

Jamil Dada  
Chairman

Robin Zimpfer  
Assistant County Executive Officer/EDA



Kathryn Fortner  
WDB Director

Sandi Jesser  
Executive Assistant

Laura Harris  
WDB Liaison

Workforce Development Center @ Riverside  
1151 Spruce Street – Riverside, CA 92507

**Workforce Development Board Minutes**  
**October 24, 2007**

The Riverside County Workforce Development Board (WDB) held a general business meeting on October 24, 2007. Chairman Jamil Dada called the meeting to order at 11:50 a.m.

**WDB Members in Attendance**

Don Allard	Lois Carson	Claudia Castorena	Ken Clark
Jamil Dada	John Denver	Greg Doonan	Imran Farooq
Bob Frost	Jeff Hendrickson	Richard Lemire	Robert Little
LuVerne Molberg	Sarah Mundy	Vicki Nasman	Steve Rockett
Cindy Roth	Sandra Schnack	Stan Stosel	Diane Stuart
Jim Thomas	Ron Visser	Shelagh Camak	

**WDB Members Absent**

Kathy Barr	David Blake	Michael Bracken	Adan Gomez
Jim King	Pam LiCalsi	Ricardo Olalde	Lea Petersen
Robert Rivera	Mark Smith	Joan Sparkman	

**Guests**

Herman Cospy	Kim McNulty	Kevin Baker	Leslie Rodden
John Tillquist	Ed Walsh	Sharon Visser	

**Staff**

Kathy Fortner	Felicia Flournoy	Wendy Frederick	Patrick Ramos
Loren Sims	Kathy Boyer	Laura Harris	LaTonya Johnson
Sandi Jesser			

**Administrative Item #1.1: APPROVE JUNE 7, 2007 MINUTES**

**Motion:** That the Riverside County Workforce Development Board approve the June 7, 2007 WDB minutes.

Moved by Don Allard, seconded by Richard Lemire.

**Discussion:** None.

**Status:** *Motion approved.*

**Administrative Item #1.2: WDB MEMBER INITIATIVES**

Bob Frost thanked Wendy Frederick for assisting in reopening the apprenticeship program in Coachella

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Valley for the first time in 2 ½ years by setting up two classrooms at the Workforce Development Center (WDC) in Indio.

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**Presentation Item #2.1: ALLIANCE FOR EDUCATION/INTERMEDIARY PROJECTS**

Chairman Jamil Dada introduced Leslie Rodden, coordinator for the Alliance for Education. In addition to speaking about the Alliance, Kathy Fortner indicated that Ms. Rodden would be discussing her role as the intermediary between the business community and the School-to-Career Academy.

Ms. Rodden provided background information about the Alliance for Education including the mission, vision, goals, history, executive summary and the Alliance System Components. (See attached) She noted the key to success of the Alliance is relationships, building of trust and perseverance. Partnerships include the business community, K-12, economic development agency, the WDB, families, chambers, and faith-based organizations. The purpose of the Alliance is to have a long-term, sustainable program for employers and the sharing of information. She indicated that a basic infrastructure needs to be in place at the start of the project.

Kevin Baker spoke about the Alliance's S.T.E.M (Science, Technology, Engineering and Mathematics) Pilot program (see attached) which helps schools and communities create career pathways starting in middle school. As schools restructure, his job is to go in and asks if they want a focus; however, in some cases, our teacher education programs are not teaching teachers how to do the project-based learning or develop a smaller learning community. Mr. Baker provides resources to help train the teachers and instructs them on how to develop an integrated curriculum and understand the concept of integrated curriculum development. On the subject of apprenticeships, he reported that the Alliance supports the yearly Apprenticeship Forum and works closely with the labor unions in building trades.

Ms. Rodden reported that the role of an intermediary is to become a liaison to leverage resources and seek grants based on the needs of the area.

Kathy informed that the new Riverside County Office of Education's Superintendent Kenn Young is very receptive to the concept of the Alliance for Education program and recommended having him attend the next WDB meeting.

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**Presentation Item #2.2: MULTI-REGIONAL LOGISTICS PROJECT**

John Tillquist from Riverside Community College (RCC) defined logistics as movement of goods and information from here to there. The logistics industry is bringing relationships together within the business community. One of California's projects for logistics and transportation is the workforce training initiative, which is being lead by RCC to provide a logistic workforce via reskill and upskill of our labor force. Collaboration and stakeholders working together throughout the whole process are critical.

Mr. Tillquist spoke about the logistics industrial segment and logistics segment, showing how it affects the county's economy and occupational growth. (See attached PowerPoint presentation.) Aspects of the logistics industry is that it is unlike any other entry-level industry because of the career ladders, well-paying careers with an average yearly salary of \$39,000 and is relatively easy to get into with little training.

The logistics industry comprises 28% of all new jobs in Riverside County. In the next eight years, the county will need 84,000 replacement jobs for a total of 166,000 people in that field. By 2015, one in ten jobs will be in the logistics industry. It is critical to work together in order to figure out how to give

people the edge they need to connect into the logistics industry.

RCC's role in creating this workforce starts with developing curriculum, a continuum K-12 through the community colleges. Career Technical Education (CTE) allows a workforce to upgrade or reskill to get into a position where they are able to take the job. We need to come together in a focused way to make this work for us.

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**Presentation Item #2.2: CHARACTER COUNTS! AWARDS DINNER UPDATE**

LaTonya Johnson spoke about the October 26 awards dinner at the Mission Inn which will honor ten youth from Riverside County. Selection of the ten was done by a competitive process, with a selection panel making the final decisions. Budget for the event was \$15,000; \$17,690 was raised through sponsorships. She informed that there is a VIP reception beginning at 6:00, with dinner at 7:00.

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**Information Item #3.1: WORKFORCE BOARDS-NATIONAL & STATE PERSPECTIVES**

WDB Chairman Jamil Dada distributed copies of a 1-page document regarding workforce development funding for Program Year 2007-2008. He commented that WIA funding has been reduced dramatically during the past few years. He reported that during the summer, the House Committee voted to fund WIA on last year's level but taking away 'extra money' based on the Department of Labor's (DOL) statement regarding carryover money. He asked members to circulate the letter to other business associates, and if more information or copies are needed, to contact Laura Harris.

In September he met with the House Committee and Appropriations Committee chairmen who told him that a lot of great programs are being conducted nationwide, but Congress does not link them to WIA. Senators, elected officials and organized labor are advocating that WIA should not get reauthorized, and a different system be put in its place. On October 23, the Senate approved the Appropriation bill; however, the president has indicated he will veto the bill. The next step is for the House and Senate to develop a compromised version of the bill. Chairman Dada noted that further reductions in WIA funding would necessitate closing one of the WDCs.

WIA is operated like a business but DOL keeps saying extra money is left at the end of the year. Dada distributed a copy of a letter that members received previously through email asking our local congressman to support WIA Reauthorization. It is imperative that WDB members sign the letter and take it to their chambers or business organizations they are involved with to ensure the \$335 million reduction will not take place.

Chairman Dada informed that after the upcoming elections, a new administration will take over, and it is thought that a new version of WIA will be developed. He is working with the state board to help rewrite and formulate what the next workforce development plan should look like, making sure it would be a business-sector majority run like a business.

For clarification, Mr. Frost informed that the construction trades derived from the non-union sector are trying to take control of the labor movement, which has nothing to do with the building trades.

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**Reports Item #4.1 MID-COUNTY REGIONAL COMMITTEE (MCRC)**

MCRD Chairman Bob Little informed that attendance at the meetings have included two school district superintendents.

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**Reports Item #4.2 WEST REGIONAL COMMITTEE (WRC)**

Kathy reported that the committee is working on a marketing campaign to encourage business to renew efforts in linking with youth. At their next meeting, members will review the marketing materials and distribution of the message of 1) trying to get business to connect with youth and 2) informing the youth about the world of work. The committee is also considering establishing an intermediary position.

Lois Carson informed that her agency has a pre-apprenticeship program that places in-school youth with a business that has no more than ten employees. The program also includes a match savings plan where the employer matches an equal amount of what the youth has saved. She asked if there is a way to work these programs corporately. Kathy reported that the idea of an intermediary would be to assist in bringing in resources as well as bringing all of those types of programs together to avoid duplication.

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**Reports Item #4.3****EAST REGIONAL COMMITTEE (ERC)**

Jeff Hendrickson explained that many of the committee's goals replicate another organization's in Coachella Valley, the Coachella Valley Economic Partnership (CVEP). Kim McNulty, representing CVEP, made a presentation at the last meeting, specifically discussing their Career Pathway Initiative linking education and business together to making sure youth are involved at starting these pathways and introduced to careers as early as possible. The committee is considering joining forces with CVEP to come together and be one powerful voice.

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**Reports Item #4.4****SOUTHWEST REGIONAL COMMITTEE (SWRC)**

Kathy reported the committee is looking to link youth with the business community. A workgroup has been put together comprised of the Temecula USD superintendent, David Blake and Pat Ramos to consider how they can link business to connect with the youth.

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**Reports Item #4.5****COUNCIL FOR YOUTH DEVELOPMENT (CYD)**

Felicia Flournoy reported the committee has been focusing on the upcoming CC! Awards Dinner. In addition, three workgroups have been formed to look at youth issues. These groups are looking into 1) joint efforts around gangs in our county and trying to assist youth already in gangs to disengage; 2) looking at prevention which is critical in order to pull together and have a concerted effort around this growing issue; and, 3) focusing on assisting youth 18 or older that are having problems with housing. This would entail a transitional opportunity to stabilize the youth so they can continue their education and engage in the workplace to become self sufficient. The workgroup is joining with the Housing Agency to provide opportunities. The goal is to have one transitional home in each supervisorial district and link with the foster care program under RCC, Youth Opportunity Centers, Safehouse and other agencies that deal with housing.

On the subject on mentoring, youth need a lot of support and guidance beyond family and school. The committee is addressing how to bring mentoring programs together in order to create a system to connect a youth with a mentor.

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**Reports Item #4.6****CHAIRMAN**

Mr. Dada thanked Ms. Rodden, Mr. Baker and Mr. Tillquist.

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**Reports Item #4.7****DIRECTOR**

Kathy reported that the state board will be conducting five roundtables, the first to be held in San Bernardino on October 29, to engage in a dialog as to what direction they should take. The discussion will be centered on workforce issues. Members interested in attending are welcomed to carpool with Kathy.

Kathy distributed copies of various county newsletters representing each of the supervisorial districts. This month's headline issue is workforce development.

Ms. Roth thanked the WDB for its sponsorship and partnering with the recent College and Career Fair. She noted there were over 5,000 youth in attendance. She also thanked Laura who is on their steering committee. Next year's event is scheduled for July 29.

Wendy Frederick thanked Vicki Nasman for providing classroom space for the apprenticeship program in Indio.

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### **PUBLIC COMMENTS**

None

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### **ADJOURNMENT**

The October 24, 2007 Workforce Development Board meeting was adjourned at 1:30 p.m.