

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*

## Workforce Investment Board December 14, 2011

Vice Chairman Lea Petersen called the meeting to order at 9:30 a.m.

### Members in Attendance

Brian Unitt	Charles Martin	Cheri Hales	Darryl Rawlings
Diane Stuart	Ed Garcia	Greg Doonan	Imran Farooq
Jamil Dada	Julie Adams	Kenneth Clark	Laurie McLaughlin
Lea Petersen	Morris Myers	Nancy Pavelsky	Robert Frost
Scott Mann	Shelagh Camak	Susan Loew	Vincent McCoy
Claudia Lopez	Louis Davis	Paul Marchand	

### Members Absent

Barbara Olivier	Brooks Lockhart	Chuck McDaniel	Cindy Delanty
Duane Friel	Edward Walsh	Guadalupe Del Gado	Guy Reams
Jim King	Ken Orr	Kenny Calvin	Laurie Stalnaker
Lee Haven	Maria Juarez	Ricardo Olalde	Sarah Mundy
Sharon Duffy	Stan Stosel	Susan Senior	

### Guests

Supervisor Bob Buster	Supervisor Marion Ashley	Jaime Hurtado	Ron Painter
Rob Field	Lisa Brandl	Alton Garrett	Jolyn Murphy
Kristen Huyck	Jodi Sager	Sandra Harmsen	Thomas Flournoy
Betty McMillion	Rosa Penaloza	Lenore De Jesus	Christopher Samuel
Joyce Johnson	Kim Bracy	Michael Goss	Zaskia Ruiz-Jones
Queenie Galvez	Maria Andrade	Mike Bostock	Tracy Vackar
Jack Katzanek	Frances Gines	Carrie Harmon	Roy Azarnoff
Shawn Otin	Tracy Vackar		

### Staff

Felicia Flournoy	Mark Christiansen	Maria Muldrow	Sheneka Gordon-May
Tike Copeland	Pat Ramos	Wendy Frederick	Kathy Boyer
Rilla Jacobs	Sharell Malveaux	La Mont Butler	Ken Whitmore
Kym Reis	Vera Morrow	Cindy Davis	Toni Soria

### Administrative Item: 1.1 Approve August 17, 2011, Notes

**Motion:** Approve the August 17, 2011, Workforce Investment Board (WIB) notes

Moved by	Jamil	Second by	Susan Lowe	Abstentions	5
Status	Approved				

### Administrative Item: 1.2 Chairman Elections for 2012

**Motion:** Approve elections results for 2012 WIB Chairman

Status	Approved
Discussion	Jamil Dada accepted the nomination for Chair. Lea Petersen declined the nomination for Chair Jamil Dada - 2012 WIB Chairman by default.

<b>Administrative Item: 1.3 Vice Chairman Elections for 2012</b>	
<b>Motion: Approve elections results for 2012 WIB Vice Chairman</b>	
Status	Approved
Discussion	Lea Petersen – Elected 2012 WIB Vice Chairman

<b>Administrative Item: 1.4 Approve 2012 Meeting Calendar</b>			
<b>Motion: Approve the WIB 2012 meeting calendar</b>			
Moved by	Robert Frost	Second by	Jamil Dada
Status	Approved		

<b>Administrative Item: 2.1 Draft Advocacy Platform</b>	
Discussion	<p>Lori Strumpf gave a recap of the initial October 12, 2011, meeting and the steps the Workforce Investment Board and Council for Youth Development (WIB/CYD) members went through to create the draft policy framework. The next meeting on January 12, 2012, will finalize the document for approval by the Executive Committee in February. The final document will be the platform that the WIB will use to address County and State issues.</p> <p>The policy platform will have our key messages centered around workforce development in general and items we want to comment on for Workforce Investment Act (WIA) reauthorization. We define workforce development as where these three community sectors intersect; economic development, education and talent development.</p> <p>The draft platform was created by the assembled members at the October 12<sup>th</sup> meeting; the policy was drafted and presented to the WIB Executive Board for further comments. Now the draft platform is being presented to the WIB to facilitate a conversation on thoughts about what should be in the platform. A final meeting is scheduled for January 12, 2012, to put more information onto the policy and then finalize by March. This document will be a tool that the group can use during Hill Visits at the National Association of Workforce Boards conference.</p> <p>Lori asked WIB members to review the draft at their tables and have a spokesperson add their collective thoughts to the drafted policy framework:</p> <ul style="list-style-type: none"> <li>• Susan Loew’s table agreed with the principles and asked how well are we positioned. They want gaps identified in what to do and to be able to execute the policy with accountability.</li> <li>• Jamil Dada’s table agreed with the draft and had no changes.</li> <li>• Paul Marchand’s table agreed with the draft but felt it needed to be strengthened on accountability, sustainability of public funding and better communication to eliminate duplication or conflicts with other programs</li> <li>• Laurie McLaughlin’s table was supportive of the frameworks principles. One issue they felt needed to be addressed was firming up of employer services. We do a good job for jobseekers but need to be stronger towards support of employers. They felt clarification to promote the principle for just and fair wages needs to be stronger.</li> <li>• Lea Petersen spoke on regional collaboration and suggested that the term business community be added.</li> </ul> <p>Lori finished the presentation with a recap of the added information and what the policy framework will accomplish for the WIB.</p>
Actions	Final group session to meet 1/12/12 to finalize draft for WIB Executive approval in February.

<b>Administrative Item: 1.4 Program and Fiscal Report</b>	
Discussion	<p>Felicia Flournoy presented the WIB with information on workforce financing and where we are going fiscally. She gave an overview on how the funding formula is used to distributed funds from Congress, to the states, and how the 49 LWIA’s are allocated their portions.</p> <p>She explained how the funding is split into categories:</p> <ul style="list-style-type: none"> <li>• Adult</li> <li>• Dislocated Workers</li> <li>• Youth</li> <li>• Rapid Response</li> <li>• Catchall – funding which does not fall into the first four categories</li> </ul>

	<p>She talked about the historical trends the workforce funding has gone through and noted that the trend in funding is down at this time. She showed the comparisons of funding through the last two fiscal years. She explained how funding dollars are carried in from the previous year, how the allocation of funding works, and what the total availability is. She explained that past fiscal years show actual funding expended and the future fiscal year works with projections until actual dollars are spent and accounted for.</p> <p>Felicia explained the requirements of new Senate Bill 734, which requires that a certain percentage of WIA funding be spent on training for workers. She explained how the costs associated with running a workforce center are used and the series of processes provided to the workforce and business clients. She explained how the workforce division and the County work together to project a yearly county budget. Members had questions and feedback regarding the format of the document and she said the fiscal department will address these.</p>
Actions	Bring additional fiscal information to the next WIB meeting on February 16, 2012.

**Reports :**

<b>Committee Reports</b>	
CYD	<p>Rosa Penalosa – the Council for Youth Development (CYD), subcommittee of the WIB, gave an update on the youth projects currently in progress:</p> <ul style="list-style-type: none"> <li>• The CYD is working to identify more funding opportunities to bring into the Riverside region</li> <li>• The Voices for Youth, youth advocacy group has 26 new members and 15 returning members. They are learning to be spokespersons for youth issues. They meet and learn public speaking, review and create policies, and give presentations at various forums. They are wanting to go to Washington D.C. to present youth issues before legislators in Congress. We hope to take the new group to Sacramento during the State’s legislative session.</li> <li>• The Riverside Youth Opportunity Centers (YOC) have partnered with the Home Builders Institute (HBI). HBI is a national mentoring firm who provide services nationally and they are partnered with Reach Out. Currently we have a pilot program working through the Rubidoux and Moreno Valley YOCs. Fifteen youth have been identified for the pilot program. We will give you updates on the progress.</li> <li>• Character Counts! 2012 we will host our 7<sup>th</sup> Youth Award Ceremony, Friday, April 27, 2012, at the Riverside Marriott. To date, we have raised \$7,500 for the event. We hope to nominate 9-10 youth for awards. We have sent out our nomination packets to our YOCs and other youth serving organizations.</li> <li>• CalGrip Grant award is being utilized at the Rubidoux YOC and this grant is used to service youth at risk of being or who are involved with gangs. The community has given it support for our program.</li> <li>• MyIECareer Youth Portal is up and running for the first 145 youth to access and begin getting information and guidance on job opportunities.</li> </ul>
WEST	<p>Jamil Dada – the West discussed:</p> <ul style="list-style-type: none"> <li>• How to engage more employers. We proposed strengthen our relationship with the Chambers. Having an open house to invite businesses, chambers, and local elected officials to a mixer.</li> <li>• Building a stronger relationship with vocational educational schools who are training our future workforce.</li> <li>• CLIP</li> <li>• Doing a candidate forum and educate them on workforce issues. The State is doing realignments of elected officials based on the new district lines. We want to host an event which will involve all of Riverside’s candidates. They can let us know where they stand on issues and we can inform them about workforce and what our program involves. We hope to have this forum ready by spring of 2012.</li> <li>• Social networking to increase our presence</li> <li>• Public service announcements at various forums and other outlets</li> </ul>
EAST	<p>Felicia Flournoy – the East discussed</p> <p>How do we consolidate efforts that are in progress and stop operating in silos. They decided that the committee should explore joining in with the Coachella Valley Economic Partnership (CVEP) who already has a business and education committee that focuses on what needs to be accomplished. This eliminates duplicate efforts by two separate committees.</p>
SOUTHWEST	<p>Morris Myers – the Southwest discussed:</p> <ul style="list-style-type: none"> <li>• Outreach to make others more aware of workforce development; who we are and what we do. We formed a committee to address this by creating 2 to 3 minute presentations to give at city council meetings, school districts water boards and other outlets.</li> <li>• The Healthcare Career Fair from last year was a big success and we want to capitalize on the positive outcome we received for this year’s event. This year the WIB and the cities of Murrieta, Temecula and Lake Elsinore will host the Southwest, Riverside County Job Fair and Healthcare Career Day on March 6,</li> </ul>

	2012, at the Temecula Civic Center. We expect close to 1,500 people to attend this event.

<b>Chairman's Report</b>	
Jamil Dada	MID COUNTY – earlier this year our Mid County committee was experiencing attendance issues so the Board put them on a hiatus to explore ways of revamping the committee. With the help of Supervisors Ashley and Stone we were able to have outreach meetings at various venues in their districts. We identify 16 people in the Banning/Beaumont area who want to be active on this Board and in the committee. They, along with several other individuals, attended a strategic vision planning session held in October, which was led by Lori Strumpf. We have also been working with the Hemet Chamber of Commerce and we want to go San Jacinto to hold similar outreach events. The Mid County region is working again and we'll have updates in 2012.

Adjourned 11:23 a.m.