

Sonoma County Workforce Investment Board

Minutes of May 9, 2018

- Members Present:** Kristyn Byrne, Yale Abrams, Judy Coffey*, Keith Dias, Brandy Evans, Paul Duranczyk, Stephen Jackson, Al Lerma, Lynn Stauffer, George Steffensen, Steve Stobel, Ananda Sweet, Katrina Thurman, Pedro Toledo, and David Wayte
- Absent:** Chris Knerr, Bill Nordskog, and Chris Snyder
- Notified Absent:** Ed Barr, Robin Bartholow, Steve Herrington, Steve Herron, Kristina Holloway, Roy Hurd, Scott Kincaid, Jerry Miller, and Carol Waxman
- Staff:** Katie Greaves, Patricia Andrews, Jennifer Hayworth, Jessica Taylor, Crissy Tuidor, Judy Oates

***Attendees with asterisks arrived late or departed early.**

I. Introductions and Public Comment

No public comment.

II. Approve Minutes of February 14, 2018

Motion to approve the minutes from the February 14, 2017, meeting: Paul Duranczyk /s/ George Steffensen. All approved (Kristyn Byrne, Yale Abrams, Judy Coffey, Keith Dias, Paul Duranczyk, Al Lerma, Lynn Stauffer, George Steffensen, Steve Stobel, Ananda Sweet, Katrina Thurman, Pedro Toledo, and David Wayte). There were no “nay” votes. Brandy Evans and Stephen Jackson abstained. The motion carried.

III. Youth Friendly Business Recognition

Joey’s Pizza, West County Martial Arts, and Social Advocates for Youth were recognized by the WIB as the first employers to receive the Youth Friendly Business Recognition Award. They were given a certificate and a window sticker for their place of business to show their achievement. They were also be recognized by the State Board of Equalization with a certificate for their contributions to youth service and employment.

IV. Youth Programs

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A. Sonoma County Youth Ecology Corps Career Pathway Cohort

We are happy to report that several youth who previously participated in the Career Pathway Program are now employed : three are working as extra help with the SCWA and are making over \$19 per hour, and one youth has an internship with the county's Fleet Operations office and has been offered a full time job with them at the end of her internship. Staff is very excited about the success the youth in the Career Pathway Program.

B. Summer Sonoma County Youth Ecology Corps (SCYEC) Update

Jennifer Hayworth reported all of the youth agencies are having issues finding youth that are work ready. Partnership sites for the summer crew work include local parks and the Sonoma County Water Agency (SCWA). Michelle Revecho shared this year's SCYEC program will run from June 18 to August 9. Five youth service providers will work with 40 youth. Youth will work 32 hours a week for \$13 per hour and have classroom education on Fridays that will include career development and exploration. There are four investing hosts for this year that pay for our crews to do work at their sites: City of Santa Rosa, Fire and Emergency Services, Ag and Open Space, and the Russian River Keepers. The program gets youth workers via referrals from SonomaWORKS program staff, programs that work with current and former foster youth, and youth service providers that work with WIOA youth. Youth in WIOA are also eligible to enter individual placements if they are not interested in crew work. The *Kick-Off* event this year will be held on June 21. Katie took a moment to thank Judy Coffey of Kaiser Permanente for again sponsoring all the food for the Kick-Off lunch. The *Visit A Crew Day* will be July 23. There will also be a financial literacy event hosted by the Redwood Credit Union educating youth on budgeting for their paychecks that will be a little different from the Bite of Reality Program from previous years. The program will end with an *Opportunity Fair* that will include a tour of Job Link and mock interviews.

V. WIB Member Industry Updates – Wildfire Impact

Kristyn asked the group for feedback on the Wildfire Impact, either directly or indirectly, in regards to their industry's workforce:

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Healthcare - Judy Coffey

- Affordable housing for their staff retention and recruitment.
People who lost their homes are relocating. Also some staff are moving due to school changes or post traumatic effects on their children at the end of the school year
- No issue finding medical assistants.
- Shortage of clinical lab scientists to work at the blood banks.
Santa Rosa Junior College can only train so many of these positions at a time and they are the only training facility in the area for these jobs.
- Shortage of Pharmacy Techs.
This position requires a PhD.
- Shortage of nurses with a BA degree.
We continue to need programs to get youth into nursing programs.
- Transportation.
This is also an ongoing issue. The city and county bus lines need to connect to support people who use public transportation.

Healthcare – Pedro Toledo

- There has been a 17% percent increase in clients since October, many of which are behavioral health and substance abuse related.
- Affordable housing for their staff retention and recruitment.
- No issue finding medical assistants.

Healthcare – Paul Duranczyk

- Affordable housing for their staff retention and recruitment.
They have lost some managers, nurses, and staff due to the high rents so they are short staffed which essentially means fewer admissions.

Education - Stephen Jackson

- Retention of students.
There are requests for support to youth from trauma from the fires and the districts are looking at how to provide this.

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Higher Education - Lynn Stauffer

- Some companies are paying for staff to attend training at SSU.
- SSU recruited 1,900 new freshmen this year and accepted 825 transfers.
- They are working at offering classes at hours that are more accessible to students and staff.

Labor - Keith Dias

- Construction has a labor shortage. The unions are helping with training. The Trade Induction Program (TIP) graduates are now starting jobs.
- The building trades are putting out a list of who is paying qualifying wages so people are not overpaying to rebuild. The big issue is that the cost to rebuild is double what was expected due to materials, permits, and land.

Chamber of Commerce – Ananda Sweet

- Small businesses owners have been working themselves rather than hiring staff.
- Affordable housing for their staff retention and recruitment.
There is a lot of talk about possible relocations at the end of the school year.
- Childcare.

Economic Development Board – Al Lerma

- Affordable housing for staff retention and recruitment.
Many of the people who lost their homes were underinsured. The City of Santa Rosa and Sonoma County are trying to make permitting easier and faster and allowing more granny units to the housing stock . We need to look longer term at population density and build higher. The Silver Tsunami is coming and people will not be able to stay here in their retirement. We need to coordinate to make changes to retain our population.
- Low unemployment.
We had a 2.8% unemployment rate before the fire and the lack of workforce will make that even lower.
- Childcare.
There is a lack of it in the area.

VI. Grant Update

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A. Grant Activities and Dashboard

Jessica led a review of the Job Link Dashboard statistics. The hourly rate is higher than last year. Sonoma County has a low unemployment rate which means the clients we are currently working with have higher barriers to employment or they would already be working. The WIB currently allows for up to \$10,000 to be spent on supportive services and/or training .

Jessica gave some examples of how we have been able to help customers with expanded supportive services.

Katie share that the immediate focus is on assisting those interested in the Building and Trades as much as possible. The impact of the fire will be a ripple effect. Staff is currently trying to determine the long term impacts and what our target population might be. The County has had cuts in our Behavioral Services offices. Those individuals are dislocated workers so they will be eligible for assistance. If you know of companies that need help let them and us know.

Patti reported the trade businesses traditionally do not have Human Resources staff so we are trying to facilitate connections between businesses looking for workers and the workers. Job Link is creating fliers of the positions it has online to make it more convenient for workers to come to our site. As this has been well received, we are looking to do flyers for other industries as well. We are encouraging companies and employees to meet at our resource center when it is convenient for them. We are also trying to reach out to employers before they do lay-offs a and reaching out to their staff to provide resume support and to get them ready for the job market. They are all eligible for services as soon as a layoff notice is received so we can get them what they need as soon as possible.

4:30 – Judy Coffee departed the meeting.

Job Link has partnered with Goodwill to provide bilingual staff at Job Link.

VII. Workforce Board Goals

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Kristyn led a review and discussion of the Short and Long Term WIB Goals since the fires and the related reasonable metrics and accountability. The first two Short Term goals are related to our grants and the fifth will help us to recognize what we need to focus on going forward.

Short Term Goals

Goal 1: Assist recovery through collaborative focus on intensive workforce development for adults interested in the building & trades and dislocated workers interested in any field.

Goal 2: Assist recovery through ongoing engagement with businesses to deliver customized services aimed at promoting growth.

Goal 3: Support youth development through refinement and expansion of the work-based learning models embedded in the Youth Ecology Corps.

Goal 4: Utilize WIB meetings and WIB members to leverage industry expertise and to extend the reach of WIB efforts.

Goal 5: Use data on regional workforce trends to prepare for opportunities to pivot.

Kristyn ask for comments on the short term goals, as there were none the meeting continued.

We will work on incorporating the long term goals into the agenda going forward. Listed below are the Long Term Goals for the committee over the next two years.

Long Term Goals

Engage Employers

1. Enhance and promote business services.
2. Create and sustain information feedback loops to identify emerging issues and barriers.

Convene, Broker & Leverage Resources

1. Lead efforts to implement workforce strategies in the Economic Recovery Plan and Strategic Sonoma's Comprehensive Economic Development Strategy.
2. Facilitate connections and partnerships to promote nimble, integrated and coordinated services.
3. Create and share tool kits (industry and service focus).
4. Provide leadership and administrative support for regional Industry Sector Partnerships.
5. Advocate for effective workforce resources on the local, state, and federal level.

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Develop Career Pathways

1. Led by WIB members as industry experts, and in partnership with SRJC, Adult Education, CTE, and TIP, develop and disseminate materials illustrating career pathways in target industry sectors.
2. Continue to develop the Career Pathways Program to add additional options for work-based learning, including pre-apprenticeships and apprenticeships.

Effective Use of Technology

1. Maximize use of workforce and employment data available in CalJOBS and other data sources.
2. Incorporate social media, press media and video into outreach activities.

The group discussed the Long Term Goals and made the following suggestions.

- Add a diversity metric for career pathways participants and post-secondary education participants.
- Consider merge item 4 under Convene, Broker & Leverage Resource into the other goals.

There was additional discussion about how item 5 under Convene, Broker & Leverage Resource may lead to the creation of WIB Sub-Committees or Ad Hoc Committees.

Keith Dias made a motion to approve the Workforce Board Goals for 2018-2020 with the addition of the diversity metric added for for Career Pathways. Pedro Toledo seconded the motion. All approved (Kristyn Byrne, Yale Abrams, Keith Dias, Brandy Evans, Paul Duranczyk, Stephen Jackson, Al Lerma, Lynn Stauffer, George Steffensen, Steve Stobel, Ananda Sweet, Katrina Thurman, Pedro Toledo, and David Wayte). No “nays”. No abstentions.

VIII. Director’s Report

A. Upcoming Economic Forecast

The Economic Development Board’s Spring Economic Forecast Breakfast with speaker Dr. Steve Cochrane of Moody's Analytics will be on May 10 at 7:30 am at the Double Tree Hilton Hotel. Katie shared there was one available seat at the WIB table. Ananda asked to attend.

B. National Association of Workforce Boards (NAWB) Report

Katie, Kristyn, and Al attended the March NAWB conference in Washington D.C. There were 550 Workforce Development Boards represented and the event provided good

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networking opportunities. There was training and discussions regarding best practices, construction and other apprenticeships, and technology vendors presenting demos. It was very informative.

C. North Bay Employment Connection (NBEC) Update

The North Bay Employment Group is a state-required regional consortium comprised of Sonoma, Solano, and the Workforce Alliance of the North Bay (Lake, Marin, Mendocino, and Napa Counties). Sonoma County HSD is the fiscal agent for \$300,000 to help tackle workforce issues from a regional perspective and to share resources. This grant will:

- Support a facilitator to help NBEC with governance and establish roles and responsibilities. We now have Memorandums of Understanding in place.
- Provide additional resources for enhanced business services. Provide innovation funds to carry on industry sector partnerships. We are excited to receive some additional funds to support this issue.

D. Conflict of Interest Forms

Judy Oates encouraged WIB members to completed their 2017 Conflict of Interest form and turn them in to her as soon as possible.

IX. Adjourn 5:05pm

Next meeting: **August 8, 2018**

Location: **Santa Rosa Room**

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