

Workforce Investment Board

Executive Committee

Minutes of April 11, 2018

Members Present: Scott Kincaid

Members Called In: Kristyn Byrne^{*}, Steve Herron, Stephen Jackson

Notified Absence: Ed Barr, Robin Bartholow, Judy Coffey, Roy Hurd, Bill Nordskog and Chris Snyder

Staff: Katie Greaves, Patricia Andrews, Jessica Taylor, Cristin Tuider, and Judy Oates

I. Public Comment

Stephen Jackson shared that the adult and high school construction classes are going well and they are getting a lot of support for the class and attendees from Job Link. They are looking forward to scheduling more classes.

II. Approval of Minutes of March 14, 2018 and Review Action Items

Due to lack of a quorum this item will be held over to the June WIB Executive Committee meeting.

III. Membership

Sara Cumming of Sonoma County Lodging Association submitted a membership application for review. Due to lack of a quorum, this item will be held over to the June WIB Executive Committee meeting.

IV. WIB Business

Reviewed and discussed the Short and Long Term WIB Goals.

A. WIB Board Goals

Katie led a discussion of the short term WIB Board Goals and how they line up with the Additional Assistance grant.

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.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request
by calling (707) 565-8504.

Staff will use 2016-17 data to set the baseline for Adult and Dislocated Workers. Staff has set reasonable targets based on what we have seen of our clients since the fires. Performance will be weighed on a quarterly basis. Plan to surpass the goal.

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

Goal 2 will be measured by the amount of 1) Inbound Inquires, 2) Job Fairs, 3) Rapid Response, and 4) Subsidized Training. Stephen suggested we also track these by industry.

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

There are three areas of the youth program. The summer Sonoma County Youth Ecology Corps (SCYEC), the year-round work opportunity (WEX), and the career pathways program. Discussed setting goals around the number of youth we serve but decided to set the goal with percentages for comparisons. Scott recommended tracking new youth versus incumbents so we can look at what barriers the new youth are facing. Crissy shared that she and Katie met today with the Sonoma County Fair and the type of work that they will hire youth for will help them in future positions in hospitality. Stephen encouraged including Kathy Goodacre and the Career Technical Education Committee to help with more youth employment connections. Scott asked if there were employment opportunities for fire prevention and property clearing for youth. Crissy shared that she and Katie will be meeting with the department of emergency services next week to see what opportunities they can offer.

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.

Discussed that regional means more than just the area covered by the North Bay Employment Connection (NBEC). It includes all the neighboring cities and includes information from the Economic Development Board Strategic Sonoma Plan.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request
by calling (707) 565-8504.

Stephen shared that he would like to see more input on the long term goals by the full WIB. He suggested a structured dialogue and an activity breaking the attendees into groups for discussion and report outs, and sending the information out to the members in advance so they can come prepared and provide more input from their colleagues

Action: Katie and Kristyn will meet to discuss and set more target outcomes for the short term Board Goals. They will also discuss how to create a structured dialog at the next full WIB meeting about the short term goals and touch on the long term goals that were discussed at the last WIB meeting.

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. Actively lobby for effective workforce resources on the local, state, and federal level.

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

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8504.

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.

B. WIB Letters of Support to City of Santa Rosa for Workforce Housing

The WIB sent a Thank You letter to the San Francisco Office of Economic and Workforce Development to thank them for their assistance during the wildfire disaster.

The WIB sent a letter to the Santa Rosa City Council in support of the *Resilient City Development Measures* to support Housing efforts following the wildfire disaster. Scott shared that the council will meet on April 24 for final motions regarding the housing issue.

Kristyn joined the meeting.

C. Update On Grant Opportunities

- Katie shared that Shaydra Ennis has returned to the Division to support marketing and outreach for the Additional Assistance (AA) grant.
- Doug Hamilton, President and Owner of Oak Grove Construction and teacher for North Bay Construction Corps [an educational program managed by Career Technical Education, North Coast Builders Exchange and the Sonoma County Office of Education], came to Job Link to teach staff about the construction work opportunities and the barriers many face when trying to enter this career field.
- Using AA grant funds, Job Link was able to provide \$7,000 in transportation support for a customer, allowing him to get to and from a 12 week construction training course.
- Job Link is preparing mailers about opportunities to train for a career in construction for unemployment insurance recipients and TANF recipients.
- Jessica shared that she is working with staff to target recruiting more women into construction. We are starting to see more girls in the construction classes. She refers women to Tradeswomen, Inc., an organization in Oakland that is about recruiting more women into construction and related non-traditional trades and developing their capacity for leadership and career growth.

D. Spring Economic Forecast

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8504.

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. Please respond to Judy Oates if you are interested in attending this event.

V. Set May Agenda

Listed below are potential items discussed for the May Workforce Investment Board meeting agenda.

- National Association of Workforce Boards (NAWB) Conference Update by Katie and Kristyn
- SRJC Community Education Rebranding presentation by Jerry Miller.
- Structured discussion of WIB Goals.
- Youth Friendly Business Program awardee recognition
- Update on Career Pathway Program
- Report out on AJCC Hallmarks of Excellence

And a go-round Industry update by WIB Members.

Action: [Katie and Kristyn will meet to set the May WIB meeting agenda.](#)

VI. Upcoming WIB Executive Committee Meetings and WIB Meetings

May 9, 2018	Full Session:	3:00 pm to 5:00 pm	Location: Santa Rosa Room
June 13, 2018	Executive Session:	4:00 pm to 5:00 pm	Location: Bodega Room

VII. Adjourn

The meeting was adjourned at 4:55 p.m.