

Ricardo Olalde
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Thomas
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Executive Committee October 20, 2010

Chairman Ricardo Olalde called the meeting to order at 11:30 a.m.

Members in Attendance

Lee Haven	Robert Frost	Ricardo Olalde	Laurie McLaughlin	Jamil Dada	Thomas Donahue
Shelagh Camak	Robert Little	Morris Myers			

Guests

Nancy Pavelsky					
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Staff

Mark Christiansen	Maria Muldrow	La Tonya Johnson	Pat Ramos	Kathy Boyer	Rilla Jacobs

Administrative Item: 1.1 Approve August 18, 2010, Notes

Motion: Approve the August 18, 2010, Notes

Moved by	Lee Haven	Second by	Robert Frost
Status	Approved		
Discussion	None		

Administrative Item: 1.2 Bylaw Recommendations to Strengthen Council for Youth Development (CYD)

Motion: That the Workforce Investment Board (WIB) Executive Committee approve amendments to the WIB Bylaws

Moved by	Robert Frost	Second by	Lee Haven
Status	Approved		
Discussion	The CYD and staff are recommending the following bylaw amendments: <ol style="list-style-type: none">1. Include the CYD members in the section of the bylaws pertaining to the conflict of interest2. Expand and clarify the function and responsibilities of the CYD3. Strengthen the leadership role of the CYD Chair by having the Chair be a member of the Executive Committee		
Actions	Staff will prepare bylaw changes for submittal to the Board of Supervisors.		

Administrative Item: 1.3 Council for Youth Development Member Appointments

Motion: That the WIB approve the appointments of Kim McNulty and Tracey Vackar to the CYD

Moved by	Jamil Dada	Second by	Shelagh Camak
Status	Approved		
Discussion	Nominee Kim McNulty provides leadership to the Coachella Valley Economic Partnership's Career Pathways Initiative. This initiative was funded by the James Irvine Foundation and was recognized as a national Best Practice by the Ford Motor Company Fund. Nomine Tracey Vackar has been in education for 17 years with the Riverside County Office of Education. She is the Project Coordinator in the Career Technical Education (CTE) Unit. Tracey's expertise is post and secondary education. She also has expertise in the CTE state credentialing requirements.		

Discussion Item: 2.1 Riverside County Office of Education Work Readiness Certification

Discussion	
Nancy Pavelsky	<p>The Economic Coalition for Hire Opportunities (ECHO) partnered with the Riverside County Office of Education (RCOE) to provide learning opportunities for our youth in business and education. Work readiness certificates have been around for some time but there is no consistency or relevance attached to them. There needs to be a level of confidence created for employers when an individual presents a work readiness certificate. Ken Young, the Superintendent for Riverside County, wants RCOE to begin offering certifications. Others are interested in our efforts and if we create a viable certificate that meets criteria demands they will use it statewide.</p> <p>RCOE reviewed the criteria needs of businesses and what others would consider as adequate educational and hands on training to accept a readiness certificate. ECHO reviewed the issues:</p> <ul style="list-style-type: none"> • what is a work readiness certificate • what validations are already in place • Types of skills needed • How to measure the skills • Validation • Who will offer the certificates <p>What are the standard set of skills and opportunities to get hands on experience?</p> <ul style="list-style-type: none"> • Basic – math and language arts • SCANS – soft skills • Industry specific skills • On the job training • Internships • Job shadowing <p>RCOE has created an online survey to ascertain what skills are considered relevant for the certificates. It will be sent out to businesses and educators for their feedback. After the data comes back and is compiled we will begin to identify what certificates are already available, create a cluster to decide if we need or want them, and then get them into alignment. We will try to weed out silos, eliminate duplications, identify certificates are recognized by state and others.</p> <p>Members voiced concerns that if these certificates are presented to students as a way to become skilled without school many use them as a way to avoid school and not receive a diploma. Many businesses view a high school diploma as a valid document which proves potential jobseekers has the basic math and language skills.</p> <p>Members asked why the CVEP Career Pathways Initiative and other proven models were not being used in other parts of the County. Nancy responded we are looking at all of the options that are out there and will use the ones the survey validates as having confidence in. Members asked how the survey will be distributed countywide and Nancy responded methods for distribution are being reviewed.</p>

Discussion Item: 2.2 Chair’s Appointment of the Nomination Ad Hoc Committee

Discussion	
	Ricardo Olalde appointed Jamil Dada, Shelagh Camak, and Robert Frost as the Executive committee members who will review and submit members’ names for the upcoming 2011 Chairman and Vice Chairman elections at the December Full Board meeting.
Actions	

Discussion Item: 2.3 Chair’s Appointment of Private-Sector Business Recruitment

Discussion	
	Ricardo Olalde appointed Morris Myers, Lee Haven, and Robert Little as the Executive committee members who will work on private sector recruitments.

Discussion Item: 2.4 Customer Satisfaction Improvement Plan Based on Mystery Shopper Report

Discussion	
Mark Christiansen	<p>Strumpf and Associates, at the request of the WIB Director, had five mystery shoppers go to each of the Workforce Development Centers and critique their customer service. For each center the shoppers did phone interviews, went into the centers for services, and rated staff on their knowledge of the services the centers provide. Each shopper went through the entire process up to the point where they would have to actually register into the system. They also gave the website portal high scores.</p> <p>We evaluated this information and have the following recommendations:</p> <ul style="list-style-type: none"> I. Examine the website and find ways to make it more interactive <ul style="list-style-type: none"> A. Charter a Website Workgroup II. Drive the ethic of customer service 100 percent of the time throughout the organization <ul style="list-style-type: none"> A. Re-implement and enforce customer service standards B. Display our commitment to customers in our front lobby and/or CRA C. Address the need to review weekly comment cards on a consistent basis D. Address the expectation that managers will increase their visibility on the floor III. Shift the focus from registration to selling our services <ul style="list-style-type: none"> A. Review our marketing materials to ensure all managers are aware of the new materials and their purpose B. Establish protocol for marketing material distribution – what to use when C. Develop orientation and services DVDs to use in the WDC waiting areas and on the website D. Provide all staff with sales training E. Explore options for having more seasoned staff at front desk with the receptionists F. Provide an overview of services at the next center staff meetings G. Schedule a meeting with all customer services and office assistants to discuss their importance of their role and responsibility as the first point of contact H. Follow-up on equipment purchase for producing membership cards

Reports:

Regional Committee Updates	
West Jamil Dada	<p>The West Committee has completed its review session of the Strategic Plan and has identified the strategies they want to utilize to complete their 2010/2011 goals.</p> <p>Riverside City College was awarded a \$3 million grant for its Communities Learning In Partnerships program from the Bill and Melinda Gates Foundation</p>
East Lee Haven	<p>Mark Christiansen gave an overview of the Workforce Investment Board to the East members. They appreciated the information and hope future updates will be given.</p> <p>Coachella Valley Economic Partners and the WIB are working on the Workforce Excellence Plan. There will be a ribbon cutting ceremony on Indian Avenue on October 22, 2010, the improvements were funded by Measure A, ARRA and other sources.</p>
Mid-County Robert Little	<p>Mid County is continuing its efforts to recruit more WIB and ad hoc members.</p> <p>We also completed our breakout session to identify strategies to complete their strategic goals for 2010/11.</p>
Southwest Morris Myers	<p>The Southwest Healthcare Career Fair is set for May 14, 2011, at the Lake Elsinore Mall. Advertisement is complete and the list of invitees will be solidified at the next Subcommittee meeting in November. Sponsorship materials for the event are complete and ready for distribution. The Committee is growing and our members are attending the meetings on a regular basis.</p>

Council for Youth Development Liaison

Laurie McLaughlin	<p>Tracy Vackar and Karen McNulty CYD nominations were approved</p> <p>The Rubidoux Youth Opportunity Center was inspected and received its CQI certification</p> <p>Loren Sims reported the final numbers for the Summer Youth Work Program (SWEP) and the Subsidized Time-Limited Employment Program (STEP). SWEP served 1,214 youth and STEP served 914 youth in their programs.</p> <p>The youth work industry magazine LEAP is complete and ready for distribution</p> <p>Members received an overview of the WIB and CYD's structure and history</p>
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	<p>Two task forces have been identified and members are in place:</p> <ul style="list-style-type: none"> • Legislative and Advocacy Task Force Committee Members: Donnie Ashford, Craig Van Houten, Rosa Penalzoa, Mike Belknapp • Program and System Enhancement Committee Members: Tony Ortiz, Charles Nava, Paula Payne, Jill Marks, Tent. Charles Walker <p>They will begin meeting in December.</p> <p>Character Counts Youth Award Ceremony will be held August 15, 2011, at the Riverside Marriott.</p> <p>Youth for our Youth Opportunity Centers met for leadership training on how to present issues that were of concerns to them. The training was facilitated by Lori Strumpf. After the youth received the training they were better prepared to give presentations to the City of Perris Mayor and other officials.</p>
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National Associations of Workforce Board (NAWB) Chairman's Report	
Jamil Dada	<p>In Orlando, Florida on October 31 – November 2, 2011:</p> <p>STEMtech Conference, Orlando, Florida October 31 - November 3: TIES and the Post-Secondary team at the Bill and Melinda Gates Foundation is proud to partner with the League of Innovation in the Community College to provide educators a forum to discuss increasing student access to STEM careers. At STEMtech, we will join efforts with colleagues from community colleges and the business sectors to develop an agenda that supports a student through the entire PK – 20 system and then through career progression.</p> <p>Met with Senator George Miller last month regarding the reauthorization of the Workforce Investment Act. A draft is ready which contains the 2010 funding levels and roughly \$250 mil for summer jobs in 2011.</p> <p>The Annual NAWB Forum will be held February of 2011. Having the Forum in February will enable our group to see the Legislators prior to other groups arriving later in the month.</p> <p>Branding of the 49 California Workforce Investment Boards is going well. The California Workforce Association as agreed to begin state branding of the CWIBs and will have marketing drafts ready by February 2011.</p>

Chairman's Report	
Ricardo Olalde	The Inland Empire Economic Partnership's Energy Summit will be held on November 5, 2010.

Director's Report	
Mark Christiansen	<p>The annual WIB Holiday Luncheon will be held at the Rancho Jurupa Park Carriage House. Additional information will be sent out in November.</p> <p>The Grand Opening for the Moreno Valley Resource Center expansion will be October 25, 2010. On October 27, 2010 in the City of Beaumont, the Priority Pallet will host an Open House Event. The business is made possible by a collaboration of funding from several sources to recycle trees that were killed during the bark beetle infestation and from forest fires. Priority was awarded \$1.3 million to expand their operations and purchase equipment. The fire department was also awarded \$375 thousand to purchase a Hook Lift System and attachments that will assist in clearing out debris and cutting down dead trees. These loans will be 100 percent forgiven if Priority Pallet is able to meet the hiring requirements.</p> <p>The Layoff Aversion and the Clusters projects are progressing and data from the two counties is beginning to come in.</p> <p>The University of Riverside Economic Conference will be held November 9, 2010, from 8 a.m. to 10:30 a.m. at the Riverside Convention Center.</p>

Adjourned at 1:07 p.m.