

Ricardo Olalde
Chairman

Robert Field
Assistant County Executive Officer, EDA



Felicia Flournoy
WIB Director

Maria Muldrow
CP Manager

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1325 Spruce Street, 4A – Riverside, CA 92507

Executive Committee Meeting October 21, 2009

The Riverside County Workforce Investment Board (WIB) Executive Committee held a general business meeting on Wednesday, October 21, 2009. Chairman Ricardo Olalde called the meeting to order at 11:30 a.m.

Members in Attendance

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|-------------------|---------------|------------|---------------|
| Ricardo Olalde | Jamil Dada | Lee Haven | Shelagh Camak |
| Laurie McLaughlin | Robert Little | Cindy Roth | Morris Myers |

Members Absent

Robert Frost

Staff

| | | | |
|------------------|---------------|--------------|------------------|
| Felicia Flournoy | Maria Muldrow | Loren Sims | La Tonya Johnson |
| Kathy Boyer | Cheryl Rhodes | Rilla Jacobs | Wendy Frederick |
| Pat Ramos | Melissa Reid | Scott Hander | |

Guests

NONE

ADMINISTRATIVE ITEM 1.1: EXECUTIVE COMMITTEE AUGUST 19, 2009, MINUTES

Motion: Approve August 19, 2009, Executive Committee meeting minutes
Moved by Jamil Dada, second by Robert Little

Status: *Approved*

ADMINISTRATIVE ITEM 1.2: COMMUNITY OUTREACH MINI FUNDING RECOMMENDATION

Motion: That the Workforce Investment Board (WIB) Executive Committee approve funding in the amount of \$150,000 for Training Occupational Development Educating Communities (TODEC) Legal Center Perris, Inc. for a native language adult basic education program in Spanish and English.

Discussion: A Request for Qualification-mini grant was released on September 8, 2009, through September 29, 2009, to solicit qualified community-based organizations and faith-based organizations interested in providing an intensive native language adult basic education program. TODEC was the only responder they proposed to deliver an intensive adult basic education program in Spanish that would allow a monolingual speaker to acquire a foundation in their native

language; thus, giving them a background and language structure to acquire their second language, English. Upon approval, the training will begin December 1, 2009.

Moved by Laurie McLaughlin, second by Shelagh Camak

Status: *Approved*

ADMINISTRATIVE ITEM 1.3: INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS APPRENTICESHIP TRAINING

Motion: That the Workforce Investment Board (WIB) Executive Committee approve the PY 2009/11 recommendation to fund \$416,510 in WIA/ARRA funds to International Brotherhood of Electrical Workers (IBEW), Local Union 440 for residential apprenticeship training services.

Discussion: The IBEW and Economic Development Agency Workforce Division (WD) will offer a 3-year residential apprenticeship program to provide individuals with the skills and experience necessary to become qualified and certified residential electricians throughout Riverside County.

The apprenticeship program will emphasize the use and application of green technology in the residential industry and will be supported by the WIB through June 2011. Thereafter, funds generated from the contributions of local developers and contractors will support the program in its final year and beyond.

The IBEW apprenticeship program will provide instruction, supplies and fees for 90 Workforce Development Center (WDC) participants from the Western, Southwest, Eastern and Mid-County regions. Participants in the residential apprenticeship program will fulfill on-the-job hours required for certification during the day and attend instructor-led classroom training in the evening.

The total cost of the 2009/11 portion of the apprenticeship program is \$534,510. The funding recommendation represents the WIB's contribution of \$416,510 with the IBEW match contribution of \$118,000. The program funds will cover union dues, books and initial fees, and apprentice wages paid by employers. The apprenticeship program will support and strengthen our workforce development system by delivering the following services:

- Assist in the implementation of our American Recovery and Reinvestment Act (ARRA) local plan to stimulate economic recovery
- Create local area hire standards for the residential electric industry
- Enhance the collaboration between the WIB, developers, contractors, and community colleges

The apprenticeship program will ensure that all participants performing work as electricians for specified contractors will comply with certification standards established by the Division of Apprenticeship Standards within the Department of Industrial Relations as outlined in Senate Bill 1362.

Moved by Laurie McLaughlin, second by Robert Little

Status: *Approved*

ADMINISTRATIVE ITEM 1.4: MEMBER INITIATIVES

Jamil Dada requested that a letter of support for the approval of the Polo Project be created for submission in support of the jobs it will produce for the region.

Status: *Approved for language that supports the project and economical development.*

Cindy Roth thanked everyone for their support for the Riverside Career Day held in September. Over 5,000 young people attended with some accompanied by adults. The event will be held next year on October 4, 2010, and the Corona-Norco Unified School District wants to become involved. We will hold discussions on creating a duplicate event in their area.

Morris Myers requested a resolution for the WIB Southwest region's lack of a Chairman, which gives them no voting rights within the WIB.

Status: *Chairman Ricardo Olalde stated we will get the situation resolved*

Ricardo Olalde:

- Past WIB member James Thomas, passed away in September of 2009.
- The Greater City of Riverside made the Top 21 list for Intelligent cities in the world for resources, which demonstrates that our efforts are becoming known on an international level.
- The Inland Empire Economic Partners will be hosting an Energy Summit on November 6, 2009, on energy efficiency.
- Jamil Dada and I made a presentation at the Riverside City College on increasing worker skills for future needs.

Melissa Reid gave an update on the Construction Talent Transfer program. The decision to transfer \$75,000 to the Desert Region Consortium to train dislocated residential construction workers for commercial construction jobs was a success. The response and recruitment were good; the college and instructors were great. There was a final round of training for workers to increase their skills for higher-level employment opportunities. Twenty-two individuals were served and our current apprenticeship program was created from these efforts. These individuals are in our system and can be contacted or tracked for reporting purposes. Fifty-nine thousand dollars in ARRA funding needs to be transferred to close out the contract with Desert Region Consortium.

Moved by Jamil Dada, second by Laurie McLaughlin

Status: *Approved*

INFORMATION ITEM 2.1: AMERICAN RECOVERY AND REINVESTMENT ACT (ARRA) UPDATE

Felicia Flournoy:

- Four months into ARRA, we received roughly \$20 million, which was split between our Youth, Adult and Dislocated Worker programs. We hired 20 additional staff to serve the increase of customers and provide assistance in the summer youth program. The Employment Development Department also expanded their operations to accommodate the increase in service demands.
- Our new Workforce Center in Murrieta will open the third week in January. It will function as the area Workforce Center and training facility.
- We are designing new programs for our special populations.
- Returning veterans are a concern and programs are being designed and tested for their needs.
- The New Start Program for early released parolees is being created with the \$400,000 we received from the State of California for this purpose.

- Training for our five identified industries is being provided by our Community Colleges partners and funding has been allocated to them.
 - One million dollars has been allocated for the individual training accounts and private vocational schools.
 - Five hundred thousand dollars has been allocated for on the job training.
 - The Boot Camp Workshops provided by Graceland are in session.
 - The Centers Activities Teams will receive facilitator training to provide additional workshops in the future.
 - The Job Seekers Summit attracted over 200 attendees and was highly praised by everyone who attended.
 - Manual Perez's event in Hemet attracted over 650 attendees.
 - Congresswoman Bono-Mack will host a job fair at the Indio WDC on November 13, 2009.
 - The RoadTrip Nation curriculum is in progress and will be presented with an accessible website.
- A Request for Proposal went out to cities who want to work with businesses in their cities that are facing challenges and want to do some type of layoff aversion. It is an open RFP for \$350,000 and will allow the cities to decide how they want to approach the businesses.

INFORMATION ITEM 2.2: INFORMATION AND ANALYSIS STRATEGIC PLAN OUTCOME

Scott Hander gave an update on the progress of the Information and Analysis team efforts.

Team Accomplishments

- Recommendation to conduct Mystery Shopper process for jobseekers and businesses in 2010 was accepted. This will provide outside feedback from individuals who are using our system's services..

Strategic Action Plan Measures Status

- A source for the data required by each of the measures has been established and will be reported on as the data becomes available. With the following exceptions:
 - Enhance linkages with workforce and economic development partners' initiatives and participation in various policy and advocacy committees related to workforce and economic development.
 - Decrease turnover that is due to lack of hard and soft skills.
 - Increase the number of companies, which report the workforce has the required skills to expand and recruit from the region.
- Scott is currently working with employers to verify if we are training our jobseekers to meet their expectations.
- The new Virtual Operating System (VOS) will be online soon. Once the system has been populated, we can begin to analyze the data and create reports that will have up-to-date information. VOS will capture jobseeker and business information automatically anytime our customers are on the system day or night.

INFORMATION ITEM 2.3: WORKFORCE INVESTMENT BOARD BRANDING

The new logos for the Workforce Investment Board and Workforce Development Centers have been approved. The new business cards will contain both logos. The quarterly newsletter will be revised and Marketing will continue its circulation. More discussions will be held to see how the branding can include the Youth Opportunity Centers.

INFORMATION ITEM 2.4: WORKFORCE INVESTMENT ACT (WIA) REAUTHORIZATION

Felicia stated that conversations are still being held regarding the blueprint of the WIA reauthorization. As information becomes available, updates will be provided.

REPORT ITEM 3.1: REGIONAL COMMITTEE UPDATES

West Region - Mayor Loveridge and his associates sat in on the West's youth panel. It was comprised of several youths who had dropped out of school and are now back on track and increasing their education through various programs and opportunities. They spoke on the topic of why youth choose to either stay or drop out of school.

East Region – The Coachella Valley Economic Partnership's (CVEP) consultant has completed the Blueprint and will present its finding on October 23, 2009. The report is centered on the agriculture, retail and construction industries. Funding is the next step and an application was submitted to Wal-Mart for \$180,000 to work on a web based portal for the East

Desert Healthcare awarded CVEP Career Pathways Initiative with \$300,000 to continue their work in training youth for nursing careers.

The Desert Land Management office in Palm Springs is expanding to handle the new energy projects that are coming up.

Mid-County Region – The City of Banning was awarded the court house contract for the building that will be built at a cost of \$18 million. The surveying of old buildings in the area for commercial use will begin.

Southwest Region (SWR) – The SWR is working towards on the strategic plan goals. The industry interviews are complete and industry subgroup will have action items to present at the next committee meeting.

REPORT ITEM 3.2: COUNCIL FOR YOUTH DEVELOPMENT (YOC) LIAISON

Laurie McLaughlin:

- The nonprofit group Smooth Transition, Inc. gave their presentation on the program, types of assistance and intervention they provide at risk youths.
- Rosa Penaloza gave an update on the expansions at the Perris YOC to incorporate and provide expanding customer services and resources due to the increase volume of youth at the center.
- The Housing Workgroup is exploring ways to attain funding to acquire a house.
- The Character Counts Youth Awards event will be held in April of 2010 at the Riverside Marriott. Sponsorships are a concern and we are working towards awarding 10 youths at the event.
- The Gang Prevention and Intervention workgroup toured the U-Turn project in Victorville.
- The CYD membership has improved.

REPORT ITEM 3.3: CHAIRMAN'S REPORT

The Inland Empire Economic Partnership will meet 8 a.m. on December 17, 2009, at the Riverside Workforce Development Center. A presentation will be made on what the Riverside Workforce Investment Board's vision, mission, and goals. Ric will invite Sandy Harmsen to attend the event.

REPORT ITEM 3.4: DIRECTOR'S REPORT

The Business Education Coalition is moving forward and will become the Education Coalition for Hire Opportunities (ECHO). There will be a representative in each region: Cheryl Rhodes, mid-county and southwest region; Tiki White, west region; and, Yvonne Villalobos, east region. The Riverside WDC will be relocating to 1325 Spruce Street in early 2010.

**REPORT ITEM 3.5: NATIONAL ASSOCIATION OF WORKFORCE BOARDS (NAWB)
CHAIRMAN'S REPORT**

WIA reauthorization discussions are being held in Washington. We have to continue to show that the Workforce Investment Boards are working in their areas. When we attend the NAWB conference, Rob Field, Riverside County EDA and Mark Dowling, San Bernardino County, want us to go as a coalition of two counties and present a clear picture to Washington of who we are and what we have achieved in our areas.

PUBLIC COMMENTS

None

The July 13, 2009, WIB Executive Committee was adjourned at 1:25 p.m.