob Lantern met with us to discuss this concern.</p> <p>Thi Pham and Edna Vallecillo-Garcia gave a PowerPoint presentation to the Executive members. The funding is coming from AB 86, Education Bill. The California Career Pathways Trust Fund (CCPT) was funded to build stronger connections between business and education by engaging industry more directly and building a curriculum. \$250 million has been allocated in the state of California in the 2013 -14 state budget. The administrator is the California Department of Education and they will oversee the funds and its investment in the career technical education system.. The Department of Education is working closely with the CWIB on ensuring the WIBs voice is being heard on how the funding will be administered.</p> <p>Jamil informed members that the CWIB wants to make sure the funding is used to create more career academies in the school systems. Edna updated members with the information she has gathered to-date. The CCPT can fund grants for Career Technical Education in the K-12 districts. Funds will be encumbered through the period of 2016 and have to be expended by 2018. The applicant pool must be a Local Education Agency: K-12, county office, charter schools, or community college districts. It cannot be a WIB. The tentative Request For Applications (RFA) timeline is that the RFA will be out by January 2014, results will be out by March or April of 2014 to allow schools to begin planning for the next school year. Members from the WIB can provide their input and Edna gave the members the contact information.</p> <p>Other funding includes Senate Bill 70 the Career Technical Education Pathways Program whose primary objective is to have a consortium of regions to develop and implement sustainable policies and an infrastructure that results in measurable and successful transition of CTE Students into secondary education and careers. The maximum funding for the Inland Empire is \$1.4 million. This is a planning grant. The lead for this grant is Mount San Jacinto College. This is a noncompetitive grant; Dean Joyce Johnson is the point-of-contact.</p> <p>AB 86 section 76 is the Adult Education Consortium funding. It is a \$25 million statewide two year planning grant. This consortium will use funding to develop plans for adult education in: elementary and basic skills;</p>

	<p>classes for immigrants; ESL and workforce preparation; programs for adults with disabilities; short term CTE programs with high employment potential; and, programs for apprentices. Locally we have been involved in the CCPT, CTE Pathways funding group. Riverside Community College District is the lead for the Desert Region CTE Pathway Trust Planning Group preparing the application and getting everyone together to apply for funding. RCCD is co leading with Norco school district adult education director, Jodi Slicer the AB 86 Adult Education Consortium Working Group.</p> <p>Other WIB members are also on committees applying for the AB 86 funding. Deans and Supervisors representing the ROPs are the people attending meetings for AB 86, section 76. Felicia asked members what can be done in Riverside County to ensure a coordinated effort is created to reach in and out of school youth 16-24 years of age. Shelagh commented that there cannot be a one size fits all mentality. We need to understand and have conversations on who can do what. Education needs to speak to and concentrate on education, which is what we are good at. We look to others for data and opportunities to reach out to industry. This effort needs to be designed well from the beginning. We are well positioned now with partnerships and collaborations we have built over the years. K-12 and parents need to understand that not every student is destined for college and highly skilled jobs are something K-12 and parents need to begin to get excited about. We need to be open to youth who want skilled jobs and not a college education right out of high school. The desire for a secondary education may come later after they gain more job and life experience. Youth Career Connect is a \$100 Million grant coming out of the DOL and it will be led by K-12 and WIBs are able to lead the groups if they want. Community colleges cannot lead this grant.</p> <p>Members discussed other challenges youth experience in high school and college when they don't have a goal or a clear career pathway to follow. Bob mentioned that San Bernardino County is better at reaching youth and introducing them to what labor apprenticeships have to offer and awareness of where their education can take them. RCOE wants to duplicate this effort and program. Communication and partnership with the labor groups at the beginning is crucial to building disciplines in youth at an early age. Labor is working on creating a program to partner with community colleges in Riverside to highlight the trades. When people complete a program with Labor they are roughly 14 credits from a 2 year degree. If they go to a community college during or after completing our program they can get an AS. Labor offers scholarships to a four year degree after a person completes their AS. Shelagh is working with San Bernardino to duplicate their one day Orangeshow Labor event. Felicia suggested that the one day labor event should be replicated in other industries as well as it has presented for labor. This will open up youths understanding of how school classes relate in the working world.</p>
Actions	Approach MSJC for a replacement member. Edna send Executive Committee a copy of the PowerPoint presentation.

Discussion Item: 2.5 Results from WIB Business Roundtable Discussion	
Discussion	
	<p>Felicia reminded members that in the local plan we discussed creating industry sectors approach. We have tapped into our WIB members and progress is being made. We had a second round table with business members and other invited guests and our conversation was on having a skilled workforce going forward. Business attendees talked about needing a skilled workforce and how they were now competing for the same people. It was shown that businesses are requiring jobseekers to have experience to get into their entry level positions. So the typical 18 to 24 year old youth with no experience has no way of entering the job market. Business is willing to have discussions on the types of skills they have, bring education in and start with the 18 to 24 year old group to discuss what is in the curricula now, vet it and make sure it is still meets their requirements as a core group. If Workforce can fund training to some degree, business is willing to work with us to design the program and have us recruit 18 to 24 year olds to go through the training and receive on the job training from them for logistics.</p> <p>Morris asked if logistics meant a minimum wage job, Felicia responded no. Jobs start at \$14 to \$15 an hour. Morris asked then why do they call their jobs entry level positions. Usually to most people entry level means having no experience and you learn as you work. Felicia said that was the ah ha moment for business. They were saying that people need 6 months to one year experience for their entry level jobs and further discussions revealed that business know they need workers and they are reaching out and visiting schools to gain a reputation in the K-12 youth. But when youth graduate and come to them for their entry level jobs they are turned away. Once business understood this they realized they have to work and create transition programs in K-12. Morris asked if there were opportunities to advance in logistics and the response was yes, the employment opportunities are far reaching. Once we create and launch the program, San Bernardino WIB is also interested in bringing it forward and replicating it in the Inland Empire.</p> <p>Felicia moved on to discuss the success of our Youth Ecology Program in the Eastern Municipal Water District</p>

	<p>(EMWD). Discussions are being held on expanding this program to also have the youth participate in the administrative side of the business and getting a feel for the industries future workforce needs as they have an aging workforce. EMWD is willing to bring their human resources people into the discussions to look at the Youth Ecology program and providing short-term work experience to youth, but having other water districts involved to talk about curriculum and training needed to assist youth in getting into the energy field. The average salary for water district employees is \$60 thousand a year.</p> <p>We will be holding these same conversations with our healthcare, manufacturing, professional and business services members and partners. We want to bring this proposal to the full board, we have created an allocation plan for our funding and a portion will be directed towards the training and on the job training we discussed. We also set aside a portion of money to serve 18 to 24 year old youth. We are also piloting some youth efforts in the Southwest to address the youth and workforce needs in our county. Shelagh stressed the importance of making sure these jobs are presented to youth in a way that excites them and grabs their interest. There needs to be a coordinated seamless marketing piece that is threaded through the entire process. We have to remove the barrier walls connected to these jobs and youth who want to pursue them.</p>
Actions	Get Cindy involved in marketing piece

Discussion Item: 2.6 WIB Program and Financial Workshop Update

Discussion	
	<p>Zaskia and Felicia reported on the revised financial reports that were created from input given at the WIB Financial Workshop. The fiscal group passed out a survey to WIB members to rate how successful the reports were. There was an 87 percent approval rate from the survey. What members wanted was additional information that was not easily found or presented in the current reports data. Members want the information to be provided in a more concise manner. The new reports show data from the past two years to the present and Zaskia explained the data to the members. Felicia told Zaskia to separate training into vocational, contracted and on the job categories. She also suggested that the breakdown in funding set aside for each training be provided in the report. The program reports should show how many were enrolled, how many of those enrolled were placed in jobs, how many on the job trainees completed their training and obtained permanent jobs. Zaskia assured the committee that these suggestions are being worked on. She wanted to make sure that the new fiscal reports were on the right track. Members also asked for a list of companies were trainees get placed.</p>
Actions	Continue revising fiscal report.

Reports :

Regional Committee Updates	
West	TABLED
East	TABLED
Mid-County	TABLED
Southwest	TABLED

Council for Youth Development Liaison	
	TABLED

Chairman's Report	
	Our guest speaker at the Annual WIB Christmas meeting and luncheon will be Kish Rajan or his Deputy Director Louis Stewart.

Director's Report	
	<p>Felicia gave the numbers for workforce performance.</p> <p>Adults 95% Entered employment for adults 109% Job retention 98% Average earning change</p> <p>Estimated workers 115% Entered Employment for adults 95% Job retention 102% Average earning change</p> <p>Youth 87% job placement 134% Obtainment of an education or credential 151% literacy increase</p>