

Morris Myers
WIB Chairman

Imran Angelov Farooq
WIB Vice Chairman

Rob Field
Assistant County Executive Officer, EDA



Mark Christiansen
WIB Deputy Director

Heidi Marshall
WIB Executive Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Workforce Investment Board August 13, 2014

Chairman called the meeting to order at 12:00 p.m.

Members in Attendance

Angela Janus	Barbara Howison	Barry Keyes	Charles Martin
Cheri Greenlee	Chuck McDaniel	Deanna Lorson	Deanna Margaritha
Debby Martin	Duane Friel	Eric Cooper	Francisca Hernandez
Mirna Flores	Guadalupe Del Gado	Imran Angelov Farooq	Jamil Dada
Jim King	Joyce Johnson	Juan De Lara	Kenneth Clark
Laurie Stalnaker	Layne Arthur	Louis Davis	Maria Juarez
Michele Haddock	Morris Myers	Scott Mann	Robert Frost
Sharon Duffy	Sonia Nunez	Steve Popkin	Susan von Zabern
Suzanne Lingold	Tina Sewell	Vincent McCoy	

Members Absent

Claudia Lopez	Darryl Rawlings	Diana Strand	Mirna Flores
Julie Adams	Ken Orr	Kenny Calvin	Lea Petersen
Louise Oppenheim	Paul Marchand	Peter Hubbard	Rick Glasmann
Ron Vito	Stan Stosel	Susan Senior (Rep Attended)	Iddo Benzeevi

Guests

Diane Rath	Rosa Penaloza	Mary Jo Ramirez	William Jarvis
Lenore DeJesus	Bobby Mitchell	Jorge Ortega	Toussaint Wade (Rep)
Troy Hernandez	Enjoli Burries	Robin Steinback	Shelagh Camak
Melanie Nieman	Allan Freetage	Rhiannon Rogers	Lori Strumpf
Robin Goins	Evelin Martinez	Judy Villamil	Ann Per

Staff

Heidi Marshall	Mark Christiansen	Maria Muldrow	Thi Pham
Tiki Copeland	Wendy Frederick	Loren Sims	Allison Barrie
Peggy Sanchez	Cindy Davis	Michael Luna	Vera Morrow
Sharell Malveaux	Rilla Jacobs		

Administrative Item: 1.1 Approve February 19, 2014, Executive Notes

Motion: that the WIB approves the February 19, 2014, executive notes.

Moved by	Jim King	Second by	Juan De Lara
Status	Approved		

Administrative Item: 1.2 Approve Workforce Investment Board Strategic Plan

Motion: that the WIB approves its Strategic Plan.

Moved by	Charles Martin	Second by	Steve Popkin
Status	Approved		

Discussion Mark Christiansen

On April 16, 2014, the Riverside County Workforce Investment Board (WIB) held the annual Strategic Planning Retreat, facilitated by John D. Baker. The purpose of the retreat was to review the accomplishments of the 2011-2014 Strategic Plan, discuss the current state of the workforce and economy, select and affirm key strategies for the 2014/2015 program year and to gather input on the Slingshot Initiative.

	<p>Due to the desire of the WIB to continue with the same goals of the 2011-2014 Strategic Plan coupled with the need to align the Plan with the 2013-2017 Riverside County Workforce Development Plan approved by the California Workforce Investment Board, a decision was made to focus efforts on strengthening the priority strategies for each of the goals.</p> <p>Participants were asked to identify the strategies “<i>that will take us further and faster into the preferred future</i>”. For each goal, the following three strategies were selected as priorities for the coming year:</p> <p>Goal 1 - Advocacy Educate political leaders at all levels about the importance of workforce development and its positive local impact.</p> <p>Strategies</p> <ul style="list-style-type: none"> • 1.4 Actively and strategically engage in the political process and with the media and community to promote good policy development. • 1.6 Leverage related workforce issues and organizations (i.e., identify the policy nexus between social services, economic development and educational issues) to promote joint advocacy. • 1.1 Develop a policy agenda with a simple message. <p>Goal 2 – Workforce Preparation Prepare the workforce for current and future economic needs.</p> <p>Strategies</p> <ul style="list-style-type: none"> • 2.3 Align training with local economic development forecasts. • 2.7 Deliver consistently high quality services that result in job placements. • 2.2 Align K-16 curricula with industry standards. • 2.4 Implement career pathways for middle skill jobs. <p>Goal 3 – Alignment and Image Enhancement In support of Goals 1 and 2, align the WIB’s service delivery system to meet industry needs and to enhance the WIB’s image and visibility.</p> <p>Strategies</p> <ul style="list-style-type: none"> • 3.2 Strengthen employer engagement. • 3.6 Create a strategic marketing and communications plan. • 3.3 Grow market share of employers using the WIB.
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Presentation Item: 2.1 Youth Ecology Awards

Actions	Morris Myers, WIB Chair and Heidi Marshall, WIB Executive Director presented Allen Freetage and Melanie Nieman from Eastern Municipal Water District with Certificates of Appreciation for their help and support in bringing the Youth Ecology Water Program to the Water District. The Program introduces youth to the types of career pathways available in water ecology and they are able to work with older employees to gain knowledge from their expertise.
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Presentation Item: 2.2 Wells Fargo Economic Opportunity Grant

Actions	WIB member Debra Martin and other representatives from Wells Fargo Bank presented Riverside Economic Development Agency Workforce with a \$50,000 dollar grant. The Workforce Division is the recipient of their 2014 Economic Opportunity Grant, which supports programs that are used to help Riverside County’s workforce.
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Presentation Item: 2.3 @LIKE Update

Discussion	<p>Lori Strumpf, Project Manager updated the Linking Innovation, Knowledge, and Employment (@LIKE) Program. @LIKE serves young adults ages 18 to 24 who are disconnected from work and school and are less likely to succeed later in life, which increases the likelihood of being permanently disenfranchised, poor, and dependent on social service subsidies</p> <p>@LIKE is designed to:</p> <ul style="list-style-type: none"> • Test strategies to reconnect young adults to educational opportunities, employment, and community. • Focus on socio-psychological elements of resiliency and self-efficacy through life coaching along with more traditional employment and education services at a more intensive level than in traditional WIA programs. <p>@LIKE is in operation across three unique counties in Southern California: Imperial, Riverside, and San</p>
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	<p>Bernardino</p> <p>@LIKE uses the principles of Continuous Quality Improvement (CQI) for program and process management</p> <ul style="list-style-type: none"> Data Driven using generated real time data to: Assess progress, benchmarks and targets and make improvements on a regular basis rather than a more traditional ‘mid-course’ corrections approach using lag data elements Team Based where the Steering Committee uses common data driven tools to create the joint decision making structure, the Sustainability Plan is created jointly and partnership teams meet regularly in each site <p>To date @LIKE has achieved the following goals :</p> <table border="1" style="width: 100%;"> <tr><td>Enrollment</td><td>675 young adults</td></tr> <tr><td>Serving Older Disconnected Young Adults, Ages 22 to 24</td><td>60%</td></tr> <tr><td>Complete Career Awareness Component</td><td>90%</td></tr> <tr><td>Complete GED or High School Diploma within two years</td><td>60% enrolled without credential</td></tr> <tr><td>Enter Paid Internship</td><td>80%</td></tr> <tr><td>Enter Unsubsidized Employment</td><td>65%</td></tr> <tr><td>Enter Vocational Training or College</td><td>50%</td></tr> <tr><td>National Career Readiness Certificate (NCRC) Attainment</td><td>100%</td></tr> <tr><td>Participant Retention</td><td>85%</td></tr> <tr><td>Improve Basic Skills by Two Education Levels within One Year</td><td>75%</td></tr> <tr><td>Employers Report Satisfaction/Expectations Exceeded</td><td>100%</td></tr> <tr><td>Young Adults Report Satisfaction/Expectations Exceeded</td><td>100%</td></tr> </table> <p>The program has had progress and successes, along with key challenges but the lessons learned from the process are contributing to the current knowledge in the field. One lesson is programs for the 18 to 24 year old population must look different than what is designed for 16 to 18 year olds. The focus needs to be on work and life circumstances and gaining financial stability. Building program and staff capacity to use these as a means to an end – the end is not the first job; rather the end is an industry recognized credential so that the young adult will be able to attain family sustaining wages over time.</p>	Enrollment	675 young adults	Serving Older Disconnected Young Adults, Ages 22 to 24	60%	Complete Career Awareness Component	90%	Complete GED or High School Diploma within two years	60% enrolled without credential	Enter Paid Internship	80%	Enter Unsubsidized Employment	65%	Enter Vocational Training or College	50%	National Career Readiness Certificate (NCRC) Attainment	100%	Participant Retention	85%	Improve Basic Skills by Two Education Levels within One Year	75%	Employers Report Satisfaction/Expectations Exceeded	100%	Young Adults Report Satisfaction/Expectations Exceeded	100%
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Information Item: 3.1 California’s Slingshot Program Update	
Discussion	Imran Angelov Farooq – the proposed Initiative is being re-evaluated. Riverside, San Bernardino and the City of San Bernardino WIBs will meet to redo and finalize the initiative. We are being asked to go in a different direction. The focus will be more veteran and long-term unemployed rather than youth driven.

Information Item: 3.2 Workforce Innovation and Opportunity Act Summary	
Status	On July 22, 2014, the bipartisan Workforce Innovation and Opportunity Act (WIOA) was signed by President Barack Obama.
Discussion	<p>Thi Pham gave an overview of the Act and some of the changes it will have to the current system.</p> <ul style="list-style-type: none"> Boards will remain business led, but will be smaller All partners will not be required to sit on the Boards Two to three committees will have to be created to address: veterans, disabled and long-termed unemployed. Youth committees will no longer be required but an option for local Boards. Boards can become 501c3s nonprofit organizations. Programs will be held accountable by the common measures which will be set in place. 75% of youth funding must be used towards out of school youth. <p>More detailed information will be provided as it becomes available.</p>

Information Item: 4.1 Fiscal Reports	
Discussion	Peggy Sanchez passed out the WIB Financial report and went over the details with the Board. Loren Sims reported that training budget is on target and its 25 percent will be used towards Individual Training Accounts and On The Job Training of job seekers.

Reports :	
Federal Report	
Jamil Dada	The official rollout for WIOA will be released soon. WIOA will provide updated tools to deliver updated services. We have three years to work with this system and make it successful before Congress evaluates its success.
Council for Youth Development Report	
Mary Jo Ramirez	<p>The Youth Opportunity Centers (YOC)s are working with Wells Fargo Bank to teach youth financial literacy. Identify theft is a key challenge and DPSS has partnered with the 3 credit bureaus to help youth clean up their credit history before they reach the age of 18 and are considered adults.</p> <p>The Jamil Dada Award for Character Excellence had 230 attendees. Six youth were honored; \$16,750 in scholarships and sponsorships was raised to support the event.</p>
Regional Reports	
West	<p>Imran Angelov Farooq – Imran informed members that the State has officially partnered with the Port of Los Angeles IHUB. The Port of Los Angeles has many shipping and transportation vendors, which they will steer towards the Inland Empire.</p> <p>December 10, 2014, is the date for the Annual WIB Holiday Meeting and this year we will have an industry panel on healthcare.</p>
East	Juan De Lara – we gave five WIB presentations in the Coachella Valley area. The 19 th Valley Wide Expo will be held in Indio on September 2014. Juan thanked the WIB for providing Public Outreach funding to assist with logistic for the event.
Southwest	Morris Myers – we continue to focus on youth and will plan another youth related event in 2015.
Director's Report	
	<p>Heidi Marshall listed the successes the WIB as received so far in 2014</p> <p>517 Veterans have received permanent housing for phase 1.</p> <p>1 veteran has been hired to begin phase 2</p> <p>9/22/2014 Riverside will host an open house</p> <p>Submitted an application to compete for a Mini Grant for Health & Wellness</p> <p>Submitted an application to compete for a grant with Southern CA Gas</p> <p>Received \$50,000 grant from Well Fargo Bank to assist Riverside employment</p> <p>Received \$6 million to help the long-term unemployed.</p> <p>Heidi asked WIB members to consider ways to make the WIB meetings more interactive and to submit them to her.</p>

Adjourned 1:35 p.m.