

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

www.sonomawib.org

**Executive Committee Agenda
November 10, 2021
2:45 pm to 3:00 pm**

Join Zoom Meeting:
<https://zoom.us/j/95671701032?pwd=OkpieUg4emJXRDRsRlVoYTkrWk9EZz09>
Meeting ID: 956 7170 1032
Password: 317138
Call In: +1 669-900-6833

***Vote Required**

- I. **Public Comment**
- II. **Approve Minutes of October 13, 2021 and Review Action Items** *(Action*)*
- III. **WIB Business** *(Discussion)*
 - A. Membership
- IV. **Prepare for WIB Meeting** *(Discussion)*
- V. **Upcoming WIB Executive Committee Meetings and WIB Meetings** *(Discussion)*

November 10, 2021	Full Session	3:00 pm to 5:00 pm
December 8, 2021	WIBE Session:	4:00 pm to 5:00 pm
January 12, 2022	WIBE Session:	2:00 pm to 3:00 pm
January 12, 2021	Full Session:	3:00 pm to 5:00 pm
- VI. **Adjourn**

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.*

Workforce Investment Board

Executive Committee

Minutes of October 13, 2021

Members Present: Stephen Jackson, Robin Bartholow, Judy Coffey, Steve Herron*, Roy Hurd, Scott Kincaid, and Michael Pickens

Absent: Ed Barr and Ananda Sweet

WIB Staff: Katie Greaves, Fabiola Garcia Almonaci, Lydia Lopez, John Paul, Michelle Revecho, Patricia Andrews (EDB), Max Brownlee (EDB), Quinne Woolley (EDB), and Judy Oates

* Indicates members who arrive late or leave a meeting early.

I. Public Comment

None.

II. Approval of Minutes of August 12; and Review Action Items

All action items from the August meeting were completed. The September WIB Executive Committee and WIB meetings were cancelled due to presenter schedule conflicts.

Motion to approve Minutes of August 12, 2021: Judy Coffey /s/ Roy Hurd. Approved (Stephen Jackson, Robin Bartholow, Judy Coffey, Steve Herron, Roy Hurd, Scott Kincaid, and Michael Pickens.) There were no “nay” votes and no abstentions. The motion carried.

III. WIB Business

A. Membership

Reviewed a new WIB membership application.

Action: Stephen Jackson will invite the applicant to attend a WIB meeting and the WIB Executive Committee will review and vote on the application at December meeting.

Action: Staff will check if there is a conflict with WIB applicants working in Marin while residing in Sonoma County.

Steve Herron joined the meeting.

B. 2022 WIB Meeting Calendar

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

Members received a copy of the 2022 meeting calendar.

IV. Operations Report

- The RFP for data analysis of the economics and industry for the six counties of the north bay region post COVID is complete and *Economic Forensics and Analytics* aka Dr. Rob Eyler was selected. This will include a presentation to each workforce board in about six months. As he implement's his research methodology to create the analysis of equitable strategy for recovery staff may reach out to WIB members to gather additional information.
- The Board of Supervisors has a strategic plan and under the climate pillar is an item for Energy Resilience and Sustainability. This objective is led by HSD E&T in partnership with Economic Development Board, and the General Services department. The objective in the strategic plan is for a workforce program that is focused on resilient building technologies. Max and Quinne have started research on what exists in the way of workforce development programs related to resilient building technologies. We will be scanning our local landscape for opportunities and leverage points for us to be able to develop a workforce program that has good jobs in the queue that we can kickstart. We plan to have a program up and running by 2023.
- **One Stop Operator Update** - Lydia reported they are one member short of having a full team for One Stop operations. A training coordinator, and four navigators have been hired. The remaining navigator position has been offered and we are waiting for their response. Navigators continue to be at five satellite locations.

Client numbers have been increasing since July and we are continuing outreach efforts for the community. We have had 439 contacts in the first quarter of this year which is an improvement over 2020 figures.

The One Stop has created a list of things to work on to improve the system and with the partners. This was sent to the Steering Committee and we will have more to share in November once we receive their response on setting priorities and goals from the list.

Q. Can we see the goals? Yes, at next meeting once the Steering Committee has added their input.

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Q. When did the One Stop open to clients? The One Stop was only close for a short time at the beginning of the pandemic, then we were open 8:00 am to noon, and regular business hours as of June.

Q. Is it too soon to see why activity is up at this time? Yes. It is probably in part due to the satellite offices having services available; EDD returning to being on site in September; our more active social media presence; and a need for training, certificates, employer connections and resume assistance. Right now, it is too early to pinpoint how much each factor is contributing to the increased numbers.

- **Priority Populations.** The pilot program for clients with shelter issues did a presentation to a WIB member's Rotary Club which was well received. The immediate benefit of this presentation was donation of items to assist people to get back on their feet and for those with babies. The group is working on making a video of the presentation to be shared with different groups to gain additional support. A WIB member did a mock interview with a client to assist in preparation for a job at a local health center – and the client did so well in the real interview he was offered the job! Thank you for the collaborative efforts with staff and WIB members.
- **English Language Learner / SRJC Collaboration.** This program allows interested clients to learn trade skills at the same time they are working on their English skills. The last class was made up of twelve people who are employed but looking to get better, higher paying jobs so classes are held on Friday evenings and Saturday daytimes. Four of the students are co-enrolled in WIOA for supplemental assistance and all students are accessing services like childcare and/or transportation services which makes it possible for them to attend class. Feedback from the junior college is that some class members are not comfortable filling out county paperwork so that is why they are not all enrolled in the WIOA programs. More trust building is required to overcome this issue. This program also collaborates with employers who are interested in providing employment opportunities for those that complete the course. Our next step will be focusing recruitment for next semester's class.
- **Justice Involved Population.** John shared through his connection at the jail he was able to have three individuals referred to us for skills and interest testing. One of these individuals has since

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been released and is now employed and receiving some additional services to help him maintain employment.

The Day Reporting Center is not yet back to full scale and Job Link is in conversations with them for when they plan to fully reopen.

V. Apprenticeship Subcommittee Report

Patricia Andrews reported as the Chair of the Apprenticeship subcommittee. They have met twice and two recommendations have been discussed: child care and land mitigation. Max of EDB created reports on both industries looking at their potential that was reviewed by the team. It has been decided that childcare is the field they feel should receive the support of the WIB for an apprenticeship. This will be reported to the full WIB at the November 10 meeting.

At the October 19 committee meeting the members will flesh out recommendations for what the program will look like and what funding sources are available to get traction and deliverables. Jessica Taylor is working with CAP on a proposal for a Head Start educator apprenticeship, and two other early education programs have indicated they would add their support to this initiative. Ananda has reached out to some stakeholders to participate in the meeting to gain their buy in. Patricia is working with Linda from the Department of Apprenticeship Standards about what we would need to do to start this as a local apprenticeship.

VI. Prepare for November 10 WIB Meeting

Listed below are items discussed for the November WIB agenda. Staff use this information to create the agenda.

- Report on Priority Populations Initiative
 - Staff will prepare reports on serving the priority populations Katie will use as a communications tool for engaging the members.
 - Antonio will do a presentation on the Homeless Pilot Program.
- Update on Earn and Learn Opportunities
 - Patti will be asked to present an update from the Apprenticeship Committee on the apprenticeship they recommend the WIB endorse.

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- Presentation on Diversity, Equity and Inclusion (DEI) by Alegria De La Cruz
 - Discussed where most businesses are regarding DEI and what we want to have come out of this discussion. Decided the WIB is in a purely educational phase right now, but want to engage WIB members in discussion looking at workforce development issues with a lens for equity.
 - Will not use break out groups in November's discussion so all can be involved.
 - Staff will remind everyone before the presentation that the county is in the infancy stage of DEI work. Not all businesses will be at the same level yet.
 - Goal is to share best practices and commitment; raise knowledge and awareness of internal processes; and look at ourselves and process through a different lens.
 - Consider a half day conference where we can look at the structure of the WIB itself. Look to the Economic Development Board for work they have done on this and include Michelle Revecho in discussions as WIB staff and a member of the county DEI team.
 - Alegria will discuss the types of work the DEI department is doing and how the county is promoting equity. She will also touch on the following points that will be used for discussion after the presentation.
 - *What does equity look like for the WIB?*
 - *What does it look like during our economic recovery?*
 - *What does it look like to you as commitment to your organization?*
 - *Has your group had anyone come in and do training and how did that work out?*

Action: Staff will be getting a bio on Alegria that will be sent out in advance of the meeting along with discussion points.

Action: Judy Coffey was part of the United Way 21 Day Challenge for Ted Talks and other DEI opportunities and found it eye opening. She will see when they plan to offer the opportunity again as a source of recommendations.

VII. Upcoming WIB Executive Committee Meetings and WIB Meetings

November 10, 2021 Executive Session: 2:30 pm to 2:45 pm Via Zoom Teleconference

November 10, 2021 Full Session: 3:00 pm to 5:00 pm Via Zoom Teleconference

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December 8, 2021	Executive Session:	4:00 pm to 5:00 pm	Via Zoom Teleconference
January 12, 2022	Executive Session:	2:30 pm to 2:45 pm	Via Zoom Teleconference
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VIII. Adjourn

The meeting was adjourned at 4:58 p.m.

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