

Jamil Dada  
WIB Chairman

Rob Field  
Assistant County Executive Officer, EDA

Felicia Flournoy  
WIB Director

Lea Petersen  
WIB Vice Chairman



Mark Christiansen  
WIB Deputy Director

Rilla Jacobs  
Secretary

*Infinite Opportunity, Lasting Prosperity*

## Executive Committee October 17, 2012

Chairman Jamil Dada called the meeting to order at 11:40 a.m.

### Members in Attendance

Jamil Dada	Lea Petersen	Lee Haven	Morris Myers	Mary Jo Ramirez	Shelagh Camak
------------	--------------	-----------	--------------	-----------------	---------------

### Members Absent

Robert Frost	Kenneth Clark				
--------------	---------------	--	--	--	--

### Guests

Michael Razo	Pascual Guardado	Stephen Amezcua			
--------------	------------------	-----------------	--	--	--

### Staff

Felicia Flournoy	Mark Christiansen	La Tonya Johnson	Kathy Boyer	Pat Ramos	Tiki Copeland
Rilla Jacobs					

### **Administrative Item: 1.1 Approve August 15, 2012, Executive Notes**

**Motion: that the WIB Executive Committee approve the August 15, 2012, Executive Notes**

Moved by Shelagh Camak Second by Lee Haven

Status Approved

### **Administrative Item: 1.2 Approve Council for Youth Development (CYD) New Member Nominations**

**Motion: That the WIB Executive Committee approve the CYD new member nominations for Michelle Wohl and Nafeesah Tillman.**

Moved by Morris Myers Second by Lee Haven

Status Approved

### **Administrative Item: 1.3 Member Initiatives**

Jamil	<p>Jamil will be a speaker at the Rapid Response Roundtable, Thursday, October 18, 2013.</p> <p>Jamil attended a Roundtable headed by Secretary of Labor Hilda Solis, on Monday, October 15, 2013. East LA Community College received a grant for logistics from the Department of Labor (DOL). Riverside was invited because logistics is a growing industry in our area and there are upcoming grant opportunities for the Inland Area focusing on logistics.</p> <p>San Bernardino County WIB will arrange a joint meeting with our Riverside WIB. An upcoming date is being determined.</p> <p>The youth trip to Washington D.C. was very successful. The agencies and staff we meet with were glad to see how well our youth program is working.</p> <p>Congresswoman Bono Mack and her staff were very impressed with our youth in DC. Jamil invited her to visit one of our Youth Opportunity Centers YOC and she agreed. Jamil is arranging a date and time for the tour and will let everyone know the outcome.</p>
Morris Myers	<p>Morris asked about the outcome of the @LIKE Evaluation Funding. This was item number 1.2 on the September 12, 2012, Executive Meeting Agenda. The funding recommendation is schedule to go before the Board of Supervisors on November 6, 2012. With the recommendation that the funding amount not exceed \$900,000.</p>

Discussions have been held with Impact and they agree to work with us to keep the costs at \$900,000.

## Information Item: 2.1 Program and Fiscal Report

### Discussion

Presented by Felicia Flournoy

Overview	<p>Program Reports – members received the WIB Report and Critical Measures for review. Felicia gave an overview of the measures and stated that workforce development is trending well to the measures. There continues to be improvements on all measures trending towards 100 percent.</p> <p>Morris asked if the Virtual One Stop System was used to collect any of the data needed for these reports concerning follow-up on customers who have left our program. Felicia responded yes, but because jobseekers automatically fall out of our system after 90 days of no activity and no hard exit is completed on these individuals we can't track for follow-up data. The new State system will track this type of data.</p> <p>Morris asked if we track our candidates' progress for a year or two after they are hired to see if they retain employment. Felicia responded yes but not for that long. Employment is tracked for the first and third quarter after employment. She explained that our objective in the critical measures is to make sure we are meeting our business customers' needs by referring the right qualified candidate for each job request.</p>
Actions	<p>Mary Jo requested that objectives successfully reached on the Dash Board be changed from Red to Green. The acronym # of UI (Number of Unemployment Insurance Customers) will be spelled out in our future reports.</p>

Presented by Zaskia Ruiz-Jones

Overview	<p>Fiscal Report. Zaskia went over the fiscal report with the members and addressed their questions and concerns. Fiscal year 2011/2012 is complete and the books have been closed on it. Ten percent of funding was spent on administrative costs, 82 percent was spent on core and intensive services.</p> <p>We began gearing up for SB 776 which increases the percentage of funds spent on training by 25 percent. We began the 25 percent increase in Fiscal Year 2011/2012 by enrolling customers into ongoing training. We will begin paying the costs for the training Fiscal year 2012/2013. Training dollars are at \$5.6 million this includes training that is current and training that will be allocated to the 25 percent requirement.</p> <p>Zaskia and Felicia explained that we have a two year window to spend our formula funds for Adult, Youth and Dislocated Workers. 80 percent of the funds must be obligated in the first year and then 2 years to spend the money.</p> <p>Morris how the reduction in administrative costs were achieved. Zaskia explained that some reduction was through attrition and some reductions were from staff being assigned to other funded projects. Rapid Response received an increase and it will go towards training like On-The-Jo and other types of training.</p> <p>Riverside, San Bernardino, and Imperial Counties were awarded a Department of Labor's Innovative Grant for \$6 million that is to fund a 4 year project. Zaskia went over the spending plan for the @LIKE program. \$1.9 million will be spent in the first year. \$120,000 in administrative costs and \$1.4 million will pay for contracts that are in process for the project. The remaining balance will be spent over the future years.</p> <p>Business Service costs are a combination of costs. \$1.3 million was allocated for business purposes last year and the same amount is projected for next year. The business customer is one of our most important customers and we wanted to insure that their needs are being met through our funding allocations.</p> <p>Members asked if our funding was predetermined and Felicia responded yes, but there can be some blending of Adult and Dislocated Worker funding when necessary. Zaskia gave a quick historical overview of the funding received over the past 12 years. For Fiscal Year 2011/2012 we had total funding of \$21,879,779 and a carryover of \$9 million into this Fiscal Year. We are projected to receive a total of \$28 million in funding for this Fiscal Year. We continue to review our budget to make changes and updates to reduce our cost and optimize our services to our clients.</p> <p>Members asked besides WIA funding where the other dollar amounts come from. Felicia explained that they are competitive grants from the state and other sources. Members asked to see more on the other funding sources.</p>
Actions	<p>Prepare report on the other funding sources that we receive.</p>

**Information Item: 2.2 Update on Technology Initiatives**

Discussion	
Presented by	Tiki Copeland
Overview	RivcoWorkforce.com is the new adult internet portal for our business and jobseeker customers. The original portal has been revamped to be more functional and user friendly for our customers. The design has been simplified. It services our three main customers business, job seekers and youth and each one has their own individual tab and site. We have a lot of information in our sites so that our customers don't have to keep clicking links to get to the information they need. Also, jobseekers were surveyed and they said they want to see as much information on one page as they can.
Actions	Request that workforce contact information - address and phone number be placed on every page of the site. The site is still a work in progress and we encourage your input and improvement ideas please forward them to Felicia, Tiki or Rilla
Presented by	Cindy Davis
Overview	Rivconetwork.com
Actions	Tabled

**Information Item: 2.3 EMSI Labor Market Analyst Tool Demonstration**

Discussion	
Presented by	Mark Christiansen
Overview	EMSI Labor Market Analyst Tool Demonstration
Actions	Tabled

**Discussion Item: 3.1 Appointment of Nomination Committee for December's WIB Elections**

Discussion	
	Jamil Dada - WIB Chair for the upcoming 2013 WIB Elections Jamil appointed Shelagh Camak, Mary Jo Ramirez, and Robert Frost to be the Nomination Committee at the December 12, 2012, Full Board meeting. Shelagh will be the Chair.
Actions	Within the next two weeks get the notification out to the Private Sector members who are eligible to run to submit their names back to the committee.

**Policy and Advocacy Report**

Morris Myers	No new updates
--------------	----------------

**Reports :**

Regional Committee Updates	
West	
East	We are moving forward with having a formalized Memorandum of Understanding with the Coachella Valley Economic Partnership (CVEP) to connect the two agencies. We have worked with them in the past and we want to reconnect. Jamil invited members to attend the CVEP Economic Summit on Wednesday, October 25 <sup>th</sup> . 8:30 a.m. to 12 p.m. at the Esmeralda Renaissance. The WIB has a table available and we will send out an email to invite our board members.
Southwest	We are working on our next Job Seeker Summit and will try to incorporate a youth portion into the event. We are also working on advocacy in our local area with our school boards, city councils, chambers of commerce and others. We want to get the message out on who we are and work towards gaining their cooperation in helping with future endeavors.

**Council for Youth Development Liaison**

Mary Jo	We received a report from Rosa Penalzoza regarding the Voices for Youth Washington DC advocacy trip. She shared the responses from the youth and legislators. We also had a presentation from Josiah Bruny on his Music Changing Lives program. We discussed the impact it and similar programs have on youth. We discussed the LEAP magazine and exploring ways to fund this program and keep it going. Character Counts 2013 is moving
---------	--

	<p>along. We have set the event date, for Friday, April 26, 2013, at the Vecino Building in the Orangecrest area of Riverside. Felicia updated everyone on the new date for Character Counts which will be May 3, 2013. California Family Life Center and RCOE have been awarded the Youth Build funding for this year. Hemet and the San Jacinto will be the target area for the program and we are working with Habitat for Humanity. We are focusing on the emerging water technology industry and other industries in our area. This project and others like it will assist us in reaching out to our dislocated youth and getting them re-engaged in learning.</p>
--	---

<b>Chairman's Report</b>	
Jamil Dada	<p>Shelagh and I have held a couple of conference calls with Jobs for the Future out of Boston and DC and we will have an update for you soon on the outcome.</p> <p>CWIB update: the newly appointed board has finalized a meeting date for their first meeting. The CWIB is made up of 34 governor appointed members and 10 mandated members (2 assembly members, 2 senators, and 6 department heads). October 30 and 31, will be their two day retreat.</p> <p>I have been doing presentations at Rotary Clubs in the area. The Monday Morning Club has asked me to do a presentation for them on November 14<sup>th</sup>.</p>

<b>Director's Report</b>	
Felicia Flournoy	<p>The Southwest region is working on doing a Youth Opportunity Summit that will bring graduating high school students who are not planning to go to college together. We want to help them understand what types of opportunities there are in the community colleges, as well as work periods in our industries. The event will be held towards the end of March 2013.</p> <p>The West region is working with Norco Community College and the West Adhoc Committee to put on a supply chain technology forum in late January 2013. To showcase what is happening in this region and get input from logistic companies in the west region on this new emerging occupation.</p> <p>Felicia will be a member of the CWIB's Issues and Policy Committee.</p> <p>We have an opportunity to start youth ecology project in Diamond Valley Lake in collaboration with Northern California. Northern California has a successful model in Sonoma County with Metropolitan Water District (MWD). Northern MWD is working with Southern MWD, the community colleges and the YOC to start this project in Diamond Valley Lake in Hemet. We hope to expand it to Blythe and the Salton Sea. This program combines class training with paid work experience. Students will be out cleaning trails and debris around the lake. They will make sure the wildlife habitats are in place. They will work with biologists and learn about the environment, conservation and will certifications. There is a possibility of the students being hired by MWD after completion. There will be a meeting of the core groups and then we'll plan a summit out at Diamond Lake.</p> <p>We are now at 54 percent private sector membership on our board. We are looking at inviting Suzanne Lingold of Cal State San Marcos to join the board to represent the universities.</p>

<b>Public Comments</b>	
Lea Petersen	<p>The Gas Company in developing an initiative for workforce readiness. It is a grant program of \$5,000 to \$25,000 in funds. Lea asked the board to assist with how to define the program, identify the target audience. This does not fit their usual scope for hiring candidates. The Gas Company knows they will be losing roughly 50 percent of their workforce over the next five years. These employees need to be replaced but their HR department is not focused on massive hiring, which is where the company wants to go. We need your help developing our policies and our message for the youth.</p> <p>The Gas Company is looking to give employment opportunities to small minority business companies. She asked for help on finding these companies. Kathy Boyer asked for written information on the program to train her Business Solutions staff. Staff can begin prescreening and referring some small business to the Gas Company.</p> <p>The University of Riverside contacted Lea and she gave a presentation to 50 representative of the India government who are here on a special two week program. They are ministers, heads of states and department, military commanders. They are here learning how public and private partnerships work. Lea contacted Tom Freeman, Riverside EDA Office of Foreign Trade, the chambers and others to possibly get together for a meet and greet with these individuals.</p>

	<b>Recap of Actions</b>	<b>Person Responsible</b>
	<p>Mary Jo requested that objectives successfully reached on the Dash Board be changed from Red to Green.</p> <p>The acronym # of UI (Number of Unemployment Insurance Customers) will be spelled out in on future reports Prepare report on the other funding sources that we receive.</p>	Fiscal Department
	<p>Request that workforce contact information - address and phone number be placed on every page of the site.</p> <p>The site is still a work in progress and we encourage your input and improvement ideas please forward them to Felicia, Tiki or Rilla</p>	Website Team/Tiki
	Schedule meeting with Felicia and Lea to discuss work readiness and small business	Rilla/Kathy
	Within the next two weeks get the notification out to the Private Sector members who are eligible to run to submit their names back to the committee.	La Tonya

Adjourned 1:20