

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 June 12, 2013

Chairman Jamil Dada called the meeting to order at 8:00 a.m.

### Members in Attendance

|            |              |               |              |           |              |
|------------|--------------|---------------|--------------|-----------|--------------|
| Jamil Dada | Morris Myers | Shelagh Camak | Juan De Lara | Bob Frost | Imran Farooq |
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### Members Absent

|                 |  |  |  |  |  |
|-----------------|--|--|--|--|--|
| Mary Jo Ramirez |  |  |  |  |  |
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### Guests

|                 |             |  |  |  |  |
|-----------------|-------------|--|--|--|--|
| Stephen Amezcua | Debra Hager |  |  |  |  |
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### Staff

|                  |                   |             |                   |          |                        |
|------------------|-------------------|-------------|-------------------|----------|------------------------|
| Felicia Flournoy | Mark Christiansen | Kathy Boyer | Zaskia Ruiz-Jones | Thi Pham | Edna Garcia-Vallecillo |
| Rilla Jacobs     |                   |             |                   |          |                        |

### **Administrative Item: 1.1 Approve April 10, 2013, Executive Notes**

**Motion: Approve the April 10, 2013, Workforce Investment Board (WIB) Executive Notes**

Moved by Morris Myers Second by Shelagh Camak

Status Approved

### **Administrative Item: 1.2 Board Policy for Apprenticeships Collaborations**

**Motion: That the WIB Executive Committee approve Policy 19-21: Apprenticeship Coordination**

Moved by Robert Frost Second by Shelagh Camak

Status Approved

Discussion

Felicia Flournoy gave the Committee an update on how the collaboration with community colleges and apprenticeship programs was going. Assembly Bill 554 requires each local board to develop a policy for fostering collaboration between community colleges and approved apprenticeships programs. It also requires each local board ensure that programs and services funded by Workforce Investment Act (WIA) and directed that apprenticeable occupations including pre-apprenticeship training are conducted to the maximum extent feasible. Local WIBs need an approved policy to promote this collaboration pursuant to AB 554.

Morris asked if the State had the authority to tell local WIBs how to spend federal dollars. The response was yes, as long as the instructions were in line with or strengthen the federal regulations. The State cannot amend the laws but it can add to them.

Felicia told the Committee that conversations will be held between community colleges and labor so they can educate each other on their systems and what each can and cannot offer. Local WIBs are hoping that amendments will be made in the law that will allow for the cost of administrative staff to be covered.

Bob talked about how other counties are collaborating to provide tools and books to local labor apprenticeship programs and their apprentices. Bob would like to create a similar program Riverside to assist laborers who may work on the high speed rail system that will be built reaching from San Diego to Fresno to Sacramento. He will meet on June 13<sup>th</sup> with Riverside County Office of Education to discuss pre-apprenticeship programs.

Felicia explained how funds are limited for providing administrative support to training programs. She says assistance is needed from labor to get the state law amended to take in consideration this support. It was not considered in the 25 percent. With sequestrations and other funding shortfalls a considerable financial strain is

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|  | being placed on WIBs statewide. Support services are a primary way we can assist with apprenticeship programs. Right now if we provide support services it does not count towards the 25 percent training fund. Bob and Felicia discussed other issues that need to be addressed with training, career pathways and trainees being employed after completing their programs. This is something that the California Workforce Association will have to take up with the California Workforce Investment Board. |
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| <b>Administrative Item: 1.3 Local WIA 5-Year Strategic Plan and Board Certification</b>   |   |           |              |
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| <b>Motion: That the WIB Executive Committee approve and authorize the Chairman to execute the Riverside County Strategic Workforce Development Plan for Program Years 2013-2017</b> |   |           |              |
| Moved by  | Morris Myers  | Second by | Imran Farooq |
| Status  | Approved  |           |              |
| Discussion  | <p>WIA Section 118 and California UI Code Sections 14221-14222 require Local Boards to submit a comprehensive five-year Local Plan to the State Board. The 2013-2017 Riverside County Strategic Workforce Development Plan conveys the WIB’s vision, goals, objectives, and strategies for the local workforce development system. The plan identifies specific strategies that address regionally specific workforce and economic development needs and is consistent with the State Strategic Workforce Development Plan.</p> <p>In 2013, the State Board will concurrently perform three statutorily required activities. These activities are:</p> <ol style="list-style-type: none"> <li>1. Approval of new five-year Local Plans;</li> <li>2. Evaluation of Local Board performance to recommend full or conditional Local Board recertification to the Governor; and</li> <li>3. Evaluation of Local Board performance for “high-performance” certification.</li> </ol> <p>The PY2013-2017 plan has been posted for a mandatory 30-day public comment period, which will end on June 22, 2013. Relevant comments received will be submitted to the State Employment Development Department (EDD) Workforce Services Division along with the final plan and copies of current Memorandums of Understanding (MOU).</p> <p>Felicia talked about the WIB board appointments and requested names for potential new members.</p> |           |              |
| Actions   | Submit Plan to State after comment period ends as a draft. Send draft to BOS for final approval.  |           |              |

| <b>Administrative Item: 1.4 Member Initiatives</b> |   |
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| Discussion   | <p>Jamil Dada updated the Executive Committee with the following information:</p> <ul style="list-style-type: none"> <li>• The March Air Force Reserve, 144<sup>th</sup> Division will be receiving new fighter planes to replace the older F-16s.</li> <li>• Jamil will be meeting with Michelle Dawson, Moreno Valley’s City Manager to discuss the unpaid funding of \$50,000/year for their Youth Opportunity Center and its future relocation.</li> </ul> <p>Jamil and Felicia will be presenting an action item at the August Full Board meeting to get approval to plan a yearly family meet and greet evening event. Board members will pay to participate. Dates will be provided later.</p> <p>Imran Farooq – Senator Cheryl Brown mentioned that she is passing legislation to assist small businesses in getting technical assistance from Workforce. Once the bill is approved Senator Brown would like WIBs to pilot the program. Imran will forward an overview of AB 4528 to the Executive Committee to review. Thi Pham will pull the bill and do an analysis for the Exec. Committee.</p> <p>Morris Myers – Morris acknowledged the efforts that staff in the Southwest have made to interact in the community. In the past 2 years the WIB has become much more active and better known in the Southwest area.</p> |
| Actions  | Prepare action item for August Board meeting.   |

| <b>Presentation Item: 2.1 Foundation for Sustainable Communities, <i>Inland Empire Sustainable Jobs Network</i></b> |   |
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| <b>Discussion</b>   |   |
| Presented by  | Debra Hagar, President, The Foundation for Sustainable Communities  |
| Overview  | <p>Ms. Hagar gave a brief description of the types of work her foundations tries to accomplish.</p> <ul style="list-style-type: none"> <li>• Meeting with various leaders in the community i.e., colleges, cities, economic development, labor etcetera.</li> </ul> |

- Taking, or helping them with designing, projects to put people in training or put them to work
- Finding entities that can provide and leverage the funding to support the projects.
- Working with paid pre-apprenticeships
- Building a career network that will lead to state approved apprenticeships with work experience which will lead to degrees.
- Creating a regional program that will expose students to work within their chosen industry.
- Working with WIBs to create a discussion regarding projects or an open door network with WIBs at the table to provide the economic and/or jobs creation.
- Creating a skilled workforce in the Inland that can compete for the higher paying jobs coming into our area.
- Create the link between workforce development and industry.

When members asked how her foundation was funded, it was determined that the foundation receives a commission from the funding for providing the linkage of the entities.

## Discussion Item: 3.1 Workforce Investment Board Strategic Plan Retreat Results

### Discussion

The results from the Strategic Plan Retreat were:  
 Industry Sector Analysis criteria – high wage, high growth or high demand  
 Evaluation of the sectors:

#### Keep

- Healthcare
- Infrastructure, but there are questions that need to be addressed
- Logistics
- Professional Business Services, but hone in on occupations

#### Collapse and Combine

- Utilities and Renewable energy.

Consensus for next year is to focus on:

- Logistics
- Healthcare
- Professional/business services

We work to build the business alliances, our skill sector panels as part of our industry approach. More information will be provided at the August 14<sup>th</sup> Board meeting.

Group discussion was held.

Morris asked why utilities and renewable energy could not be combined in infrastructure and why manufacturing was not an industry cluster we identified. Jamil asked if there was a difference in manufacturing vs advanced manufacturing. Mark responded we have infrastructure identified as heavy construction, roads, buildings, bridges etc. The WIB adopted this definition during the height of housing crisis to help convert out of work residential construction with transferable skills into heavy and civil projects.

When we defined renewable energy it was in its infancy and we used an old definition that the state had put out. But the industry has evolved and the current definition is outdated. With the exception of healthcare, professional and business services and utilities are stand-alone sectors.

Bob remarked that renewable energy should be part of infrastructure, because it is developing into a large part of the industry. He went on to explain more on the utilities and how to make infrastructure all inclusive for careers similar to the hospital industry cluster. The committee requested that staff bring recommendations back to them to revisit the industries. Felicia put forth the following recommendations: Keep Healthcare, logistics, manufacturing, professional and business services; and, combine utilities, and renewable industry with infrastructure and construction. Then we need to research our county and see what occupations are in high demand and pay high wages in those clusters. This way we can focus on the jobs rather than the actual industry. Then we'll be able to show the committee the types of occupations and their trends and how the county is developing.

Felicia gave the rest of the recommendations from the April 17, 2013, Strategic Plan Retreat.

**Goal one:**

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|         | <p>Focus on 1.3 and combine it with 1.4.</p> <p><b>Goal 2:</b><br/>Focus on 2.2 and combine with 2.4</p> <p><b>Goal 3:</b><br/>Focus on 3.2</p> |
| Actions | Present the final year focus for the 3-Year Strategic Plan to the Full Board for approval.  |

| <b>Discussion Item: 3.2 Workforce Leadership Council</b> |  |
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| <b>Discussion</b>  |  |
|  | <p>At the May 22<sup>nd</sup> Executive Committee meeting, Felicia put forth the recommendation that the Board participate in the National Association of Workforce Boards Leadership Council (Council). She presented the plan to move forward to the committee. Creating the Council and explaining its role, which is to move the process forward, assist board members with participation and understanding the program. This is about assessing the effectiveness of our WIB and its responsibilities at the high strategy level.</p> <p>For the makeup of the Leadership Team we need:<br/>3 WIB member volunteers, 1 will be from the Executive Committee<br/>The following names were recommended to approach:</p> <ul style="list-style-type: none"> <li>• Layne Arthur</li> <li>• Morris Myers</li> <li>• Stan Stosel</li> <li>• Imran Farooq</li> <li>• Other names will be presented later in the month.</li> </ul> <p>There will be monthly phone conferences<br/>Report outs will be given to the full board on Council progress</p> <p>We will be conducting an assessment, which will be sent to all WIB members to participate. An email will go out on behalf of the Chair to WIB members giving them 7-10 ten days to complete the survey. The results will be presented at the August 14<sup>th</sup> WIB meeting. This will help us to identify improvements the Board needs.</p> |

| <b>Discussion Item: 3.3 Fiscal Reports</b> |   |
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| <b>Discussion</b>                          |   |
|  | <p>Zaskia went over the fiscal reports. The updates for next year are in but funding for Rapid Response has not been disbursed. A two percent increase was realized over the combined funding for Adult, Dislocated Workers and Youth funding. She showed the amounts we were awarded and our carry in funding and how this funding was disbursed. She provided details on how the 25 percent funding requirement for training will be met.</p> <p>Felicia talked about the sequestration and how it has affected funding. We will make it through the 1<sup>st</sup> quarter of the year and funding should be in place by then. Imran mentioned the CWA wants to make Rapid Response a program that will become more proactive vs. its now reactive role. He asked if Riverside was working towards this goal and the response was yes. But because of funding cuts we are not doing as much as we used to in this area.</p> <p>Jamil asked if the IT consolidation will cost workforce more money the response was we don't know yet. We are waiting for final numbers for our contribution. Felicia will present all administrative costs at the August Full Board meeting.</p> |
| Actions                                    |   |

| <b>Reports :</b>                  |   |
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| <b>Regional Committee Updates</b> |   |
| West                              | Imran – the West Committee is pushing advocacy efforts. Imran will give a WIB presentation at the Building Industry Association. We gave presentations at the Community College District. I-Hub proposal is moving forward and Riverside should receive a designation.  |
| East                              | Juan – Our regional committee is growing and we discussed the strategic plan and received clarification on various items. We had testimonials from WDC clients who used our programs and had very inspiring stories. We will have subcommittee meetings for July and August. We will begin to identify people from our targeted industry to approach and ask them to attend our regional meetings and give their expert advice. We would like to contact Congressman Ruiz and invite him to visit the Indio WDC. Assemblyman Manny Perez would also |

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|           | like to tour our facilities   |
| Southwest | The Southwest Career Pathways Youth event was held May 17 <sup>th</sup> and was very successful. We will have updates to present at the August Board meeting. |

| <b>Council for Youth Development Liaison</b> |  |
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|  | <p>Maria Muldrow – Character Counts Youth Awards Ceremony was held on May 3, 2013 at the Riverside Auditorium. We received \$14,000 in sponsorships \$6,000 was in scholarships. We awarded 10 youth. There were 180 attendees. The thank you letters have been mailed. We will have our wrap up meeting and will begin working on our 2014 event.</p> <p>The CYD is still proceeding with its restructuring. We are proposing to have quarterly meetings, one taskforce the Program System Enhancement Team. CYD members will join the WIB regional committees in their area to become the experts and voice for the youth. Two CYD members will sit on the WIB Policy and Legislation Ad hoc committee to help with youth issues and advocacy.</p> |

| <b>Chairman’s Report</b> |  |
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|                          | <p>Jamil - the Senate is moving on its bill for the Workforce Investment Act (WIA) reauthorization. The bill is similar to one written by Patty Murray and should pass. Jerry Field should replace Jane Oates as the head of the Department of Labor. Mini grants are being awarded to state boards and California has applied. We will begin trying to find additional funding through 501-3c nonprofit. This needs to be brought to the Executive Board as a discussion item. Felicia volunteered to talk with other 501-3cs to get their input and bring it to the committee. Imran CWIB is developing a plan for the Green Collar energy sector. Part of their plan is to not only identify green jobs but also the quality of green jobs.</p> |

| <b>Director’s Report</b> |  |
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|                          | <p>Felicia – the Board of Supervisors passed the WIB Bylaws. In August we will identify our executive members for 2014 and have them appointed before the December Board meeting. Riverside workforce won the Malcolm Baldrige Prospector award for excellence. A press release will be going out on this accomplishment. Our next goal is to win their highest award, the Eureka. We need two new private sector members and are in the process of recruiting them.</p> |

ADJOURNED 10:16 A.M.