

Jamil Dada
Chairman

Robin Zimpfer
Assistant County Executive Officer, EDA



Felicia Flournoy
WDB Director

La Tonya Johnson
WDB Liaison

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1151 Spruce Street, – Riverside, CA

WORKFORCE DEVELOPMENT BOARD MINUTES

December 10, 2008

The Riverside County Workforce Development Board (WDB) held a general business meeting on December 10, 2008. Chairman Jamil Dada called the meeting to order at 12:05 p.m.

Members in Attendance

Chuck McDaniel	Jamil Dada	Jim King	Laurie McLaughlin
Lea Petersen	Lee Haven	Lois Carson	Paul Jessup
Ricardo Olalde	Robert Frost	Robert Little	Sharon Duffy
Shelagh Camak	Stan Stosel	Susan Lowe	Thomas Donahue
Vicki Nasman	Kenneth Clark	Adan Gomez	Iddo Benzeevi
Imran Farooq	James Thomas	Edward Walsh	Morris Myers

Members Absent

Cindy Delanty	Cindy Roth	Greg Doonan	Kathy Barr
Jeffery Henderickson	Pam LiCalsi	Sarah Mundy	William Perez
Diane Stuart			

Staff

Robin Zimpfer	Deanna Lorson	Felicia Flournoy	La Tonya Johnson
Kathy Boyer	Pat Ramos	Wendy Frederick	Jennifer Smith
Rilla Jacobs	Kelly Orrett	Sandi Jesser	

Guests

Marion Ashley	Jaime Hurtado	Robert Visconti	Kristy Harwood
William Ermert	Bruce Coleman	Amber Starbuck	Michele Gracia
Richard Lemire	Mary Jo Ramirez	Jerry Butkiewiza	Aaron Hake
Heidi Marshall	Larry Grable	Rosa Penaloza	Alton Garrett
Jackie Gonzalez	Suzanne Lingold	Dawn Wasley	Diane Wirth
Natalie Gomez	Steve Harrington	Craig Van Houten	Joe Macinka

ADMINISTRATIVE ITEM 1.1: APPROVE SEPTEMBER 29, 2008 MINUTES

Motion: Approve the September 29, 2008, minutes.

Discussion: Moved by Lee Haven, seconded by Lea Petersen.

Status: *September 29, 2008, minutes approved.*

ADMINISTRATIVE ITEM 1.2: APPROVE 2009 COMMITTEE MEETING CALENDAR

Motion: That the Riverside County Workforce Development Board (WDB) set their calendar of scheduled

meetings for 2009, with meetings beginning at 11:30 a.m. and ending at 1:30 p.m.

Proposed Meeting Dates for 2009

April 15

August 19

December 16

Discussion: La Tonya Johnson gave members a brief background on the approval process for the calendar. The WDB needs to determine their meeting schedule for 2009 in order to provide public notice and sufficient time to prepare agendas in accordance with the Brown Act. In the past, the WDB has held four meetings, but now it has been narrowed down to three meetings. La Tonya opened the floor for questions. Jamil Dada informed members that a substantial amount of the work will be done at the regional committee levels eliminating the need for the fourth meeting.

Moved by Lois Carson, seconded by Jim King.

Status: *Approved proposed 2009 meeting calendar.*

ADMINISTRATIVE ITEM 1.3: CHAIRPERSON ELECTION

Motion: That the WDB elect a Chairperson to preside over the WDB for 2009

Discussion: Private-sector representation is as follows:

Cindy Delanty	Cindy Roth	Diane Stuart	Don Allard
Iddo Benzeevi	Jeff Henderickson	Jim King	Jim Thomas
Kathy Barr	Kenneth Clark	Lea Petersen	Lee Haven
Michael Bracken	Ricardo Olalde	Tom Donahue	

Chairperson nominees

Ricardo Olalde	Accepted Nomination
Iddo Benzeevi	Declined Nomination
Jim King	Declined Nomination

There were no additional nominees brought forth at the December 10, 2008, meeting and the WDB members moved to accept the nomination of Ricardo Olalde as Chairperson.

Moved by Jim King, seconded by Robert Little. The WDB members voted unanimously to approve Ricardo Olalde as the 2009 WDB Chairperson.

Status: *Ricardo Olalde approved as the WDB 2009 Chairperson*

ADMINISTRATIVE ITEM 1.4: VICE CHAIR ELECTION

Motion: That the WDB elect a Vice-Chairperson to preside over the committee for 2009.

Discussion: Private sector representation is as follows:

Cindy Delanty	Cindy Roth	Diane Stuart	Don Allard
Iddo Benzeevi	Jamil Dada	Jeff Henderickson	Jim King
Jim Thomas	Kathy Barr	Kenneth Clark	Lea Petersen
Lee Haven	Michael Bracken	Ricardo Olalde	Tom Donahue

Vice-Chairperson Nominees

Lee Haven	Accepted Nomination
Jamil Dada	Declined Nomination
Lea Petersen	Declined Nomination

Lois Carson nominated Lea Petersen for Vice Chairperson at the December 10, 2008, meeting, which Lea declined. The WDB members moved to accept the nomination of Lee Haven for Vice-Chairperson.

Moved by Robert Frost seconded by Ricardo Olalde. The WDB members voted unanimously to approve Lee Haven as the 2009 WDB Vice-Chairperson.

Status: *Lee Haven approved as the WDB 2009 Vice Chairperson*

PRESENTATION ITEM 2.1: ADDRESSING CALIFORNIA'S ECONOMIC CRISIS – STATE AND LOCAL WORKFORCE INVESTMENT BOARD'S ROLE

Barbara Hasley, Executive Director, California Workforce Investment Board (CWIB), gave a presentation on the State of the Workforce for California via teleconference through Go to Meeting DotCom. Ms. Halsey began the presentation by acknowledging how much she appreciated the partnership with the Riverside WDB and its leadership.

As we look at the current economic times in the nation and the State of California from my perspective, WDBs at the local level have incredible leadership opportunities. When you look at the configuration of your membership; the individuals seated on your board with the knowledge and the wisdom they represent for your particular area; the ownership each of you have taken for the community and the residents of these communities; it presents a powerful opportunity for you as leaders of WDBs. You are well equipped to unite to co-design strategies and create programs for managing this economic downturn and expediting the recovery of Riverside County utilizing the power you have within your collaboration.

I would like to provide you with an overview of some of the things happening at the state level; talk to you about the green economy; and some of the things we are doing at the state level on economic development in terms of the green technology. Later, I will provide time for questions and answers.

In regards to the State of California's (State) strategies, for the past year the State has been working on what it means to have a comprehensive workforce development strategy in the State. Initially, when I first began Senate Bill 293, the Workforce Training Act had just passed and the State Board was working on formulating a plan. Some perceptions were that the plan for workforce development should follow the compliance document of the Department of Labor.

For the past year, I have worked with staff and the State Board and really looked at what we should be doing as a comprehensive workforce development system in the State. Rather than doing a compliance plan, we are looking at a State strategy which evolves over time as new things are discovered about California's economy. We have worked closely with the California Regional Economies Project (CREP) and the Economic Strategy Panel. What we are interested in is pursuing a statewide engagement to transform the existing workforce system into a responsive and dynamic system.

The first step is to work with the California Regional Economies Project, which is one of the charges of the Economic Strategy Panel. Through CREP, the industry clusters of opportunity methodology has been developed. This methodology is a data rich foundation which gathers economic trend information and occupational information. It merges the two data sets so that regional collaborative and local areas can come together with business and critical organizations, i.e., education, workforce development, economic development and community based organizations.

This information helps these entities to better understand what an economy looks like, how it translates into occupational opportunities, where there are shifts in the economy, and how to identify the critical drivers of an economy. It can show which industries are export oriented, population driven, and where there are career potentials. We partnered with the CREP and a number of state agencies in delivering training sessions on the utilization of the methodology.

The training sessions were delivered with the hope that the data provided will assist local areas who want to utilize the knowledge with strategic planning, policy development and investment decisions. Everyone recognizes the economic challenges we are facing are larger than any one organization or interest can manage by itself. There is a critical, prevalent need for us to act cooperatively rather than competitively.

During the process of developing the statewide strategy, we recognized that statewide engagement was critical. Riverside County participated in our initial roundtable held in San Bernardino during December 2007.

We identified effective practices and looked at how to bring those practices to the local or regional level. We delivered the clusters of opportunities overview and gathered input throughout the State on successful partnerships. We looked at identifying policy opportunities which will shore up the comprehensive workforce development system which we are attempting to support.

The challenges at the local and regional levels were discussed and we were impressed at the State level on how innovative the WDBs have been in meeting the needs of the constituents at the local level. We discussed how the decisions were being made and what a comprehensive workforce development system would look like and how it would act. We began to understand the value of a data driven, decision-making process as we designed strategies for our areas and how the industry clusters of opportunity methodology could support it.

The responses we received while we were out at the regional roundtables were very important to the State. We understood that incumbent worker training is a critical piece of any effective workforce development strategy. Riverside County has lead in utilizing incumbent training panel resources to provide and bring the training back to its portion of the workforce strategy.

We heard that furthering partnerships with the State workforce development and educational systems were critical. We learned of areas which are working very effectively with the K-12 system and other areas who are struggling with their K-12 relationships. We recognize the workforce crisis we are trying to address is just a second chance system, it encompasses the entire system. The realization came that if we do not get it right the first time the second chance system will be seriously challenged.

We began to understand that local areas were interested in a strategy that will honor their local identity but foster regional partnerships. We also learned that local workforces need assistance on how they market themselves which is why it is important to know how they are viewed in their communities. We are interested in how to support them as clearinghouses for identifying workforce issues and resolutions. In tandem with this, how we can assist in positioning the network of One-Stops the local network of Workforce Investment Boards operate as the connector or talent pipeline for the demand driven workforce system. In some areas, it is occurring in a very effective way and in other areas there is still a need for a system to accomplish this.

We discussed measuring across programs to access progress towards shared goals. There is a clear desire to look at measures which are not explicitly identified by the Department of Labor but show what we want, what is used to measure the workforce system and how to gage our own success. An economic development strategy which promoted the role of education and workforce development clearly as partners to our State vitality was also discussed.

We began to consider a new approach based on the input gathered from the regional roundtables, the current innovative processes and some of the pending legislations we know about. We looked at the industry sector strategy as one that will provide an effective framework for a comprehensive workforce development plan. We are promoting the adoption of sector strategy. A sector strategy encourages the regional partnerships we heard were essential are to:

- Target the specific industries,
- Engage businesses,
- Provide the local flavor to any initiative being considered,
- Focus on advancing low income worker,
- Support middle-income jobs.
- Leverage and align public resources,
- Eliminate bottlenecks between systems, and
- Place businesses at the lead of the initiative.

We understand that sector strategies will enable us to deliver the highly skilled workforce system business requires.

We are connecting these elements through the clusters of opportunity methodology. Industry clusters are geographic concentrations of interconnected businesses, suppliers and associated institutions in a particular field. Economic development defines clusters in order to target locally important industry sectors and determine industry-relevant services, activities and investments to improve their competitiveness.

Clusters of opportunity are sectors of the economy identified by growth in one or more areas. They elaborate on the concept of an industry cluster by linking them to the challenges of workforce development.

Sector strategies represent a systems approach to workforce development. They focus on locally important industry sectors and industry relevant services and activities which will allow local workers tender and advance within the industry. Tailored workforce solutions are delivered utilizing credible community organizations.

Our proposed next steps are to bring the Business and Industry Committee and the Targeting Resources Committee together to create the California Workforce Investment Board Special Committee on sectors strategies. And as we identify sectors that have statewide impact, we would develop sector workgroups to connect out locally within the State.

During this time, the Legislation became interested in green technology and the type of workforce it would require. Also a report on green technology was released in March 2008. The accumulation of all these things resulted in the creation of:

- Assembly Bill 118 created the Energy Commission's Alternative and Renewable Fuel and Vehicle Technology Program. It authorizes the Energy Commission to provide approximately \$120 million annually as incentives to meet the required criteria.
- Senate Bill 1 enacts Governor Schwarzenegger's Million Solar Roofs Initiative and expands upon the current California Solar Initiative and the Energy Commissions New Solar Homes Partnership.
- Assembly Bill 32 requires the California Air Resources board to develop regulations and market mechanisms that will ultimately reduce California's greenhouse gas emissions by 25 percent by 2020.
- Assembly Bill 3018 mandates the State Board to establish the Green Collar Jobs Council.
- House of Representatives 2847 (The Green Jobs Act of 2007) amends the Workforce Investment Act of 1998 to establish an energy efficiency and renewable energy worker training program.
- House of Representatives 6220 (Green Jobs Improvement Act) amends the Workforce Investment Act of 1998 to make non-union training programs eligible for Federal funding under the "Green Jobs" program.

- Senate 3224 Solar Roofs Act of 2008 increases the quantity of solar photovoltaic electricity by providing rebates for the purchase and installation of an additional 10 million photovoltaic systems by 2018.

The CWIB will serve as the catalyst in creating a sound foundation for workforce development solutions and foster the relationships, collaborations and partnerships these solutions will require. CWIB will provide the opportunities necessary for leaders in business, education, economic and workforce development to collaboratively design effective responses to the challenges our State and its residents face to advance our competitive edge in the global economy.

The Green Giant is not about a hand full of new industries, the green economy is emerging because new processes and new technologies are influencing the workplace and your businesses. It is spurred on by public policies, recent legislation and strategic investments. All of these forces are combining to stimulate the growth of new markets and the application of new technology across the entire economy similar to the growth of information technology.

As these processes and policies begin to filter through the economy, we are no longer discussing the emergence of a new industry; we are seeing the transformation of an entire economy. These factors will eventually translate into growing job opportunities.

REPORT ITEM 3.1: WORKFORCE ANNUAL REPORT

Jamil Dada stated that he and Ric gave the annual report at the Supervisors meeting and he wanted to give a synopsis of the meeting. We oversee workforce services to 2 million people and 42 thousand businesses within the County. In order to provide accessible services to business and residents, we have three workforce development centers located in Riverside, Hemet and Indio. A satellite center is located in Temecula and we are fortunate to have a Mobile One-Stop. We have five Youth Opportunity Centers of Riverside County (YOCs) offering comprehensive services for youth.

For the first time in several years, the unemployment rate in Riverside is at ten percent with more than 89 thousand residents unemployed. Our division is in the forefront assisting those impacted by the current economic slowdown. Helping workers to get the assistance and training they need to return to the workforce.

Through our workforce centers and our strong strategic partners, we have served over 26 thousand youth, adults and 1,200 businesses in the last year. Our centers supported 6,600 laid off workers from 55 businesses, which closed or downsized. Since the beginning of the new program year, we have served over 5 thousand job seekers and are on track to serve 35 thousand plus by the end of the program year. The WDB is making progress and the work you do is making a difference.

Along with our budget of \$17M, we received \$2M additional dollars because of the hard hit Riverside took with the economic downturn in housing and construction, so we received approximately \$19M. We are targeting the healthcare, utilities, advance manufacturing, professional and business industries. Felicia Flournoy will assist me with the industry clusters report.

Felicia asked if everyone had received a copy of the annual report. The Industry Clusters of Opportunity is one of the strategies we discussed as addressing one of the goals. We have narrowed our target down to two industry clusters. One is renewable energy and based on the data. Wind is definitely growing in our region and is one of the emerging industries we need to focus our economic workforce and education strategies around. The other is what we call recession proof or resilient industry clusters. In the Riverside area, we will be analyzing and identifying what industries since the 1990s to present have survived and/or grown during economic hardship.

Also, to update the numbers of people served that Jamil spoke on, this report was finalized in October since then we have registered for services and 8,840 which is almost three thousand people in two months. The Workforce Centers' staff is working very hard to register everyone who comes through their doors. Felicia encouraged everyone to read the report and come to her with any questions they may have.

Felicia gave a brief overview of many positive things EDA does within Riverside County to support our residents. In the County some of them are:

- Revitalization of neighborhoods
- Building parks and community centers
- Providing affordable housing
- Helping families to purchase their first home
- Attracting businesses
- Promoting economic growth
- Ensuring we have a world-class workforce to support what we do in the county

In closing, Felicia showed a presentation highlighting what it is EDA does and its accomplishments for the year.

REPORT ITEM 3.2: COUNCIL FOR YOUTH DEVELOPMENT REPORT

Ricardo Olalde commended the Council for Youth Development (CYD) on its efforts for 2008, and asked the members to stand. Ric announced the date for the CHARACTER COUNTS! Youth Awards Ceremony, which will be held April 24, 2009.

Rosa Penaloza gave an update on the progress of the CYD. One of the CYD's missions is to align itself with the WDBs strategic goals. Our mission is to also serve youth region-wide, not just the youth at the YOCs. Throughout the entire County we identify resources, services and challenges the youth are facing today and how the CYD can assist them to overcome these barriers to become successful and join the workforce and become our leaders of tomorrow.

We have identified three strategies which align with those of the WDB. They are as follows:

- Connect Anti-Gang and Gang Prevention and Intervention organizations with the CYD and create awareness and prevention and intervention services. We realized the potential for leveraging funds for our program and applied for additional grants for at-risk youth that face challenges with gangs or are on probation or parole. We recruited new CYD members who have expertise in this field and can better assist youth with these types of challenges.
- Mentoring is another strategy we are addressing through the CYD. Youth today need positive adult role models in their lives. The CYD addressed the challenge of creating or improving a mentoring program and did research with the support of the WDB and Community Action Mentoring Program. The Mentoring Workgroup was able to develop a program handbook, which can be utilized throughout the YOCs and made available to other youth programs.
- The Housing Workgroup addresses the challenges foster care youth are facing as they are emancipated from the Foster Care System and have no stable resident. Through the Housing Authority, the workgroup was able to provide ten Section Eight vouchers and successfully utilized all ten vouchers. We hope to increase the number of vouchers this year. The other task is to identify housing we can build in each Board of Supervisor's District to provide stable housing opportunities for stable youth.

These three goals align themselves with the WDB strategic goals by creating employment opportunities; include overcoming housing challenges, and developing partnerships to assist the youth we are serving.

Rosa gave an overview of the upcoming CHARACTER COUNTS! Youth Award Ceremony. This is the fourth ceremony, which will recognize the accomplish youth make throughout their lives and overcome the obstacles in their lives. The planning is still in progress and she invited WDB members to join the subcommittees.

ANNOUNCEMENTS

Jamil Dada thanked the following organizations for their support in the upcoming February 6 Riverside County State of Education Address held at the Moreno Valley Conference and Recreation Center:

- Altura Credit Union
- Highland Fairview
- Southern California Edison
- The Gas Company

He also thanked Ken Young, Riverside County Office of Education (RCOE) Superintendent of Schools, and Paul Jessup, RCOE Deputy Superintendent of Schools, for partnering with the WDB. This is the first time this event will be held outside of the Superintendent of Schools office.

Jamil:

- Congratulated Ric Olalde and Lee Haven for their newly elected positions as WDB Chairperson and Vice Chairperson;
- Announced he will meet with the new Department of Labor team after the inauguration to get additional training dollars;
- Shared there is a \$250M allocation for workforce in the stimulus package which may pass in January; and
- Mentioned Congress is looking at reauthorizing the Workforce Investment Act.

PUBLIC COMMENTS

NONE

The December 10, 2008, Workforce Development Board meeting was adjourned at 1:40 p.m.