

Workforce Investment Board

Executive Committee

Minutes of December 9, 2020

Members Present: Ananda Sweet*, Pat Harper for Ed Barr, Judy Coffey, Steve Herron, Roy Hurd, Stephen Jackson, Scott Kincaid, and Michael Pickens

Absent: Ed Barr and Robin Bartholow

Staff: Katie Greaves, Patti Andrews, Jessica Taylor, Sharona Elfus-Schatzkin, Shaydra Ennis, Katie Stohlmann, Lonje Deschamps, Michelle Revecho, Manuel Benitez, Antonio Vigil, John Paul, and Judy Oates

I. Public Comment

None.

II. Approval of Minutes of October 14; and Review Action Items

Stephen Jackson led a review of the October 14, 2020 action items that were completed. There was no WIB Executive Committee Meeting in November.

Motion to approve Minutes of October 14, 2020: Steve Herron /s/ Roy Hurd. Approved (Pat Harper for Ed Barr, Judy Coffey, Steve Herron, Roy Hurd, Stephen Jackson, Scott Kincaid, and Michael Pickens.) There were no “nay” votes and no abstentions. The motion carried.

III. WIB Business

A. Membership

No new membership requests to review. Katie shared she met with Thomas Stuebner, the new CEO of California Human Development, and expects that he will apply to the board.

B. Attendance Report

There were no instances of two missed meetings in a row.

IV. Operations Update

A. Update on Job Link Services and Grants

Katie introduced John Paul who is stepping into Jessica Taylor’s role at Job Link. John started at the county as an eligibility worker and over the years has promoted and worked his way to this

position due to his desire to increase his impact in the community. He is excited for this opportunity.

Ananda joined the meeting.

Today is Jessica's last WIB meeting and she only has a few more days in the office. She thanked the WIB for their support during her time as Job Link's Program Development Manager and is excited for her next chapter.

Katie shared that staff are reaching out and looking for the job seekers in the county to see where they are and get them linked into services. Most of our work is being done in a virtual setting as this time.

Job Link

Sharona shared that Job Link is looking into ways to increase traffic and developing a marketing strategy that includes more than the current social media and Hot Jobs listings.

- Job Link is in contact with SCOE regarding doing a presentation for resume writing for students. They plan to promote Job Link services, adult education classes, and construction training as part of their presentation.
- Partner agencies have shared that their client numbers have gone down as well.
- Job Link is continuing to work towards more virtual workshops.
- There are a lot of calls for asking for the Counselor of the Day assistance and training opportunities to gain comfort working with current technology. A lot of people are working on getting jobs they consider more stable.
- Katie shared she spoke with a group of job seekers at a meeting today and they were surprised to learn that Job Link was currently open. We need to work on how to get the word out we are available and eager to assist job seekers and businesses virtually.
- Jessica shared it is typical that Job Link enrolled services are a bit slow around the holiday season.
- Job Link caseloads per staff at about 87 clients. We expect the number of clients to increase in January.

Business Services

- Antonio has returned to Job Link to head up Business Services after working for several months as a contact tracer. Although the work a tracer was rewarding he looks forward to

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leading his team. Job seeker numbers are low right now but businesses are requesting support. As a team they are brainstorming on what to do differently to support businesses and job seekers in this new reality. They are looking to do spotlight events highlighting employers who are interested in working with on-the-job training to spark interest in job seekers and have five employers interested at this time. The first spotlight will be Sutter Healthcare. Requests for Rapid Response has also slowed and we hope that means layoffs have slowed.

English as a Second Language Classes

Michelle Revecho shared the current semester the English as a Second Language (ESL) cohort has incorporated computer training. Students taking the course will finish up on December 10 and take a post-test so they can measure what gains students achieved. There is a plan to host another ESL cohort in the spring (January 21st- April 8th) which will include construction training. The class will be online and free to participants but requires the purchase of a \$15 book. Coursework will include tool selection, maintenance, pre-fabrication process, and OSHA 10 certification.

Action: Staff will send out a flier to WIB members. Please share this information with anyone you think would be interested. If you have any questions reach out to Michelle Revecho directly at 707-565-5557.

Stephen recommended Business Services reach out to the SCOE high school construction class as they may have people who are also interested.

Steve Herron recommended reaching out to the Press Democrat to do an article about the economy, job seekers and Job Link as part of a marketing plan. Katie shared she just spoke to the Press Democrat about an article they are working on about job seekers and what people are planning to do when unemployment ends. We may look at following up with them about another article after the current article runs depending on what they showcase in that article.

V. Prepare for January WIB Meeting Agenda

WIB Meeting Prep Suggestions

- Discussed if we want to continue with an educational tone for the January meeting.

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- Should we review our priorities areas and if we still want to concentrate on those three?
- What are some industries we are seeing emerge? Maybe look at some forecasted numbers.
- What does post-COVID look like? Will those that are working remote stay remote?
- How does more people working remotely from home and/or from out of the area change the local job scene?
- There may be a wave of money and programs offered from state and federal sources for retraining and redirecting services soon. Retail will be decimated for a while. People working in that industry may go back to school or look for work in new sectors.
- Discuss different types of institutions and training that may be needed going forward.
- Bring in a technology expert or have board members discuss what technology will be used more going forward. Maybe use a jam board.
- What do people mean by technology? Training or job opportunities?
- Maybe have a discussion at the end of the presentation of what WIB members are seeing from their lenses.
- Invite an economic or futurist speaker like Robert Eyster to speak to trends.

Action: Katie, Ananda, and Stephen will meet to finalize the January WIB and WIB Executive Committee agendas.

- Decided to wait until a future meeting for a vaccine focused discussion as we won't have many available in Sonoma County in January and the two injections are to be taken 30 days apart. Questions in preparation for that discussion are as follows.
 - What are employers doing to keep employees safe?
 - What can employers do to encourage staff to get the vaccine?
 - How will the vaccine be distributed locally?
 - What will the employer liability protections mean?

VI. Membership in CTE Coalition

Stephen shared that some school districts are redistributing their career technology education funds, and funding from the state has been based on competitive grants over the last few years. This group advocates for sustainable and non-competitive education funds for K-12 and some post-secondary. This is an opportunity for advocacy at a state level and to have SCOE, the workforce development community, and educators at the same table. For an annual fee of \$1,000 we could

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fund an educational advocate sharing the views of working upstream, good choices for youth, providing training for the youth, and make work experience happen. Stephen is a member of the Sonoma County CTE board and Katie will be joining the board in December 2020.

Staff explained that we cannot use federal funds for lobbying, but we can for advocacy. Members discussed that they would not want to take money away from current programs.

Action: Stephen will look into if there is a way to direct the funds only to advocacy or there are other promotional efforts such as letters or calls that are clearly only advocacy that he can ask the WIB to support and report back at the next WIB Executive Committee meeting.

VII. Other

Jessica shared a link about how the pandemic has affected farm workers.

<https://www.pressdemocrat.com/article/news/with-no-safety-net-sonoma-county-farmworkers-struggle-through-pandemic-and/>

VIII. Upcoming WIB Executive Committee Meetings and WIB Meetings

January 13, 2021	Executive Session:	2:30 pm to 2:45 pm	Via Zoom Teleconference
January 13, 2021	Full Session:	3:00 pm to 5:00 pm	Via Zoom Teleconference
February 10, 2021	Executive Session:	4:00 pm to 5:00 pm	Via Zoom Teleconference
March 10, 2021	Executive Session:	2:30 pm to 2:45 pm	Via Zoom Teleconference
March 10, 2021	Full Session:	3:00 pm to 5:00 pm	Via Zoom Teleconference

IX. Adjourn

The meeting was adjourned at 4:57 p.m.