

Workforce Investment Board

Executive Committee

Minutes of August 11, 2021

Members Present: Stephen Jackson, Patrick Harper for Ed Bar, Robin Bartholow, Judy Coffey, Steve Herron, Roy Hurd, Scott Kincaid*, Salvador Flores for Michael Pickens, Ananda Sweet

Absent: Ed Barr and Michael Pickens

Staff: Katie Greaves, Fabiola Garcia Almonaci, John Paul, Max Brownlee, and Judy Oates

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

I. Public Comment

None.

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

All action items from the June meeting were completed.

Motion to approve Minutes of July 14, 2021: Steve Herron /s/ Roy Hurd. Approved (Stephen Jackson, Patrick Harper for Ed Bar, Robin Bartholow, Judy Coffey, Steve Herron, Roy Hurd, Salvador Flores for Michael Pickens, Ananda Sweet Stephen Jackson, Ananda Sweet, Steve Herron, Roy Hurd, Scott Kincaid, and Michael Pickens.) There were no “nay” votes. Robin Bartholow abstained. The motion carried.

III. WIB Business

A. Membership

No items to report.

B. Attendance Report

Reviewed the report and there were no instances of absence to address at this time.

IV. Operations Report

- Michelle Revecho was introduced as the new Program Planning & Evaluation Analyst working for Employment and Training and the Workforce Investment Board.

Scott Kincaid joined the meeting.

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- Staff is working on scheduling the first Apprenticeship ad hoc committee later this month. There are nine members at this time including Ananda Sweet, Brad Davis, Ethan Brown, Keith Dias, Michael Pickens, Michelle Revecho, Patti Andrews, Robin Bartholow, and Susan Cooper. Stephen Jackson will join the first meeting to assist in choosing a committee chair, setting a calendar, and reeving in criteria.
- Job Link Update - Lydia shared there was a drop in walk in numbers last year due to being closed and the pandemic with most services being offered via phone and zoom. She is working on increasing client numbers, increasing referrals from partners, and setting new goals. We have had about 56 interactions so far this year. One trend we are seeing is clients need to use the computer labs. We plan to bring back orientation for new clients so they learn what services are available and can be connected with partners as appropriate, and are looking at creating a system so people can book time directly with a navigator. This will be a 10 minute one on one service and transition to a group class as our numbers increase. This same service will be available at all satellite locations including Sonoma, Petaluma, West County, Healdsburg, and Cloverdale.
- Homeless Pilot - Antonio shared they have had 22 homeless referrals to the program since they started in late May of this year. Referrals came from agencies including COTS, YWCA, DHS, West County, SAV's. Seventeen of these clients are actively working with Job Link counselors for employment and services.

They offer \$15 gift cards to the referred clients when they complete a requested item such as a completed eligibility, applied for jobs, did mock interviews to sharpen their skills, or attend a hiring event. They have given out 11 gift cards so far. They have two recent success stories.

- Staff assisted a client in getting her social security card so she was eligible for work. She has since secured a job for \$15 per hour and is working on getting her driver's license back so she doesn't have to take the bus every day.
- Staff assisted a client with trade work experience apply and interview for a position. He was hired and now making \$20 per hour.

Antonio requests assistance from the WIB in two areas.

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1) Assist with mock interviews for applicants looking for work in your industry.

2) Share ideas around funding for more gift cards.

Members of the WIB Executive Committee had several questions about the program.

Q. Where did you get the gift cards you gave out so far? Donations from WIB members after the first presentation of this program.

Q. What is your goal? \$1,000 as we would like to do larger gift cards of \$25 or \$50 to be a bigger incentive to work with the program.

Q. Are gift cards for anything? So far, they have been for Target or Safeway.

Q. Are these homeless people? And now that they have jobs will you continue working with them or hand them to another organization to work on not being homeless or living out of a car? This is being done in two phases. This first phase is people in subsidized housing and working to get them into permanent housing. These clients are part of our caseload so these referrals once they become eligible for our program are working with our counselors with employment and follow up.

Q. Will mock interviews be virtual or in person? At this point they will be via Zoom.

Q. Are there instructions for doing mock interviews? Not at the moment but we could provide some. We are hoping to make a list of members who are interested and then find what industries each person would be comfortable doing interviews for to make a list of people counselors can call as needed.

Discussed having staff do regular written reports on this program going forward as part of the WIB's continuing focus of Priority Populations. Anyone interested in being on the mock interviewer list can reach out to Antonio or Judy Oates.

Robin shared that it has been beneficial for programs to do a WIB presentation and bring one of the people who received services in to speak about their experience and how the program helped them. She also asked if there was an type of peer group where people could support

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each other in their job search. Antonio said they are not doing that at this time, and that may be something the pilot does organize in time.

Katie brought up fundraising. Staff will be looking at other grants that we have for funds that can be used to help for gift cards and other services. For example, the Prison to Employment Grant could be used to help with cards/service for clients that meet the requirement of having some sort of justice services involvement in the past and would include more than the \$1,000 ask.

Q. Is there an issue with documented vs undocumented that would block out other grant channels? We have not had that issue yet. The client referrals are coming from providers are people ready for this step. During the next phase of this pilot we will be working with people on the street.

Q. When will the second phase start? That is still to be determined.

Q. What would the demand be over the next 90 days if you had funding? We are not sure as we are not prepared with enough gift cards to add many people to the program. Currently each person can get up to four gift cards if they complete the four items we ask them to do. Would like to have a fifth gift card of \$100 for when they get a job so they can do something for themselves to celebrate. But we do not have the money right now and we want to explore that more when we have more funding.

Q. Do you have written place/proposal that you can give companies when requesting donations? If you do there are several local companies like Kaiser that would donate to this type of program. No, we do not have that yet but could prepare something. This kind of feedback is very helpful and if anyone else on the WIB would like to join the workgroup for this program we would encourage their participation.

Q. Now that you have a PowerPoint, some success stories, and can maybe get a program participant, would you be interested in presenting to Steve's rotary club in person or via WebEx and ask for additional mock interviewers and funding? Yes, he is interested and could like to

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have a partner to come and talk about how the program is working for them and will look at getting a recipient to also speak.

Stephen suggested that other WIB members may also be able similar opportunities to speak with organizations they belong to.

- Youth Program Opportunity Fair - John reported this year's SCYEC Opportunity Fair was held on August 3 at the Job Link office in the large conference room and an area outside of the office. About 25 youth participated. Activities included presentation, Strengths Finder assessments, mock interviews and an opportunity to network with a variety of employers.

V. Prepare for September WIB Meeting

Listed below are items discussed for the September WIB agenda. Depending on availability and presenters this information will be used to create the agenda.

At the last meeting the local plan goals were discussed and it was decided the top three goals for the WIB would be 1) the Priority Populations Initiative, 2) Diversity, Equity and Inclusion, and 3) Expanding Earn and Learn Opportunities.

- First Report On Priority Populations Initiative

As a group we would not add more initiatives as we already are engaged in several. We will engage with the WIB on these initiative by reporting on the progress of these initiatives in a way that allows staff to ask the WIB for involvement such as being mock interviewers, and also allows the WIB to hold us accountable to our agreed upon goals. Katie shared a sample of a quarterly written report that could be shared at the WIB meetings and be supplemented with a presentation to the WIB annually. There are currently four projects ongoing that we will report on: ELL Construction Cohort; unhoused project; justice involved program; and the program focused on foster youth. The unhoused will be the first project shared with the WIB.

At the meeting the unhoused project is discussed - or the following one - Judy Coffey suggested adding a note to the agenda email asking for members to bring a \$25 give card to the meeting to be dropped off in a box at the door. This way no pressure to donate and nobody know who did and did not.

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- Presentation On Diversity, Equity and Inclusion

Katie is working to get Alegria De La Cruz, Director of the County Office of Equity on the agenda. As this presentation could lead to robust conversation it was decided to break this conversation into parts. First there will be presentation and gathering information and suggestions from Alegria, then WIB Executive Committee will discuss and prepare possible steps to take to the WIB, then discuss proposed step at the November WIB meeting.

At the beginning of the meetings we could have some polls on what companies have had Racial Equity training for staff and how many WIB members have attending any type of Racial Equity training, or similar questions about Diversity/Equity/Inclusion.

- Update on Expand Earn and Learn Opportunities

As discussed earlier the first meeting of the Apprenticeship Ad Hoc Committee will be held before the next full WIB meeting so we will have an update at the WIB meeting.

- Steve asked for an update on the government infrastructure plan if that information is available before the next meeting. Would like to have discussion of how it may benefit the WIB and related programs.

VI. Upcoming WIB Executive Committee Meetings and WIB Meetings

September 8, 2021	Executive Session:	2:30 pm to 2:45 pm	Via Zoom Teleconference
September 8, 2021	Full Session:	3:00 pm to 5:00 pm	Via Zoom Teleconference
October 14, 2021	Executive Session:	4:00 pm to 5:00 pm	Via Zoom Teleconference
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
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
January 12, 2022	Full Session:	3:00 pm to 5:00 pm	Via Zoom Teleconference

VII. Adjourn

The meeting was adjourned at 5:06 p.m.

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