

Ricardo Olalde
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Thomas Donahue
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Workforce Investment Board August 18, 2010

Chairman Ricardo Olalde called the meeting to order at TIME p.m.

Members in Attendance

Brooks Lockhart	Bruce Cash	Cindy Delanty	Edward Walsh
Imran Farooq	Jamil Dada	Jim King	Laurie McLaughlin
Lee Haven	Sarah Mundy	Morris Myers	Ricardo Olalde
Robert Frost	Susan Lowe	Sharon Duffy	Shelagh Camak
Stan Stosel	Sara Mundy		

Members Absent

Chuck McDaniel	Charles Bray	Greg Doonan	Thomas Donahue
Iddo Benzeevi	Jeffery Hendrickson	Gregory Gray	Lea Petersen
William Perez	Susan Senior	Pam LiCalsi	(Stan Stosel) Alicia Ramirez
(Lois Carson) Richard Lemire	Kenneth Clark		

Guests

Darwin Arias	Cindy Sutherland	Ron Painter	Thomas Flournoy
Barbara Oliver	Jaime Hurtado	Barbara Oliver	

Staff

Felicia Flournoy	Mark Christiansen	Pat Ramos	Kathy Boyer
Tim Stedham	Loren Sims	Diana Martinez	Rilla Freeman Jacobs
Vera Morrow			

Administrative Item: 1.1 August 18, 2010, Notes

Motion: Approve the August 18, 2010, notes

Moved by	Jim King	Second by	Robert Frost
Status	Approved		
Discussion	None		

Administrative Item: 1.2 Strategic Plan Revisions

Motion: Approve the 2008 -2011 Strategic Plan Revisions

Moved by	Jamil Dada	Second by	Susan Lowe
Status	Approved		

Discussion	This is the final year for the 2008 thru 2011 Three Year Strategic Plan. This year's strategic planning session was held on June 16, 2010. Members revised their strategies to complete the identified goals by June 2011. These strategies were presented to the Executive Board for approval and then moved to the Workforce Investment Board (WIB) committee for acceptance. The goals for Program Year 2010/2011 are to create avenues that will provide career exploration opportunities for youth from elementary to high school and to attract and retain business members.
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Reports :

Director's Report

Felicia Flournoy	<ul style="list-style-type: none">The State of Riverside will be held on September 30, 2010, from 11:30 – 1:30 at the Morongo Casino and Resort.The Workforce Development Centers (WDC) are servicing an average of 9,906 job seekers monthly.
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	<ul style="list-style-type: none"> • 2,689 individuals have been enrolled into training programs. • The Workforce Development Summer Work Experience Program served 1,241 youth participants and in partnership with the Department of Public Social Services, Subsidized Temporary Employment Program, an additional 995 youth received summer work experience. A total of 2,236 youth served. • Currently 132,600 Riverside County individuals are unemployed for an Unemployment Insurance Rate of 14.5 percent.
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Chairman's Report	
Ricardo Olalde	<p>This is Ric's final year as Chairman for the WIB, he asked the other WIB members to consider becoming the Chairman. WIBs are becoming more visible and better identified due to the economic situation. Also, a statewide effort to create a branding program for the WIBs is progressing.</p> <ul style="list-style-type: none"> • We opened a new Workforce Development Center in Moreno Valley last year and this year it was expanded into a larger area. • 950 businesses have been seen by our Business Solutions Team. • 252 job seekers clients have been placed in jobs with an average starting pay of \$13.30 per hour. • March Health Care has begun construction on their new facility located on March Air Force Base and has created 732 construction jobs and will create 9,000 jobs once it is completed. • The Sketchers company is looking to hire 2,100 employees • SR 91 Corridor Improvement Project will create 2,000 jobs during its construction. • The Council For Youth Development has certified the Rubidoux Youth Opportunity Center. • The Character Counts Workgroup has begun planning for the 6th Annual Character Counts Youth Awards event. They will have several planning teams which will need members please consider working in one of them. • The Work Force Inquirer is a monthly publication with articles and events focusing on our WIB and partners, it will be distributed as an Eblast each month. • The Executive Committee approved funding for the creation of a Youth Portal that will engage our youth in career and job searches. • Chef Bobby Moghaddam, Director Hospitality and Culinary Arts Program, was awarded the Presidential Medallion by the American Academy of Chefs. This organization has 20,000 members and is one of the largest chef organizations in the country. • Jamil Dada, NAWB Chairman and WIB member has been appointed the Sitting California Workforce Investment Board Chairman by Governor Schwarzenegger.

Presentation Item: Engaging Private Sector Members On Your Board	
Discussion	
	<p>Mr. Ron Painter, the Chief Executive Officer for the National Association of Workforce Boards (NAWB) gave a presentation "Thoughts on Business Engagement". Engaging employers is not easy, we need to redesign service delivery with the end in mind so that businesses will see value to our services. Business should be first but to have this concept of "business first" will take collaboration and tough choices. WIBs operate in and are impacted by complex decentralized systems and we can achieve better outcomes by understanding how these systems operate and learning to "dance" with them.</p> <p>WIB relevancy to businesses improves when our thinking goes beyond the Workforce Investment Act (WIA) and we learn to ask tough questions about regional and economic development. To move any system you must hear from its creators and its doers to receive the multiple perspectives of each. Input from other systems will provide new thoughts and creates a better product. This should lead to richer insight and better strategies. To move any region forward we need to learn to be accountable and to respect and value the data we are given.</p>

Presentation Item: Workforce Trends 2010

Discussion

Mark Christiansen gave a brief presentation on Workforce Trends for 2010. The National unemployment rate is at 9.5%. The state reports on 27 weeks or longer of unemployment and it shows that long term unemployment is increasing. But it does not report on several other factors such as laid off workers no longer looking for work, part time employees or part time employees who are under employed. Currently Riverside's unemployment rate is at 14.5%.

In the past Riverside depended on the construction industry to bring in job growth and finance. When the housing market declined construction was the first industry to fail. After this happened Riverside conducted a study to identify recession resistant industries that are able to continue job growth and hiring during economic downturns. The five industries Riverside decided to focus on are:

- Renewable Energy
- Healthcare
- Utilities
- Professional and Business Services
- Infrastructure

Riversides five industries were examined by using the Industry Cluster Analysis. They were shown to be Clusters of Opportunity by exhibiting growth in one or more areas such as value, jobs and wages. Clusters of Opportunity combine economic and workforce development strategies to identify sectors seen as export-oriented, offering occupations with career potential and are population-driven.

With these five industries we can begin to engage the employers to evaluate what their needs for future employees will be. We can see what skills will be needed and how we can do to help train the future workforce. Our Business Solutions Team has 13 people who are working with businesses and assessing their needs and they are giving businesses the opportunity to see the types of added value Workforce can provide to them.

The other business solutions are:

- Job Fairs
- Labor Market Information
- Hiring Incentive Programs
- Coordination of Tax Credits
- Layoff Aversion Strategies
- Business Assistance Seminars
- Outplacement Services

Adjourned at 1:30 p.m.