

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

Workforce Investment Board August 17, 2011

Chairman Lee Haven called the meeting to order at 11:35 a.m.

Members in Attendance

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| Lee Haven | Jamil Dada | Kenneth Clark | Cindy Delanty |
| Robert Frost | Brooks Lockhart | Chuck McDaniel | Stan Stosel |
| Shelagh Camak | Ricardo Olalde | Morris Myers | Guadalupe Del Gado |
| Duane Friel | Laurie Stalnaker | Ken Orr | Kenny Calvin |
| Susan Lowe | Sharon Duffy | Edward Walsh | Laurie McLaughlin |
| Nancy Pavelsky | Barbara Olivier | | |

Members Absent

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| Jim King | Jeffery Hendrickson | Louis Davis | Claudia Lopez |
| Ed Garcia | Susan Senior | Diane Stuart | Sarah Mundy |
| Iddo Benzeevi | Imran Farooq | Gregory Gray | Pam LiCalsi |
| Lea Petersen | Barbara Olivier | Greg Doonan | |

Guests

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| Rosa Penaloza | Cheri Hales | Stephan Amezcua | Guy Reams |
| Ellen Greer | Ellen Greer | Alexis (youth speaker) | Hanley (youth speaker) |
| Miranda (youth speaker) | Jesus (youth speaker) | Eddie (youth speaker) | |

Staff

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| Lisa Brandl | Felicia Flournoy | Mark Christiansen | Maria Muldrow |
| Kathy Boyer | La Tonya Johnson | Pat Ramos | Rilla Jacobs |
| Vera Muldrow | Zaskia Ruiz-Jones | | |

Administrative Item: 1.1 Approve April 20, 2011, Notes

Motion: Approve the April 20, 2011, Workforce Investment Board Notes

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| Moved by | Brooks Lockhart | Second by | Susan Loew | Abstention | Ricardo Olalde |
| Status | Approved | | | | |

Discussion Item: 2.1 Voices for Youth Advocacy Group

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| Discussion | <p>Lori Strumpf started the discussion by giving the Board an overview of how the Voices for Youth advocacy group began last year. It was a one week leadership training provided to interested youth from our Youth Opportunity Centers. Twenty-seven youths began the program in 2010 and in June of 2011, twenty-six youth were still very actively involved in the advocacy group. Fifteen of the first class have remained to coach and mentor the new class which now has 35 youth involved.</p> <p>The program teaches youth how to have a voice in the political process around issues that affect their lives. They learn:</p> <ul style="list-style-type: none">• How to understand the local, state and national political process• How to research who the politicians are• How each body of government makes decisions• Where constituent voices may have an impact• How to create a message they want to bring forth to politicians at all levels <p>There are three key areas that they agree to address. Their areas of focus are:</p> |
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| <p>Actions</p> | <ul style="list-style-type: none"> • Providing more opportunities for youth in: <ul style="list-style-type: none"> ○ Education ○ Jobs ○ Support to achieve their hopes and dreams • The need for more youth centers with broader reach • The need for more resources and political support. <p>The initial class prepared written testimony and testified before the City Council in Perris and two members of the Riverside County Board of Supervisors. They learned a different way to use their voices when they took their message to Sacramento for a meeting with 6 legislators from their districts. The second class has given their presentation to the Lake Elsinore City Council. The group hopes to culminate this learning experience by traveling to Washington D. C. to meet with their Representatives and Senators.</p> <p>The advocacy group is not funded as a separate activity. They youth centers provide WIA dollars to pay for food and transportation, staff volunteer their time and support for the monthly Saturday meetings and Lori Strumpf volunteers her time and pays her own expenses to participate in the project. Four of the youth took turns speaking before the Board and expressing how the experience has helped them to grow and learn to be leaders for causes that they are passionate about.</p> <p>They reminded the Board that their group has no funding and their goal is to raise \$50,000/year to maintain the program and keep sending youth to Sacramento and Washington at least once a year. They asked the Board for suggestions on how to gain funding, compete for grants and request sponsorships.</p> |
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Discussion Item: 2.2 National and State Report

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| <p>Discussion</p> | <p>Jamil Dada – The Workforce Investment Works website is being populated by the nation’s WIBs and has become a resource that the White House uses to get workforce information. WIA will continue but will not be reauthorized. The Public Workforce System is hoping to use consolidation and reduction of duplications to offset by funding cuts from Washington.</p> <ul style="list-style-type: none"> • Next year may bring a new plan that will keep the delivery system in place, with a workforce system that is still business lead but with fewer and smaller boards. • California is looking closely at sustainable industries like healthcare, renewable energy and green technology. • The certification of WIB Boards is being done throughout the state and there are currently 49 Boards in California. • Riverside County has successfully expended all of its WIA ARRA funding in accordance to the federal regulations set for the program. • Governor Brown will appoint a Jobs Advisor. • The State Board approved the logo created for the 49 WIBs in California to assist in our branding campaign. |
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Discussion Item: 2.3 Senate Bill (SB) 776 Update

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| <p>Discussion</p> | <p>Felicia Flournoy gave the Board handouts that gave an overview on the history of SB 776. A bill introduced to Sacramento in February 2011, which would have required local WIBs to spend 50% of all available federal adult and dislocated worker funds on training and support services. The bill passed the Senate but was amended in the Assembly to a 40% expenditure rate for training and support services. But due to strong opposition and a better education of state congressional members it will be introduced in the Assembly Appropriations on August 17th. The bill may be delayed even more because of adjustments being made as it being negotiated.</p> <p>Felicia explained to the members per regulations WIA funding cannot be spent on training for customers until they have exhausted all other training resources. Drafts of the new WIA will be requiring measureable outcomes for dollars spent and more funding for training is being considered. A report is being created from information being collected in Riverside County on job placement and wage rate for individuals after they complete the training. Laurie Stalnaker will provide the report at the next WIB meeting.</p> |
| <p>Actions</p> | <p>Laurie Stalnaker will provide a report on training, job placement and wage rate of Riverside County jobseekers.</p> |

Discussion Item: 2.4 West and Southwest Regional Committee Advocacy Plans

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| <p>Discussion</p> | <p>West – Shelagh Camak – the West Committee goal focused on advocacy and they chose Goal One.</p> |
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| | <p>Goal One: Educate political leaders at all levels about the importance of workforce development and its positive local impact.</p> <p>The Group came up with 4 strategies:</p> <ol style="list-style-type: none"> 1. Engaging political leaders and highlight businesses in the Supervisor's districts 2. Develop stronger relationships with western chambers and joint advocacy. 3. Engage and educate candidates into the Workforce Investment Board. 4. Invite Board Supervisors and legislatures to our WIB and regional committee meetings. And they can invite their legislative counterparts and this will be a way to get them exposed to the relevance of our WIB. <p>Southwest – Morris Myers – the Southwest Committee focused on advocacy at the local level. We realized that most of the publicly elected councils and boards give you three minutes of public speaking time. You can speak on anything you like and we are recommending that a publication be put together that is approximately three minutes long. So we can make a presentation to these entities to let them know the benefits the WIBs and WDCs, who we are and what we do. We hope this will accomplish three things:</p> <ol style="list-style-type: none"> 1. Raise awareness of the workforce issues 2. Give us the ability to request someone from the elective or staff to attend our regional meetings. 3. Be compelling enough that they will request more information. <p>Morris gave a list of several types of boards that could be approached. We can advocate at these meetings and also recruit members for the board.</p> |
| Actions | |

| Discussion Item: 2.5 Creating a Platform for Advocacy | |
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| Discussion | <p>Felicia Flournoy and Lori Strumpf spoke on creating a WIB platform for advocacy on issues and concerns our Board would support. Creating a policy agenda. There will be a training session for WIB members on October 12, 2011, from 3:00 to 5:00 p.m. to develop the platform that will position staff to respond swiftly to issues that need our support. Request came for our current statements on i.e., our mission, goals and other information to move forward. Lori will put together a packet to send out.</p> |
| Actions | Send invitation and location of training to WIB members. Email our statements to attendees. |

| | Recap of Actions | Person Responsible |
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| | Laurie Stalnaker will provide a report on training, job placement and wage rate of Riverside jobseekers. | Laurie Stalnaker |
| | Send invitation and locations to WIB members to attend the Platform for Advocacy Training on 10/12/11. | Felicia Flournoy |
| | Lori will compile a packet of information to send out before the training session. | Lori Strumpf |
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| | ANNOUNCEMENTS |
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Adjourned 1:10 p.m.