

Lee Haven  
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*

## Executive Committee August 17, 2011

Chairman Lee Haven called the meeting to order at 10:05 a.m.

### Members in Attendance

Lee Haven	Morris Myers	Shelagh Camak	Rosa Penaloza	Jamil Dada	Robert Frost
Ricardo Olalde					

### Members Absent

Lea Petersen					
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### Guests

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### Staff

Felicia Flournoy	Mark Christiansen	Maria Muldrow	Melissa Reid	Kathy Boyer	Pat Ramos
Edna Vallecillo-Garcia	Rilla Jacobs				

### **Administrative Item: 1.1 Approve June 15, 2011, Notes**

**Motion: Approve the June 15, 2011, executive notes.**

Moved by	Robert Frost	Second by	Morris Myers	Abstention	Ricardo Olalde
Status	Approved				
Discussion	Lee Haven, reminded the committee that the nomination for Richard Villasenor as a Workforce Investment Board(WIB) member was placed on hold at the June 15, meeting. The nomination was to be reconsidered at this August 17 <sup>th</sup> committee meeting. However, due to the resignation of Bruce Cash and the private sector nominations from June which were approved to go to the Board of Supervisors (BOS) agenda have not all been confirmed, Mr. Villasenor's nomination will have to be tabled until the October Executive Committee meeting.				
Actions	Place Richard Villasenor's nomination on the October 19 <sup>th</sup> agenda.				

### **Administrative Item: 1.2 New Member Nomination**

**Motion: Approve the appointment of Guy Reams to the Workforce Investment Board.**

Moved by	Ricardo Olalde	Second by	Shelagh Camak
Status	Approved		
Discussion	Guy Reams, Private Sector, is the President, of Conduit Network Inc. For the last 15 years, he has built his technical consulting firm and now operates his business with 10 employees. Mr. Reams' career started with job training as a professor at Mt San Jacinto College. He has experienced firsthand the results of developing connections between a skilled workforce and business. Many industries suffer from the lack of a professional skilled workforce and he hopes to use his abilities to educate and teach others what industries need to grow and help to produce more high paying job opportunities. By serving on the WIB, he will use his talents to work towards creating a better qualified and skilled workforce in Riverside County.		
Actions	Move Mr. Ream's nomination to the BOS.		

### **Administrative Item: 1.3 Self Sufficiency Policy Revisions**

**Motion: Approve recommended changes to the Self-Sufficiency Standard for Riverside County**

Moved by	Shelagh Camak	Second by	Robert Frost
Status			
Discussion	On August 19, 2009, the WIB Executive Committee adopted the 2007 California Budget Project's (CBP) Self-Sufficiency Standard hourly wage rates as the self-sufficient wage rate in Riverside County. The CBP's Self-		

Sufficiency Standard takes into consideration the amount families and single adults need to earn in order to achieve a modest standard of living without assistance from public programs.

The CBP Self-Sufficiency Standard is based on four precise family sizes:

- Single Adult;
- Single Parent Family;
- Two Parent Family (One Working);
- Two Working Parent Family.

Due to the limitations placed by having only four unit sizes, Workforce Development staff has found it difficult to calculate the hourly self-sufficient wage for family sizes that do not fall into these four categories. The recommended changes (Table 1) keep the 2007 Single Adult hourly wage rate established by the CBP and adopted by the WIB while providing staff with allowances for variations in family size.

**Table 1 – Riverside County Self-Sufficiency Standard (Recommended)**

Total Family Income	Adult	Adult +1 Individual	Adult +2 Individuals	Each Add'l Individual
Monthly Total	\$2,522	\$3,756	\$4,990	\$1,234
Annual Total	\$30,262	\$45,074	\$59,875	\$14,810
Hourly Self-Sufficient Wage	\$14.55	\$21.67	\$28.79	\$7.12

The recommended standard will improve the calculation process for staff and provide more accurate accounting for family size and configuration. Members asked if this standard was used universally. Staff responded no, this was a standard for Riverside County. Members asked if this standard would make it more difficult for people to have access to our services. Staff responded no.

**Administrative Item: 1.4 Five-Year Plan 2011/2014 Modification**

**Motion:** Approve and authorize the WIB Chairman to execute the Strategic Five-Year Plan Modification for Program Year (PY) 2011/12.

Moved by	Shelagh Camak	Second by	Rosa Penaloza
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Status	Approved
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Discussion	<p>The Riverside County Workforce Investment Board (WIB), with the approval of the Board of Supervisors (BOS) submitted its initial comprehensive local Strategic Five-Year Plan in March 2000.</p> <p>Per state level guidance, five one-year extensions to the initial five-year plan have been granted to the local WIB for PY 2005/06, 2006/07, 2007/08, 2008/09 and 2009/10. This year, modifications to the plan include necessary adjustments to revenue allocations, planned expenditures and the number of projected participants that will be served.</p> <p>On May 27, 2011 the PY 2011/12 plan modification was published for the mandatory 30-day public comment period. No comments were received during this time. Any comments discussed in the WIB’s Executive Committee meeting will be submitted to the State Employment Development Department (EDD) Workforce Services Division accompanied with the final plan modification and copies of current Memorandums of Understanding (MOU).</p> <p>Members asked how the current reduction in funding has affected Riverside County’s WIA program. Temporary staffing had to be let go in order to absorb the cuts and there were adjustments made to a few of the programs. Staff will have financial information in a new format to share with the committee at the next meeting.</p>
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Actions	Prepare financial information in the new format for the next Executive meeting.
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**Information Item: 2.1 Mystery Business Shopper**

Discussion	<p>This year Strumpf Associates used 8 mystery business shoppers from Riverside County to assess our business programs from three entry points:</p> <ul style="list-style-type: none"> <li>• Walk In</li> <li>• Phone</li> <li>• Website</li> </ul>
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	<p>The results were compiled and following shows were we need improvement and some of the improvements we have implemented:</p> <ul style="list-style-type: none"> <li>• Introduction and connection to economic development <ul style="list-style-type: none"> <li>○ Development and practicing of presentations</li> <li>○ Updating and quarterly review of marketing materials</li> <li>○ Personalized and editable marketing materials</li> <li>○ Review, update and post our Product Box to the website</li> <li>○ EDA give our consultants presentation</li> </ul> </li> <li>• Proposal process <ul style="list-style-type: none"> <li>○ Change title to Cost Savings Estimate</li> <li>○ Give better explanation of cost savings</li> <li>○ Give business customer Cost Saving Estimate at the conclusion of services</li> </ul> </li> <li>• Industry knowledge <ul style="list-style-type: none"> <li>○ Team has received information and assessment tools from Business Intelligence</li> <li>○ Team is researching and compiling information sheets on assigned industries</li> <li>○ Identify contacts who are experts in their business to have access to industry specific information</li> </ul> </li> <li>• Networking opportunities for businesses <ul style="list-style-type: none"> <li>○ Develop website event page</li> <li>○ Host business events</li> <li>○ Renew relationships with cities and other entities</li> </ul> </li> <li>• Regional boundaries <ul style="list-style-type: none"> <li>○ Discovered there should be no regional boundaries for staff. Business can work with whoever they are comfortable</li> <li>○ Staff will support the individual working with the business</li> <li>○ Warm hand off of a business customer from one team member to another</li> </ul> </li> <li>• Returning phone calls <ul style="list-style-type: none"> <li>○ Enforce the standard of returning calls within 24 hours</li> <li>○ Cell phone numbers added to business cards and voice mail messages</li> <li>○ Identify alternate contacts for team members</li> </ul> </li> <li>• Increase WDC staff knowledge of business solutions <ul style="list-style-type: none"> <li>○ Business Solutions services will be presented to staff</li> <li>○ Business Solutions will provide a script for support staff</li> <li>○ Business Solutions will provide a contact list</li> <li>○ Front end areas will have marketing flyers for walk-in business customers</li> </ul> </li> </ul> <p>A report on the outcome of the improvements will be provided to the Executive Committee at a later date.</p>
Actions	Email survey summary to Executive Committee members. Prepare report on improvements outcomes.

<b>Information Item: 2.2 Mid-County Region Update</b>	
Discussion	<p>Supervisor Marion Ashley, Felicia Flournoy, Jamil Dada and Lee Haven attended the joint Banning/Beaumont Good Morning event on July 8. Supervisor Ashley was the Keynote Speaker, Felicia spoke on Workforce Development. 80 people attended and 14 people signed up to become involved with the WIB. A meeting will be arranged to meet with these individuals and discuss their involvement.</p> <p>Felicia, Lee and Jamil will meet with the Hemet and San Jacinto Chambers in a similar type of meeting as the Banning /Beaumont event. This is a follow up with interested attendees from the Chamber meeting held in Hemet in March, 2011. We are moving towards having a new Mid-County committee by 2012.</p>

	<b>Recap of Actions</b>	<b>Person Responsible</b>
	Place Richard Villasenor's nomination on the October 19 <sup>th</sup> agenda.	
	Prepare financial information in a new format for the next Executive meeting.	
	Email Mystery Shopper survey summary to Executive Committee members.	
	Prepare report on improvement outcomes from the Mystery Shopper results.	

<b>ANNOUNCEMENTS</b>	
	8/23/11 Hemet/San Jacinto Chamber meeting

Adjourned 10:55 a.m.