

**Workforce Investment Board**

**Executive Committee**

**Minutes of February 10, 2021**

- Members Present:** Ananda Sweet, Pat Harper for Ed Barr, Steve Herron, Roy Hurd\*, Chuck Wade for Stephen Jackson, and Scott Kincaid
- Absent:** Ed Barr, Robin Bartholow, Judy Coffey, Stephen Jackson, and Michael Pickens
- Staff:** Katie Greaves, John Paul, Fabiola Garcia Almonaci, Sharona Elfus-Schatzkin, Shaydra Ennis, Katie Stohlmann, and Judy Oates

**I. Public Comment**

None.

**II. Approval of Minutes of December 9; and Review Action Items**

Ananda led a review of the December 9, 2020 action items that were completed. Stephen is still looking into opportunities for the WIB to support the CTE Coalition without of the use of federal funds. This may include direct funds only to advocacy and/or other promotional efforts such as letters or calls that are clearly only advocacy. He will report back at the next WIB Executive Committee meeting.

**Motion to approve Minutes of December 9, 2020: Steve Herron /s/ Scott Kincaid.** Approved (Ananda Sweet, Pat Harper for Ed Barr, Steve Herron, Stephen Jackson, and Scott Kincaid.) There were no “nay” votes and no abstentions. The motion carried.

**III. WIB Business**

A. Membership

No new membership requests to review.

B. Attendance Report

Ananda will reach out to Paul Duranczyk and George Steffensen as they have both missed two meetings.

**IV. Operations Update**

A. Presentation of Local and Regional Plan Directives

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

These plans will be used for policy development and program for the next four years.

- Plans are due 4/30/21
- There is acknowledgement of COVID unknowns
- Requires stakeholder input
- BOS approval of Local Plan
- 30 Day public comment
- Alignment with State Plan Vision and Goals

This has four main parts.

- 1) High Road Workforce System
    - Job Quality, Worker Voice, Equity, Environmental Sustainability
  - 2) Fostering demand-driven skills attainment
  - 3) Enabling upward mobility
  - 4) Aligning, coordinating and integrating programs and services.
- Regional Plan Goals
    - Roadmap to bridge region to State Plan
    - Intentional in industry sector engagement
    - Drive workforce development outcome across region
    - Expand on-ramps to career pathways
    - Focus on individuals with barriers, excluded from prosperity
    - Implement four goals in the State Plan
  - Local Plan Goals
    - Operational and bridges to the Regional Plan
    - Drives policy and service coordination with local partners
    - Focus on access through the AJCC including in remote areas
    - Effective service delivery models including co-enrollment and share case management, and using supportive service to thread workforce and education activities.
    - WIOA Title 1 Adult/DW/Youth preparation of frontline staff to deliver service aligned with state goals.
  - Next Steps
    - Regional plan draft nearing completions

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- Starting Local Plan
- Stakeholder engagement activities
- March WIB meeting
- WIB Executive Committee approval of draft
- Board of Supervisors in late April
- 30-day public comment
- Submit to state in May

**Action:** Use the March WIB meeting to get input from the WIB members as stakeholders.

#### B. Debrief on Dr. Eyler Presentation

- The K Shape recovery discussed that showed how higher wages employees are doing better than lower wage earners in recovery. Suggested a focus on lower wage folks to get employed and then stay focused on them for some upward mobility. This would be health care, constructions, and manufacturing focused as areas that will be to put people into.
- There has been loss in healthcare and constructions, but we expect that to return quickly. We do not expect the same recovery for hospitality as quickly. For the future want to work on workforce diversity and what industry pays enough for the workforce (good jobs).
- Manufacturing shows recovery. But the other way to look at it as it provided some diversity of jobs in the county. We need to make sure that the we pick complement each other in the ups and downs of the economy. We have such a great mix in this area it helps us weather challenges.
- We are seeing early signs of functioning in jobs virtually. Salesforce has announced longer term working at home and that help decentralize where people work. There may be more people working remotely in the future in the next 10 or more years.
- Overriding all of this you need a strong set of computer skills. Focus on this is paramount no matter what industry you are in. People need to have network and connectivity too.
- Demand driven skills are becoming more global than regional. That fits into our local to regional plans.
- Not sure how many companies will return to in person meetings and office time. May affect us less as we do not have huge commute issues in our county.

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- Distance learning has taken what was impossible has now become routine and classes have continued. Educators and students have learned a lot. How this affects different types of learners still needs to be looked at.
- The Economic Development Board (EDB) employer survey is coming out and we would like to see those results.

**Action:** Max will send the flyer about the EDB survey to Judy to send out the full WIB.

Members are encouraged to complete the survey and forward the request to other employers in Sonoma County to ensure a full and inclusive report. The flyer is also available on the EDB web page.

- What is the biggest issue/industry coming through the One-Stop? There is a lower than normal amount of people coming through the one stop for multiple reasons. We will have more information about that at the next meeting on the Dashboard report. We have added a snapshot of what new registrations and their interests are.

#### V. Prepare for March WIB Meeting Agenda

- The criteria the WIB Executive Committee voted on previous to use in choosing the workforce sectors to focus on are listed below.
  - 1) Projected growth over five years
  - 2) Willingness to work with populations
  - 3) Career ladder available within that industry
  - 4) Willing to work engage and partnership with us as business champions
  - 5) A fifth criteria was added later due to COVID. It allowed for assistance for industry that needed layoff aversion and/or safety guidelines and training due to COVID.
- Discussed revisiting the previously set criteria for our top three priorities and then discuss what industries that fit going forward.
- Discussed how this is a weird year to be making these suggestions and setting a plan. Katie shared the plan is allowing us to make the plan malleable and/or we can make an adjust later due to items we decide to leverage due to COVID.
- Discussed grant funding availability. In the past we had decided to follow the money. Katie shared we are now doing more competitive grant funding. We have to pursue grant cycles and we will need to choose to pursue the grants that support the efforts we want in our county.

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The focus of most grants is that we service a target population, in a coordinated way with AJCC partners including education, and include supported services to create a package. We also want to include industry in these steps.

**VI. Upcoming WIB Executive Committee Meetings and WIB Meetings**

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

**VII. Adjourn**

The meeting was adjourned at 5:01 p.m.