

## Sonoma County Workforce Investment Board

Minutes of November 14, 2018

**Members Present:** Kristyn Byrne, Yale Abrams, Robin Bartholow, Sara Cummings, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herrington, Kristina Holloway, Stephen Jackson, Chris Knerr, Al Lerma, Anita Maldonado, Jerry Miller, George Steffensen, Steve Stobel, Ananda Sweet, David Tam, Katrina Thurman, and David Wayte

**Notified Absent:** Ed Barr, Judy Coffey, Susan Cooper, Roy Hurd, Steve Herron, Scott Kincaid, Chris Snyder, Lynn Stauffer, and Pedro Toledo

**Staff:** Katie Greaves, Patricia Andrews, Andie Barcelo, Jennifer Hayworth, Tiffany Hill, Sarah Lewis-Crow, Michelle Revecho, Jessica Taylor, Crissy Tuidier, Judy Oates, Christopher Dolan, and Diego Fernandez-Pages

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

### I. Introductions and Public Comment

Mary Lowe of Catholic Charities introduced herself and explained her role as a Department of Justice Accredited Immigration Representative and that she is available to assist clients that are referred to her. She can be contacted at [mlowe@srcharities.org](mailto:m Lowe@srcharities.org) or (707) 308-4769.

### II. Approve Minutes of August 8, 2018

**Motion to approve the August 8, 2018 minutes with the noted corrections: Keith Dias /s/ Katrina Thurman.** All approved (Kristyn Byrne, Yale Abrams, Robin Bartholow, Sara Cummings, Keith Dias, Steve Herrington, Stephen Jackson, Chris Knerr, Al Lerma, Anita Maldonado, Jerry Miller, Steve Stobel, Katrina Thurman, and David Wayte). There were no “nay” votes. Paul Duranczyk, Nancy Emanuele, Brandy Evans, Kristina Holloway, Ananda Sweet, David Tam abstained. The motion carried.

### III. Youth Friendly Business Recognition

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

Tom Brand of the Raven Theatre was unable to attend today so this item is tabled to February.

#### **IV. WIB Member Industry Feedback**

##### **Community Based Organizations – Anita Maldonado**

Anita is the CEO of California Human Development and their role is to provide outreach and site locations for *La Cooperativa's National Dislocated Worker Grant* for the wildfire temporary job program. The grant is for employment for workers to do clean up on public land and nonprofit property. There are 39 participants in the program, exceeding their goal of 38. Participants receive supportive services, including rain suits, vests, boots, and tools. Twenty one have exited the program due to meeting the hour or income limit as defined by the program. One has found full time employment. Participants are sent to the One Stop when they exit the program for further job search and training assistance. La Cooperativa will be asking for a grant extension to continue the program into 2019.

##### **Labor – Robin Bartholow**

- Construction has huge demand in all levels of expertise, including entry level.
- We have a number of different training programs – the Trade Introduction Program (TIP), North Bay Construction Corps, and the basic construction skills classes with SCOE, Petaluma Adult School, and the training for high school seniors in their last semesters. We still cannot keep up with demand for people in the trades. The next two years are expected to be very busy with rebuilding in the community. Encourage anyone that is interested in the trades to try working in them for a few years, even if not planning to make it a career, to help fund other career paths.

##### **Community Based Organizations – Brandy Evans**

- Goodwill is facing difficulty in finding people to work in their stores which impacts their ability to provide resources to the community. They are not seeing as many client referrals either. They are reviewing strategically how they provide services to the community and going forward this may end up looking differently than what it's been in the past.

##### **Employers - Ananda Sweet**

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

- The main thing she is hearing from Santa Rosa Metro Chamber members are difficulties for all levels of employment recruitment, housing, and retention. Hiring processes have sped up to make offers to candidates before they are snatched up by other employers.

**Healthcare – Paul Duranczyk**

- Healthcare is having issues finding qualified candidates to hire. There is a large need for Certified Nursing Assistants and nurses in the North Bay.

**Education - Steve Herrington**

- Sonoma County Office of Education (SCOE) has 100 teaching positions and 30 classified positions not filled. They were using substitute teachers to fill the gaps, but now there are not enough substitute teachers. Part of the issue is housing and the other issue is the teacher salaries.

**Hospitality - Sarah Cummings**

- This is a traditional slowing down time for hospitality. It is very different from last year when we had all the fire workers staying in the area. It is more difficult this year to find staff and we are losing people to cheaper places to live.

**Adult Education – Nancy Emanuele**

- Petaluma Adult School is one of the only places to get a high school diploma or equivalency for adults to make them more employable. That is something people have needed to get to work.

Kristyn asked the group if our industries are competitive enough to bring people in from outside the area if we did not have the housing shortage.

*Non-Profits:* No, salaries are not high enough to bring people in from other areas.

*Department of Rehabilitation:* Yes, it is the housing that changes people minds.

*Education:* The housing is the issue.

*Labor:* Historically, most of the labor already comes from out of town. Housing has always been an issue; it is just compounded now.

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

*Healthcare:* It is mostly the housing. People commuting from Vallejo tend to go to Marin over Sonoma County to work due to higher wages.

*Employment Development Department:* The lower wages here prevent people from moving up from southern California.

## **V. Economic Forecast Report**

Al Lerma reported on the Economic Development Board's Fall Economic Forecast featuring Chris Thornberg.

- A year after the Sonoma County fire has brought a slight population decline that affected mostly the unincorporated areas.
- The county continues to experience job growth.
- The county has 3% unemployment, which is considered full employment.
- Inflation has been low.
- Gains in construction, health, and manufacturing.
- Leisure and tourism are increasing steadily.
- Tech industry is not growing as fast in Sonoma County as elsewhere.
- Wages are increasing steadily, although we are below the state average.

**Positives:** State revenues are growing. Labor markets remain tight. Inflation and interest rates are low. Debt levels are safe. Recovery is well underway.

**Negatives:** Labor shortage. Housing is tight. Miserablism.

## **VI. Career Education at Santa Rosa Junior College**

Jerry Miller started three years ago to work with Career Technical Education and SCOE for a Sonoma County wide campaign to position the JC, its students, and community partners for new levels of success, raise awareness, bring clarity, and find a way to share the strength and success of our programs.

The goal of Career Education is to increase success, financial freedom, and confidence of students. We will build on the foundation with enhanced programs and certificates, and with

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

an emphasis on recent high school graduates and people changing careers. Career Education is seeking information from industry to offer programs for what employers need. We want to promote the idea that there are choices for learning.

Advertisements for the updated programs will be coming out in two weeks on social media like Spotify, in the newspaper, the radio, and on the Spanish radio.

Staff asked if they are looking at continuing credit classes instead of the semester format so popular classes are offered more frequently. Jerry shared they are looking into that as well as cohort and apprenticeships. Healthcare classes have been popular but they are one of the more expensive classes to offer.

## **VII. SCYEC Evaluation Report**

Sarah and Jennifer led the group on a review of the 2017 Sonoma County Youth Ecology Corps Evaluation Report. Highlights included:

- 65 youth and young adults were served.
- The community received 1,200 hours of service.
- All summer crew members had a post-summer plan for education or work.

The Career Pathway Program was recognized as a promising practice by the Partnerships for Industry and Education (PIE) Contest at the California Economic Summit. The North Bay Construction Corps was recognized as a contest winner and will receive an award at the Summit.

Jessica share that Job Link is doing some co-enrollment with Adult services for youth.

## **VIII. Grant Update**

### **A. EDD Additional Assistance Grant**

Jessica reported that our numbers in terms of the grant show we are struggling to find dislocated workers despite having sent out 8,000 mailers to those receiving Unemployment Insurance, Temporary Assistance for Needy Families, and CalFresh. With the unemployment rate at its lowest in years, dislocated workers are being hired quickly, often without needing

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

assistance through Job Link. However, Katie reminded the group that, while the AA grant is for dislocated workers, we also want to find non-dislocated workers through our Adult program that want to work in construction to assist with the housing rebuild. Both dislocated workers and Adult participants can receive intensive supports. Dislocated workers may or may not want to go into construction; Job Link staff is available to assist them to return to or go into any industry of their choosing. Recently, participants have shown interest in healthcare, truck driving, and other sectors.

## **IX. WIB Business**

### **A. Workforce Board Goals**

***\*Steve Herrington left.***

#### ***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. Facilitate connections and partnerships to promote nimble, integrated and coordinated services.*

Job Link has hired a Rapid Response Coordinator, Chanel Ruiz-Bricco. Her focus will be on Lay-Off Prevention and Support. We are focusing on collecting data on who is coming to Job Link, how many people are hired after a job fair, etc.

Jessica reminded the WIB that Job Link serves job seekers and employers and reminded members to refer businesses to Job Link.

Jessica reviewed the customer demographic outcomes on the last page of the dashboard and directed anyone with questions to contact her.

Jessica reported on the success of the first English Language Learner Cohort. Sixteen participants enrolled and thirteen completed the twelve week class. There was an improvement in reading levels with some jumping as many as three skill levels. Needs based

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

payments assisted some with childcare. The class was popular and there is a high demand for it to be repeated.

**\*Anita Maldonado left.**

**\*Robin Bartholow left.**

B. WIB Spirit of Sonoma Honoree

Kristyn announced that Yale Abrams was selected as this year's Spirit of Sonoma recipient. He will receive his award at the Spirit of Sonoma Luncheon at the DoubleTree Hotel on December 14. The WIB has reserved a table. If you are interested in attending please email Judy Oates.

C. Chair Elect Announcement

Kristyn announced that Ananda Sweet of Santa Rosa Metro Chamber has been nominated and has accepted the position of WIB Chair Elect.

**\*David Tam left.**

D. AJCC Hallmarks of Excellence and Adult and Dislocated Worker Program Monitoring

Patti reported Job Link received our America's Job Center of California (AJCC) Hallmarks of Excellence Certification and thanked staff and partners.

Job Link also just went through State Dislocated Worker Program Monitoring, with no findings.

E. Sector Strategies Training

Staff is arranging for a half day Sector Strategy Training for WIB members on January 29, 2019 from 8:30 am to 12:30 pm. This presentation will describe how sector strategies and a modernized youth apprenticeship approach can help Sonoma County connect education and the workplace in ways that eliminates the skills gap and reduces educational debt at the same time. We will cover key elements of building sector strategies, apprenticeships for youth and adults, and how they both are instrumental in developing career pathways for young and adult job seekers.

**Action:** Staff will send out a "Save the Date" for the Sector Strategies Training.

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

## F. Attendance

Kristyn led a discussion of attendance. As there are only four meetings a year it is critical we have high attendance so we can get feedback from the group to direct staff and these meetings. Currently the by-laws allow unlimited absences as long as you call and let staff know you will be out before the meeting. She asked the following questions of the group.

- 1) Do we need a stronger policy?
- 2) Should we allow for proxies when someone cannot attend?
- 3) Do we need to change the schedule?

Discussion included the following responses.

- Attendance
  - If you have not attended in a year it is time to let someone else have your seat.
- Proxys
  - Would they be able to vote as they are not sworn in?
  - Can we limit proxy use to once a year so the majority of the time it is the WIB member attending?
- Schedule
  - It may be helpful to meet monthly or every other month.
  - We moved to quarterly meetings as attendance and engagement dropped.
  - This group provides policy guidance to staff. The lack of a quorum slows down getting business done for staff.
  - Is there an option to meet virtually?
  - Cancelled meetings are a waste of WIB member time.
  - Monthly meetings are usually more action meetings while quarterly meetings tend to be more check in and policy.
  - It takes an understanding of the issues to make decisions about priorities and funding that quarterly meetings do not always allow.
  - We used to also take on other larger workforce issues when we met more often, like the Youth Council and the Job Link Steering Committee. People need to show up and know

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

the issues and not make decisions based on a quick presentation. There are other larger issues in the workforce we might want to work on.

- We need an attendance policy.
- Would six meetings a year be helpful to staff? Yes, as long as they contain robust discussion.

Katie shared although there is an amount of administrative work to have a meeting we have a marvelous opportunity to be nimble and engage the board in more strategic discussions.

**Action:** Staff will draft suggestions for an attendance policy update, meeting schedule, and proxy use to take to the WIB Executive Committee.

Kristyn asked the group if we could continue the meeting for ten minute to complete the agenda.

**Motion to approve continuing the meeting for ten minutes: Stephen Jackson /s/ Keith Dias.** All approved (Kristyn Byrne, Yale Abrams, Sara Cummings, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Kristina Holloway, Stephen Jackson, Chris Knerr, Al Lerma, Jerry Miller, Steve Stobel, Ananda Sweet, Katrina Thurman, and David Wayte). There were no “nay” votes, no abstentions. The motion carried.

#### **X. Chair/Director’s Report**

We will continue to work on aligning our actions with our state goals.

##### A. Local Plan Update

Crissy invited the WIB to four Local Plan sessions to get input to update the Local Plan. The topics are dictated by the state and include: 1) Cal Fresh Recipients, 2) English Language Learners, Refugees, and the Foreign Born, 3) Competitive Integrated Employment for those with disabilities, and 4) Child Support Population, particularly Non-Custodial Parents. There will also be a Community Listening Session. The next session will be item four, and it will be on Tuesday, November 27, 2018 at 11:00 am here in the Santa Rosa Room. Everyone is welcome to attend. Staff will bring the updated plan to the February 2019 WIB meeting for review.

**\*Katrina Thurman left.**

##### B. Regional Plan Update

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

Katie shared that a new mandated strategy to be added to the regional plan addresses justice involved individuals. The State has \$3.7 M to bolster our work on this at a regional level. There will be a convening led by a research firm that has worked locally with our Probation Department on serving the AB109 population. Crissy shared that with our low unemployment numbers we need to invest in all of our populations.

**IX. Other**

Katie passed out the JobsEQ Workforce Report and asked member to review at their leisure and bring any questions to the next WIB meeting.

**X. Adjourn 5:06pm**

Next meeting: **February 13, 2018**

Location: **Santa Rosa Room**

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