Notice of Meeting & Agenda
January 8, 2020
3:00 p.m. – 5:00 p.m.

2227 Capricorn Way, Santa Rosa
Santa Rosa Room

“The Mission of the WIB, as a partnership of innovative business and community leaders, is to provide vision, direction, and coordination of a system that enables Sonoma County to have the most effective workforce attainable.”

*Vote Required

I. Introductions and Public Comment (3:00) 5 minutes

II. Approve Minutes of November 13, 2019 (3:05) 5 minutes (Action)

III. Announcements (3:10) 5 minutes (Discussion)

IV. Networking / Member Update (3:15) 20 minutes

V. WIB Business (3:35) 15 minutes (Presentation / Discussion)
   A. One Stop Operator Report
   B. State of the County
   C. Regional Initiatives
   D. Other Updates

VI. Portrait of A Graduate (3:50) 25 minutes

VII. WIB Initiatives (4:15) 45 minutes (Presentation / Discussion)
   A. Training Cohorts
   B. Industry Council
   C. Minimum Wage Increase

Open Meetings: Except as expressly authorized under the Brown Act, all meetings are open to attendance by interested members of the public.

If WIB members are unable to attend, please call (707)565-8500 prior to the meeting to leave a message stating you are unavailable.
**Meeting Materials**: Materials related to an item on this Agenda submitted to the WIB after distribution of the agenda packet are available for public inspection in the WIB Administrative Office at 2227 Capricorn Way, Suite 100, Santa Rosa during normal business hours.

**Accommodation**: If you have a disability which requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please call (707) 565-8500 at least 72 hours prior to the meeting, to facilitate arrangements for accommodation.
I. Introductions and Public Comment

Ananda led the group in a moment of acknowledgment and loss incurred from the Kincaid Fire and Public Safety Power Shut-off events.

II. Approve Minutes of September 11, 2019

Motion to approve the September 11, 2019 minutes: Judy Coffey /s/ Keith Dias. All approved (Ananda Sweet, Robert Austin for Ed Barr, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Kristina Holloway, Eddie Gilbert for Roy Hurd, Chuck Wade for Stephen Jackson, Scott Kincaid, Jerry Miller, Michael Pickens George Steffensen, David Tam, Lynn Stauffer for Audra Verrier, and David Wayte). There were no “nay” votes. Chuck Robbins abstained. The motion carried.
III. Announcements

Judy Coffey shared that Bernard Tyson, CEO and Chairman of Kaiser Permanente passed away unexpectedly. It is a great loss to the community.

Arrived: Sarah Cummings, Pedro Toledo, Robin Bartholow, Anita Maldonado, and Chris Knerr

IV. Networking / Member Update

Members were asked to break into groups of two or three to discuss the challenges they are facing or trends they are seeing and then report out to the group the highlights of their conversations. The items reported included the following.

General / Affecting All Industries

- There is a labor crisis affecting all work sectors. People are moving from the area due to cost of living, housing, fires, and power shut offs. It is difficult to attract a strong workforce with these barriers.
- There is a lot of pent up stress in the workplace and community. We need to have more empathy for each other.
- There have been a lot of staffing changes at the Economic Development Board.
- Wine industry sales are down. A lot of grapes did not find a home and growers and suppliers will feel that in 2020.
- Downtown Santa Rosa is facing multiple restaurants closing, weak retail, homeless, and parking issues. On the plus side Hotel E just opened in Courthouse Square.
- Economic investment is needed in local industries. Please encourage everyone you know to shop local through the end of the year, our stores need the revenue!
- The silver-lining in all of this is recognizing how much better everything is being handled compared to during and after the fire of 2017.

Schools

- “Fire Season” has become a new norm and schools are budgeting to be shut down part of the year.
- There has been a decline in enrollment in the schools due to people moving from...
• The teachers’ strike is affecting the schools/students.

• The Santa Rosa Junior College has a lot of staffing changes coming up. Ninety-five people are retiring in January and not all positions are being backfilled. Most educator positions will be replaced, but not all management positions. SRJC is also going to start using a new funding model that has not fit well with the others colleges using it. The state fire funding waiver from 2017 was extended two years.

**Tourism**

• Tourism is being hit hard by the fires and PSPS events causing people to cancel upcoming weddings and other big events. The picture that went viral of the couple getting married with their face masks on for the smoke did not help the cause. October and November are prize tourist season and the wineries, hotels, restaurants, and shops usually plan to make a large portion of their annual income this time of the year.

**Healthcare**

• Healdsburg General Hospital had to close due to the fires (shout out to Kaiser who helped with transportation and absorbing those clients). That means 350 staff are not working. The hospital cannot reopen until state inspectors clear them. The first week the hospital provided wages, going into the second week they are unpaid. The hospital had to be scrubbed, air filtration systems cleaned, linens cleaned, supplies and medicines had to be tossed and repurchased due to smoke and temperature damage. They are reaching out to Job Link for assistance in getting staff signed up for unemployment.

**Non-Profits**

• Non-profits provided a lot of food and gift cards during the fire and PSPS events.

• The next expected wave of need will be rental assistance.

• The minimum wage increase will have unintended consequences. State and Federal
Programs for clients will be affected.

- They are working on youth retention so they stay in the area and get jobs and grow. They continue to look for ways to connect youth more with business.

Members expressed enjoying doing the report outs in this new style.

V. WIB Business

A. One-Stop Operator

California Human Development (CHD) is the contracted One-Stop Operator (OSO) for Job Link as of January 1, 2020. Anita Maldonado and Kai Harris shared that they are excited to be working with Patti Andrews as the transition and assuming of duties begins in November and December. CHD is currently working in a similar One-Stop Operator role for Solano County two days a week. Anita shared that they plan to identify the needs of the current on-site partners, identify new partners, and listen to their advisory committee so that all partners can operate at their best level and provide clients with the best unified and consistent service.

B. Spirit of Sonoma Honoree/Invitation

The Spirit of Sonoma County Award honors those who contribute to the economic development and enhancement of the communities in which they live, work and conduct business. The WIB nominated member Jerry Miller to receive the award this year. This lunch event will be held on December 14 at the Flamingo Hotel and Spa.

C. Regional Initiatives

Raising the Bar Workforce Conference

The “Raising the Bar” conference will be held February 4, 2020 from 9:00 am to 4:00 pm at the DoubleTree Hotel in Rohnert Park. The event is being hosted by the North Bay Employment Connection (NBEC), a collaboration of six counties including Sonoma, Marin, Lake, Mendocino, Solano, and Napa. Participants will include WIB members, Job Link, partner staff, and others involved in workforce development from all six counties. Shirlee Zane will give the key note address.

Prison To Employment (P2E)
Patti is our point person for this $300K NBEC regional funding grant to assist justice involved individuals. This includes service to youth and adults. We are working on finding more employers that are willing to hire staff with violent offenses in their past. Please reach out to Patti if you have a lead on employers who are more flexible on this point. We can provide earn and learn and supportive services to both employers and our clients they hire.

**Regional Plan Implementation 3.0**

We are applying for this regional funding grant in April that we will be able to apply to our training cohorts.

**Senate Bill 1 (SB1)**

The High Roads Construction Careers grant aims to advance construction careers as a reliable pathway to the middle class. They released their funding application announcement. We are working to partner with business, trade and transportation councils to apply for funding. The application is due January 20. Funding is part of the $25M infrastructure tax that will be awarded to five recipients in increments of $5M for each of five years.

**D. Other Updates**

Members were reminded that their proxies do not automatically replace them in their seat if the member leaves the WIB. New members must apply, be approved by the WIB Executive Committee, and be approved by the Board of Supervisors.

**VI. WIB Initiatives**

**A. Business Services and Training**

Shaydra Ennis provided an overview of what the team handles and introduced their two new members joining her and Michelle Revecho on the Business Services Team.

Lupe Castañeda, (707) 565-5627, lcastane@schsd.org

Manuel Benitez(707) 565-5649, mbenitez@schsd.org

As part of the team they provide support for many services including the following.

- Rapid Response Services and Layoff Aversion/Prevention
- Marketing and Outreach

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.
Customized Training Support
Job Development and Placement
Training Cohort Support

To provide all these services they work with Goodwill, Department of Rehabilitation, Santa Rosa Junior College, COTS and more partners. The first cohort that the team will be working on will be the English Language Learner program.

They asked the following from the WIB members.

Please offer connections, information & referrals to industry partners, businesses and instructors.

Conduct outreach to the community; enhance education around Business Services & Cohorts.

Volunteer to be a Subject Matter Expert (SME) in your industry.

Provide on-site training space (classroom, lab, worksite) & instruction for cohorts.

Participate in cohort activities such as curriculum development, mock interviews, tours and guest speaking.

Mentor by sharing the knowledge, skills and abilities it takes to perform the work.

Commit to consider hiring cohort and other program participants.

**Action:** WIB Members should contact one of our Business Services Representatives to make a referral, connect us to an industry partner or participate in future cohorts as a SME.

If you have questions or need information please call our Business Services Hotline at (707) 565-8079 or email us at joblinkbusinessgroup@schsd.org.

B. Local Workforce Data Overview

Katie led a review the WIB Dashboard Report. She introduced the group to the Economic Overview, Construction Industry Spotlight, Accommodations and Food Services Industry

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.
Spotlight, and Health Care and Social Assistance Industry Spotlight reports created with the Jobs EQ software. If anyone has questions or would like to requests to see specific data we can create those reports for you with the Job EQ software. Please reach out to Katie if you are interested.

IX. Adjourn 5:00 pm

Next meeting:  January 8, 2020

Location:       Santa Rosa Room
Raising the Bar
A Workforce Development Conference for the North Bay Region
draft Nov 19th (subject to change)

Tuesday, February 4, 2020
Doubletree by Hilton Hotel Sonoma Wine Country
Rohnert Park, California

8:30 Continental Breakfast

9:15am Opening Plenary Session

Welcoming Remarks
Shirlee Zane, District 3, Sonoma County Board of Supervisors
Damon Connolly, District 1, Napa County Board of Supervisors

Keynote Speaker
Helping Craft a More Equitable Future for our Communities

Anmol Chaddha, Research Director, Equitable Futures Lab
Institute for the Future, Palo Alto

The Equitable Futures Lab considers how economic and technological changes might create opportunities to address the problems of social inequality. Its aim is to innovate and shape interventions particularly on wealth inequality, job quality and ongoing economic transformations.

Anmol has extensive policy and research background in the political economy of inequality, low-wage work and job quality, racial inequality, debt and wealth. Prior to joining IFTF, he developed policy and research at the Federal Reserve Bank of Boston, where he established an initiative to improve the quality of jobs in low-wage industries, led research on racial wealth inequality, and examined the rising debt burdens of low-income families.

10:15 BREAK

10:30 - 11:15 Series A (concurrent sessions)

Board Leadership
Workforce Development Boards: The Possibilities are Endless/ Part I

Moderator: Bob Lanter, Executive Director, California Workforce Association

Presenters
Dr. Jennifer Ong, Family Eye Care; Chair, Alameda County WDB
**Gary R. King**, Chief Workforce Officer, Sacramento Municipal Utility District; Chair, Sacramento Works  
**Phil Cothran**, Cothran Insurance Agency; Chair, San Bernardino County WDB  

Board members from around the state will discuss some of the exciting and impactful work Boards have undertaken in their community. This session will expand your thinking about what’s possible while highlighting some of the projects that Boards undertook to help maintain a competitive workforce that contributes to economic prosperity.

*Expanding our “Palette” of Interventions with Special Populations  
Secrets to Employment for Clients with Criminal Convictions*

**Toni White**, Attorney at Law; Co-Founder, Ascend Program Inc.

Toni is a criminal defense attorney who co-founded the acclaimed Ascend Program after seeing her clients enter the proverbial revolving door of the criminal justice system.

This session will address the root causes of crime, solutions for pulling clients away from the “revolving door” and back into the community, the new era of employment discrimination being faced by clients with criminal records, and how Ascend is using Accelerator 6.0 funding to forge a new way through these challenges.

*Becoming More Competent in Serving Those with Barriers: Critical Lessons from Serving Individuals with Disabilities*

**Toni Bamford**, Training Officer, Disability Access Services Training Team  
California Department of Rehabilitation

This session will help staff understand different disability experiences, improve customer service interactions, discuss disability etiquette practices and share the use of effective communication strategies.

*The Emerging Future of Workforce Development  
Expanding Apprenticeships and Work Based Learning: Moving from Concept to Reality*

**Vinz Koller**, Senior Strategist for Capacity Building, Workforce and Human Services Division, Social Policy Research Associates  
**Randi B. Wolfe**, President, TIKKUN Consulting; President, Early Care & Education Pathways to Success

Governor Gavin Newsom hopes to increase the number of apprentices in the state by nearly 500 percent in the next 10 years. This ambitious goal will require a rethinking of California’s apprenticeship system, from how it works to who is involved.
This session will cover the key features of successful apprenticeships, how you get started, where you find the funding to support them and how to get business buy in. Also, learn more about a successful early childhood education models of apprenticeship that served and worked with populations with barriers to employment.

11:25 – 12:10  Series B  (Concurrent Sessions)

Board Leadership

Workforce Development Boards: The Possibilities are Endless/ Part II

Moderator
Bob Lanter, Executive Director, California Workforce Association

Building on the previous session, this will be a more open discussion to address any abiding questions you may have about your role as a Workforce Board member, the critical relationship with your elected officials, serving the needs of small business, identifying community and industry champions, and fresh ideas on transforming your Board meetings into events that keep Board members engaged and coming back.

The Emerging Future of Workforce Development

Beyond Jobs: Elevating and Supporting Irregular Employment

Nick Schultz, Executive Director, Pacific Gateway Workforce Board
Andrew Munoz, Director of Staffing Services, Pacific Gateway Workforce Partnership
Andy Hall, VP & Chief Program Officer, San Diego Workforce Partnership

Being hyper-connected via social networks has increased communication and has opened new ways to make and spend money, and altering our view of work in general. Indeed, tens of millions of Americans are engaged in the gig economy and the numbers are growing, even among those with regular jobs. Outside of the better known gigs such as Uber, Lyft, Door Dash, Grub Hub, Instacart, etc., a lot of gig work is found offline and sometimes off-the-books.

This session will discuss the dimensions of the gig economy and explore the roles the public workforce system might play to increase stability, prospects and quality of these experiences. Learn from the approach underway in the City of Long Beach and San Diego and how the public workforce system could participate in a more active way in this arena.

Expanding our “Palette” of Interventions with Special Populations

Addressing an Increasingly Diverse Customer Base in the AJCCs

Andrew Pickard, VP of Operations, San Diego Workforce Partnership
Angela Gardner, One Stop Operator, San Bernardino County Workforce Board
Luther Jackson, Deputy Director, NOVA Workforce Board
This session will provide ideas for serving a customer base that includes justice involved individuals, English learners, non-custodial parents and Cal Fresh participants as well as individuals with development disabilities referred by Regional Centers. What are common issues within these populations and how can serve them based on their strengths and assets rather than focusing on their “issues?”

Get practical tips and new ideas for redesigning customer services, as well as bringing uncommon partners to help you broaden your appeal and your reach.

**Finding, Engaging and Succeeding with Opportunity Youth**
Sonoma County Career Pathways Program Team

With few exceptions, every high school student will transition from school to work but after 12 years of school, is the next page in their journey to a career transparent? Preparing young people to succeed in the future world of work requires much more understanding and exposure to potential career pathways, as well as more hands-on learning than ever before.

Find out more about how the Sonoma County Career Pathways Team is helping students understand why they are learning, what they’re learning, and how it applies to their life, while greatly expanding their career horizons and the possibilities for their future life trajectory.

12:15 – 1:30 LUNCHEON

**The New State Workforce Agency: What Does It Mean to Us?**

*Speakers and Distinguished Guests*

**Stewart Knox**, Undersecretary, California Labor and Workforce Development Agency

**Dennis A. Petrie**, Associate Secretary, Future of Work Realignment California Labor and Workforce Development Agency

1:45 – 2:45  **Sharing Best Practices in the North Bay**

**Partnering with Your Local Child Support Agency: Steps in Building a Successful Collaboration**

**Brigid Reilly**, Job Center Navigator, Workforce Development Board of Solano County

**Tara Knobbe**, Senior Support Specialist, Training Team Solano County Department of Child Support

This presentation will focus on the partnership between Workforce Development Board (WDBs) and Local Child Support Agencies (LCSAs) and the benefits of doing so.
Discussion will include some background on the relationship between CA WDB and DCSS from the state level, the benefits of the partnership to the LCSA and their customers, how to go about building a positive and fruitful collaboration between the agencies, and ways to incorporate the partnership into daily case management.

**Bright Futures: Intrigue, Inform, Inspire**

With a mission to intrigue, inform and inspire young people to achieve their fullest potential, Bright Futures is a public partnership between the Workforce Alliance of the North Bay and the educational partners in Napa, Lake, Mendocino, and Marin counties.

The program focuses on exposing high school students to careers through a robust network of volunteer professionals and best-in-class tools for career path exploration.

**The Intensive English Language Program: Sonoma County Job Link**

Learn more about Sonoma County’s intensive English language course program for English as a Second Language students, customized for the acquisition of workplace skills for Sonoma County’s in-demand sectors. Other best practices for ELL will also be highlighted.

3:00 – 3:45  **Meet Ups by Functions**  
( Participants will be asked to submit suggested topics in advance)

This last session is a great opportunity to informally meet up with your colleagues who are doing similar work to your own. Consider it a swap meet for exchanging tips and tricks for making your work easier and even more effective.

4:00 – 4:15  **CONFERENCE WRAP UP**