

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 February 15, 2012

Chairman Jamil Dada called the meeting to order at 11:30 a.m.

Members in Attendance

Brian Unitt	Brooks Lockhart	Charles Martin	Cheri Hales
Cindy Delanty	Darryl Rawlings	Duane Friel	Ed Garcia
Edward Walsh	Greg Doonan	Lupe Del Gado	Imran Farooq
Jamil Dada	Jim King	Julie Adams	Ken Orr
Kenneth Clark	Kenny Calvin	Laurie McLaughlin	Laurie Stalnaker
Louis Davis	Mark Katan	Morris Myers	Ricardo Olalde
Robert Frost	Sharon Duffy	Shelagh Camak	Stan Stosel
Susan Loew	Vincent McCoy	Brooks Lockhart	

Members Absent

Barbara Olivier	Chuck McDaniel	Claudia Lopez	Diane Stuart
Guy Reams	Iddo Benzeevi	Lea Petersen	Lee Haven
Sara Mundy	Scott Mann	Susan Senior	Nancy Pavelsky
Paul Marchand			

Guests

Manuela Arreol	Jennifer Thomas	Mark Tungcab	Rosa Penaloza
Maria Andrade	Lenore DeJesus	Charles Nava	Mary Jo Ramirez
Paul Tungcab	Robin Goins	Stephen Amezcua	Thomas Flournoy
Burt Wethers	Mark Sanchez		

Staff

Felicia Flournoy	Mark Christiansen	Maria Muldrow	Kathy Boyer
La Tonya Johnson	Sheneka Gordon-May	Tiki Copeland	Vera Morrow
Tim Stedham	Rilla Jacobs	Pat Ramos	

Administrative Item: 1.1 Approve December 14, 2011, Notes

Motion: The Workforce Investment Board (WIB) approve the December 14, 2011, Notes.

Moved by	Kenny Calvin	Second by	Imran Farooq	Abstain	Ricardo Olalde
Status	Approved				

Administrative Item: 1.2 Approve the Legislative and Policy Platform

Motion: That the WIB approve their Legislative and Policy Platform.

Moved by	Laurie McLaughlin	Second by	Shelagh Camak
Status	Approved		

Discussion	This is the final adoption of our Legislative and Policy Platform. One of the goals of the WIB is to educate political leaders at all levels about the importance of workforce development and its positive local impact. To accomplish this goal, WIB members participated in a series of work sessions to develop a Legislative and Policy platform. This Platform will be used to shape positions and provide comments on legislation at the state and federal level. This Platform will allow the WIB to be proactive with current and future legislation.
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Certification of Youth Opportunity Center Award Presentation

Felicia	The Council for Youth Development wanted to ensure that our youth are receiving the highest quality of services
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Flournoy	<p>through our Youth Opportunity Centers (YOCs). The decision was made to certify the YOCs against the highest criteria possible. We implemented Malcolm Baldrige’s “The Principles” to guide the Continuous Quality Improvement efforts with our YOCs and there is a stipulation that for them to continue to receive funding every two years they have to certified and recertified. Today we are here to present the Quality Award for Excellence from the YOC and WIB to:</p> <p>Indio WIN Center – Charles Nava Perris OASIS – Rosa Penalzoa Planet Youth – Mary Jo Ramirez</p>
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Administrative Item: 1.3 Member Initiatives

	<p>Ed Walsh</p> <p>Laurie Stalnaker – We will be holding our tenth annual apprenticeship a union training program. March 9, 2012, from 9:00 a.m. to 12: p.m. at the National Orange Show in San Bernardino. State Superintendent of Public Instruction, Tom Torlakson will attend. Our registration is active and we will have students San Bernardino County and she invited the WIB members to attend. We are working with Ken Young, Superintendent of Schools in Riverside County to have a similar event in Riverside.</p>
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Discussion Item: 2.1 Appointment of the Legislative and Policy Adhoc Committee

Discussion	<p>Jamil Dada informed the WIB members that a Legislative and Policy Adhoc Committee has been formed. The committee will meet quarterly and will up-date the WIB. Jamil read the names of the Adhoc members and</p> <p>ADHOC COMMITTEE</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>REPRESENTING</th> <th>NAME</th> </tr> </thead> <tbody> <tr> <td>Labor</td> <td>Laurie Stalnaker</td> </tr> <tr> <td>Education</td> <td>Shelagh Camak</td> </tr> <tr> <td>Youth</td> <td>Rosa Penalzoa</td> </tr> <tr> <td>Non Profit</td> <td>Maria Juarez</td> </tr> <tr> <td>Business</td> <td>Morris Myers</td> </tr> <tr> <td>Additional Member</td> <td>N/A</td> </tr> </tbody> </table> <p>Felicia and Jamil as the Chair are automatically on the Committee. Jamil will identify the 6th person later.</p>	REPRESENTING	NAME	Labor	Laurie Stalnaker	Education	Shelagh Camak	Youth	Rosa Penalzoa	Non Profit	Maria Juarez	Business	Morris Myers	Additional Member	N/A
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Additional Member	N/A														

Discussion Item: 2.2 Appointment of the Voices for Youth Adhoc Committee

Discussion	<p>The “Voices for Youth” Advocacy Adhoc Committee is made up of new and returning Alumni members.</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Current Member</th> <th>Alumni</th> </tr> </thead> <tbody> <tr><td>Nancy Jimenez</td><td>Alexis Medina</td></tr> <tr><td>Dominique Mosley</td><td>Alex Renya</td></tr> <tr><td>Deysi Torres</td><td>Maria Flores</td></tr> <tr><td>Cordell Pegg</td><td>Eddie Cruz</td></tr> <tr><td>Brian Johnson</td><td>Josie Medina</td></tr> <tr><td>Luis Zanella</td><td>Mirtha Galvan</td></tr> <tr><td>Shuneza Allen</td><td>Anna Sabalza</td></tr> <tr><td>Daniel Sanchez</td><td>Brishette Bourgeois</td></tr> <tr><td>Kayla Barker</td><td>Brian Gray</td></tr> <tr><td>Yazmine Ceja</td><td>Cynthia Montoya</td></tr> <tr><td>Cedric Morin</td><td>Nataly Valentin</td></tr> <tr><td>Francisco Nunez</td><td>Benjamin Watkins</td></tr> <tr><td>Sixto Nunez</td><td>Antonia Valedz</td></tr> <tr><td>Francine Pozuelos</td><td></td></tr> <tr><td>Albert Ramirez</td><td></td></tr> <tr><td>Krystal Rocha</td><td></td></tr> <tr><td>Brian Watkins</td><td></td></tr> <tr><td>Robert Espinoza</td><td></td></tr> <tr><td>Travion Davenport</td><td></td></tr> </tbody> </table>	Current Member	Alumni	Nancy Jimenez	Alexis Medina	Dominique Mosley	Alex Renya	Deysi Torres	Maria Flores	Cordell Pegg	Eddie Cruz	Brian Johnson	Josie Medina	Luis Zanella	Mirtha Galvan	Shuneza Allen	Anna Sabalza	Daniel Sanchez	Brishette Bourgeois	Kayla Barker	Brian Gray	Yazmine Ceja	Cynthia Montoya	Cedric Morin	Nataly Valentin	Francisco Nunez	Benjamin Watkins	Sixto Nunez	Antonia Valedz	Francine Pozuelos		Albert Ramirez		Krystal Rocha		Brian Watkins		Robert Espinoza		Travion Davenport	
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	Domonique Lipscom	
	Mark Tungcab	
	Adriana Jolivette	
	Erick Jordan	

Discussion Item: 2.3 Program and Financial Reports

Discussion Felicia passed out binders to all WIB members. She asked members to bring the binders to each meeting as financial and program report updates will be given out at every meeting. We will be referring back to our strategic plan, which is included in the binder. She went over the contents of the binders.

She had the members go to tab three the mid-year financial report. Feedback from the December 14, 2011, meeting on the report was applied to the latest version to simplify it so everyone can get firm grasp of our financial status. She explained the four main formula streams which make the bulk of our funding. They are:

• Adult	\$5.1 million
• Dislocated Worker	\$7.2 million
• Youth	\$6.1 million
• Rapid Response	\$

We also have competitive and non-competitive funds and other re-imbursements. She went over the allocations, expenditures and carry-in dollars that are expected to be used for the current year. To comply with SB 776 we will be using more funding towards training to in the upcoming year. Laurie Stalnaker suggested that a plan for the implementation of the additional dollars needed for SB 776 be created so everyone can know what we are doing to comply with the law. Felicia responded that direction from the state is still coming. Draft directives have been received and reviews and comments have been done in regards of the implementation of the 25 percent. We are also planning for the upcoming County budget and we are taking the 25 percent that needs to be set aside for training into consideration. The state law will go into effect on July 1, 2012. Because our funding is in a two-year cycle, the state will look at each year of the two-year cycle. Funding given for the 2012/14 year must be spent by 2014. After 2014 is when the state will monitor if you spent the 25 percent. Laurie thanked Felicia for the information but stated that a budget should be presented.

The next portion she went over dealt with numerical information on the output data of the numbers served at the workforce centers. The report had three categories; job seekers services, business solutions, and youth services.

Job Seekers:
2,337 new customers came through the doors from July – December.
12,000 customers registered for Rivcworkforce our online virtual one-stop.
40,000 new and/or returning customers gained services through our centers or the virtual one stop.
125 jobseekers to-date have received training and the number will increase by the next reporting period.

Business Solutions:
226 new business
199 returning businesses
572 qualified candidates were hired by our business customers
56 contracts with businesses were executed for through our On The JOB Training hiring incentive program

Youth Services:
1,700 youths were assisted through our Youth Opportunity Centers (YOC)s

Laurie mentioned that she attended the statewide WIB conference and saw that other WIBS were able to show the amount of: training dollars; applicants for training; money spent on training; the actual count of attendees who complete the training; and how many trainees were placed. This would be a way to track the moneys coming in, how we are spending the dollars, how many constituents receive training and placement.

Morris Myers asked how the report numbers compared for this year compared with last years. Felicia responded that they are down by30 percent.

Tab five in the binder focused on customer services. From July 1, 2011 through January 27, 2012, we received 1,041 customer comments. The charts show that we are moving towards 100 percent customer satisfaction, currently we are between 85 - 95 percent. We receive very positive comments, any negative comments are

	<p>reviewed and dealt with, and we also pay close attention to the ones that suggest improvements we can make.</p> <p>A member asked if we capture information on veterans. Felicia responded yes and that information will be incorporated into our reports and provided in the future.</p>
Actions	The committee agreed that Felicia would bring back more information and a draft plan for the 25 percent training budget. In the future Felicia will send out financial information with the meeting packets so members will have a chance to review the material before the meeting.

Discussion Item: 2.4 Performance System Overview

Discussion	<p>Felicia gave the members an overview of what they can expect in future for the performance measurements. As a Continuous Quality Improvement organization we created a measurement system to report out on the work we do, the being spent and the investments being made in our workforce development efforts.</p> <p>As a High Performance Organization we have three areas which make up our performance:</p> <ol style="list-style-type: none"> 1. Strategic Plan Outcome Measures – these measures can be found in the Strategic Plan and reports will be done and provided on these measure. 2. Critical Measures – developed by the Workforce Development Leadership. These are key indicators for things the leadership team wanted measure our performance. They are similar to WIA mandates but indicators we can use to measure our performance in real time. 3. WIA Performance Measures are mandated by law and must be met. In order to meet the mandate we must be within 80 percent of our goal. The goal is provided by the State. We meet our goals for the last quarter. <p>Because of the lag time of Performance Measure information getting to the state from employers we have been unable to give real time answers to questions regarding training done, dollars spent and other questions. None of these questions can be answered from the state level; it must be done at the local level. Our Critical Measures have been created to address these and other questions at the local level.</p>
Actions	More reports on these three items will be provided at future WIB meetings.

Discussion Item: 2.5 Regional Clusters of Opportunity

Status	
Discussion	<p>Mark Christiansen – gave an overview of the Regional Cluster of Opportunity program to the new members. Four and one half years ago the state came out with a methodology of looking at economies within the State of California. It proposed that economies are based regionally and they did not match up with jurisdictions. As a result of these findings Riverside and San Bernardino Counties put together a group made up of like divisions from each county, i.e. workforce, economic etc. EDD LMID, community colleges, the Center for Excellence.</p> <p>Two clusters were identified in our region one we called:</p> <ul style="list-style-type: none"> Emerging Cluster – It may not be established or large but we looked for growth in the area, increasing wages, it had to have a certain mass. Recession Resistant Cluster – unfortunately this economic period showed that no business is resistant. <p>Because of our aging population we centered our focus on the Healthcare Industry as the first cluster to review. Currently, in the two county area roughly 120,000 people work in the Healthcare Industry. This is about 8 percent of the overall workforce. Mark noted that there is no healthcare representative on the board and stressed that efforts should be made to find and place one on the board. The average wage is \$59,000 per year. To further investigate this cluster Riverside and San Bernardino commissioned a labor market survey of the two counties through the ERISS Corporation. We took the results from the survey and made them available for viewing on the internet at www.usworks.com/inlandempire.</p> <p>The survey also had follow questions, one of which was; would you be interested in participating in a focus group to further discuss issues in your industry. We had a series of three focus groups, facilitated by Collaborative Economics and as a result of the survey and focus groups we were able to create an Inland Empire Cluster Action Plan. The state provided us with some funding and we used the funds to look at various industries. We invited some transportation industries but they did not respond as well as the healthcare industry. The group came up with a plan that had three priorities to focus on:</p> <ol style="list-style-type: none"> 1. Creating and sustaining a pipeline of qualified workers 2. Making sure the curriculum coming out includes large amounts of health information technology 3. Increase the number of physicians in the region <p>With the funds the state provided we decided to let the industry take the lead and put the plan together. The</p>

	<p>counties provided the resources they needed to be successful. Resources were given the Community College Center for Excellence and commissioned a comprehensive study of the healthcare industry and occupation. When the study is complete copies will be provided to those who want one. This comprehensive study will address workforce gaps, workforce oversupply, and making sure the workforce needs of industries will be met. When it is complete workforce development will begin using it as a tool to assist in preparing our training programs.</p>
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Discussion Item: 2.6 Business Outreach Plan

<p>Discussion</p>	<p>Kathy Boyer presented the Business Outreach Plan strategies. These strategies will support Goal Three of the 3-Year Strategic Plan. The first strategy dealt with having business seminars offered at all of the workforce centers. These seminars are being hosted by the WIB in partnership with SBDC, the State, and the Department of Labor. The seminars will be used to increase the visibility of the WIB and to introduce the Workforce Development Centers (WDC)s and Business Services to our community.</p> <p>Each seminar will have a business solutions consultant, a presentation on the business services available at the WDC. We will offer tours to businesses who want to see how we operate. Our first round of seminars began in February and will end in December of 2012. The seminars will be on going and will marketed in a variety of ways. We will do:</p> <ul style="list-style-type: none"> Public service announcements News advertisements Mass mailings <p>Kathy talked about some of the items the seminars will offer. She asked members to take flyers for the seminars and pass them out in their communities.</p> <p>Another outreach effort The Business Team is in the process of developing is a business expansion and retention program. Their focus and target will be towards at-risk is small businesses with 99 or less employees and are who are ranked by Dunn and Bradstreet as an at-risk business, low to high risk. We will prepare and initial assessment to try to determine exactly what their needs are. Our goal is to identify and assist these businesses before they get to the point of closing their doors or downsizing their staff. We can provide resources and referrals to help them stabilize their business, stay in business and keep their jobs in their business. We do a follow-up within a 12 to 18 month period to see their progress.</p> <p>Currently, we are partnered with SBDC, Riverside County Economic Development Agency (EDA), Cities EDAs', and other economic entities. This program will begin to contact business in Riverside and our partner cities sometime in April. We will advertise this program through PSAs, news articles, flyers, seminars and at the business seminars we host at our centers. After the program begins, we will begin providing progress reports to the WIB on a regular basis.</p> <p>The program will be called the Workforce Investment Board Retention and Expansion Plan. Kathy was asked if the workshop being presented were on a website. She responded yes they are available on www.rivcoworkforce.com go to the business section and open up business events all of the seminars will be listed. Kathy was asked <u>how</u> the at-risk companies will be identified. She responded through a Dunn and Bradstreet database which rates businesses using a variety of information and resources. Such as financial stability, credit reports and other information to come up with an overall ranking of the businesses. The database shows that Riverside has about 14,900 businesses considered to be mid-to-high risk businesses, which were downsizing or closing. We will use these businesses as our initial starting point to focus and target our efforts our on.</p> <p>Kathy was asked if the WIB was carrying the total cost of the program. She responded it is a WIB funded effort but our partners are providing the seminars and other resources they have free or at a significantly reduced cost to the businesses. Kathy was asked if videos of the live seminars would be posted onto the website at a later date. She responded it was something she would look into for the business to have access to if they could not make it to an actual seminar. Kathy was asked if attendee information would be captured and she responded yes. It will be captured during our registration sign-in process. Kathy was asked how would businesses who could not afford to be listed on the Dunn and Bradstreet database would be identified and helped. This is an area that will be looked into.</p>
<p>Actions</p>	<p>WIB business members were asked to promote workforce efforts and the new program among their peers.</p>

Reports :

Regional Reports	
West - Chair	<p>Ken Clark – the West Committee goal is outreach to local government leaders, business owners, chambers of commerce, and other entities on what Workforce the Board and its efforts are in our area. Towards this end staff is working on creating a brief script that members can use at chamber mixers, open houses and other public functions. One of the main outreach emphasizes will be made towards people who are running for office this year. This way new officials will already know about Workforce, what we do and how we can assist.</p> <p>The local United Way leadership has implemented a new program. They are trying to initiate a micro-enterprise lending program in the area. These are very small loans \$2 – 3,000 to help individuals start their businesses. They brought area leaders and financial groups together to help in the effort. This is a proactive attempt to create and stimulate business within their area.</p>
East - Chair	<p>Updates on the Coachella Valley Studio Project plans were explained. It is a project that will create one of the largest green screen studios in area. Ways to obtain capital to support the project are being explored. On February 1, 2012, the Business Solutions team began having business hours at the CVEP office from 9:00 – 12:00 every Wednesday.</p>
Southwest - Chair	<p>Morris Myers – the Southwest is also doing outreach in their area. Two chamber mixes are being planned that will be held at the Southwest WDC. The EDC is having board meetings at the Southwest WDC so that the business involved with them will know that we exist.</p> <p>The committee is focusing on healthcare. This year we decided to combine healthcare with a job fair. The cities of Lake Elsinore, Murrieta, and Temecula are a part of the effort as well as their chambers of commerce. The event is scheduled for March 6, 2012, at the Conference Center in City Hall. Forty-five to fifty vendors will participate and will have job openings.</p>

Council for Youth Development Report	
CYD Chair	<p>Mary Jo Ramirez – Thanked Rosa Penalzoza for being the Chair for four years. She introduced the new Vice-Chair, Ms. Robin Goins. Mary Jo announced the Character Counts Event, scheduled for April 27, 2012, at the Riverside Marriott. This event honors youth who have major changes in their lives and exhibited character above and beyond the norm. The CYD has collected roughly \$13,000 in sponsorships and is looking for additional sponsors.</p>

Chairman's Report	
Jamil Dada	<p>There are three bills in the House and one in the Senate dealing with Workforce Reauthorization. It seems unlikely that any of these bills will make it to Congress. The President's Budget is recommending level funding for WIA, but the elections may move everyone's focus off of this issue.</p> <p>Some of the provisions in the three bills are:</p> <ul style="list-style-type: none"> • Business lead boards • Slightly smaller boards • More training • Accountability • Measureable outcomes • Local control of funds <p>The other big item in Washington is: there are nine federal departments which have workforce dollars distributed over 35 programs. Half of these programs are duplications. After a review four or five of the departments have been identified as viable and should have workforce funding. The other departments are duplications and the best way to get rid of waste is to eliminate duplications. Congress said it would eliminate some of the programs but a year later they have added three more programs. NAWB is still working on the duplications issue.</p> <p>Sacramento: Tim Rainey has been selected as the Executive Director for California Workforce Investment Board. A new state board is being appointed and should be created and should be completed by May.</p> <p>Ed Walsh asked that the board be aware of a bill being introduced by Senator Sanders to reauthorize the Older American Acts. It may not be looked at until after the 2012 elections but there is a push for the Office of Aging to pay attention to the language. He wanted to know if there is anything to be aware of. Jamil responded there was some talk about special bills for returning veterans and native Americans. We will be sure to pay close attention to all of these.</p> <p>Cindy Delanty announced that the Riverside County Library System is partnering with EDA to provide staff</p>

	cross training to library staff so that they will know what resources the workforce One-Stops to offer and visa-versa to jobseekers. These training are being offered via Webinars so that staff can schedule their training time.
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Director's Report	
Felicia Flournoy	<p>Invited them members to attend the Riverside County Fair and National Date Festival. It will run from February 18th, through the 26th in Indio. March 15th is the date that the WIB will have seats for the morning and evening sessions at the BPN Paribas Tennis Open. Additional information will be sent out at a later date.</p> <p>We are applying for the DOL Workforce Innovation Grant, which needs to be submitted no later than March 22nd we are looking at providing In-services to youth 18-24 years old. During the creation of our Advocacy Platform we found that this is a seriously underserved group. We are pursuing this grant in collaboration with San Bernardino, San Diego and Imperial Counties. This will be a regional effort and Riverside will be the lead. We should hear the results in May.</p> <p>Laurie Stalnaker asked if the WIB would be sending a labor representative to the California Labor Federation's: Building Workforce Partnerships 2012. She referenced a memo that labor received saying funds would be allocated for labor representatives to attend. The response to Laurie was, a labor representative would not be attending the conference and the WIB had not received a notification regarding allocating funding for labor representatives. Laurie was informed that the WIB used to send labor but has not sent one for several years. Laurie was instructed to bring this issue up at the next Executive Committee Meeting.</p>

Adjourned: 1:30 p.m.