

## Sonoma County Workforce Investment Board

DRAFT Minutes of July 15, 2021

- Members Present:** Stephen Jackson, Ed Barr, Robin Bartholow, Ethan Brown, Erin Carlson, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Roy Hurd, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Michael Pickens, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, David Wayte, and Audra Verrier
- Absent:** Judy Coffey, Kristina Holloway, and George Steffensen,
- Other Attendees:** Patricia Andrews
- Staff:** Katie Greaves, Max Brownlee, Amanda Gayda, Fabiola Garcia Almonaci, Tiffany Hill, Sarah Lewis-Crow, John Paul, Michelle Revecho, Eric Rittenhouse, Katie Stohlmann, Antonio Vigil, and Judy Oates

**\*Attendees with asterisks arrived late or departed early.**

### **I. Introductions and Public Comment**

No comments.

### **II. Approve Minutes of May 12, 2021**

Reviewed the minutes and action items of May 12, 2021.

**Motion to approve the May 11, 2021 minutes: Keith Dias /s/ Roy Hurd.** (Stephen Jackson, Ed Barr, Robin Bartholow, Ethan Brown, Erin Carlson, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Roy Hurd, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Michael Pickens, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, David Wayte, and Audra Verrier). There were no “nay” votes and no abstentions. The motion carried.

### **III. Announcements**

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

Pictures were shared of George Steffensen receiving the Spirit of Sonoma 2021 award on May 21, 2021.

Thomas Stuebner of California Human Development was welcomed to his first meeting as a Board member.

Katie thanked Ananda Sweet for her two years of leadership and service as the WIB Chair that included some wildfire emergencies, a shelter in place order, the unique difficulties of a pandemic as well as the regular challenges and duties of being the WIB Chair. She was presented with a plaque and thanked for her services by many of the members.

#### **IV. Review of Industry Criteria for Training Funds**

##### Review

- At the May 2019 the WIB voted to prioritize Health Care, Hospitality, and Construction industries for training funds based on four criteria.
  - 1) Projected growth over next 5 years
  - 2) Willing to work with WIOA priority populations
  - 3) Career ladders available within the industry
  - 4) Willingness to participate in workforce development system as business champions.
  
- At the May 2020 meeting the WIB voted to add a fifth criterion. This amendment would allow industries facing layoffs to be eligible to receive training and supportive services such as On the Job Training, training cohorts, and Incumbent Worker Training that address business workforce needs.
  - 5) *Due to COVID19: layoff aversion or to meet safety guidelines in public health order currently in effect.*
  
- At the March 2021 meeting the WIB approved a *Temporary Suspension of Industry Criteria for Training Funds* with a request to revisit the criteria at the July 14, 2021 meeting for possible restoration or revision of the training funds policy in the new fiscal year looking at what industries would be the WIB's priority.

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

## Current Discussion

- Discussed we are still in the middle of the pandemic, we do not yet know what Sonoma County industry and workforce needs will be at the end of the pandemic. Signs of this include Job Link customer traffic below pre-COVID levels, and businesses have vacancies across multiple industries.
- Katie outlined a staff recommended policy option.
  - *Option A: Supply side driven 50%*
    - *In-demand defined as 5 vacancies per occupation (2-digit SOC)*
    - *Primary mode = Individual Training Accounts*
    - *Eligible Training Provider List*
    - *For employers who meet 3 High Road characteristics: On-the-Job Training, Transitional Work Experience*
  - *Option B: Demand side driven 50%*
    - *In-demand defined as*
      - *Industry with projected growth or status quo over next 5 years OR with total demand exceeding 5,000*
      - *Industry willingness to work with WIOA priority populations*
      - *Career ladders available within industry*
      - *Industry willingness to participate in workforce development system as business champions*
      - *Business reflects at least 3 High Road characteristics*
    - OR
    - *Meets a workforce need related to natural disasters*
  - *Primary modes: Training Cohorts, On-the-Job Training, Incumbent Worker Training, Transitional Work Experience*
  - *Contract-based training*

This criteria option would be for the remaining FY 2021 with bi-monthly reporting to WIB on numbers served, expenditures to target, sunset July 2022.

- Discussed the proposal of two options to access training funds as a group.

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

Q. Can you share an example of a job seeker request that is outside of the industry focus?

A. Truck driving is one that may or may not have fit in one of the three industries.

Q. So half of the option would be to supply or demand? Will this provide more flexibility?

A. Yes. For example, if someone wants approved training for an esthetician, right now we could not provide training assistance, but we would be able to assist with job search.

With the new criteria there would have to have demand for that position and a eligible trainer for them to be eligible for training assistance.

And/or the new model would be able to help with on the job training if the employer meets three of the high road characteristics.

Q. Who would verify the criteria?

A. Staff would do it with a variety of tools in real time. Jobs EQ software would be one of the tools used for this that quickly shows the jobs in an industry that are available in an area or town to meet the in-demand requirement.

**Motion to approve using two criteria lists based on supply and demand sides (details noted above italics) for training funds, with bi-monthly reports to the WIB on numbers served and expenditures to target. This will be effective immediately until the fiscal year end (July 2022) with possible restoration or revision of the training funds policy in the new fiscal year looking at what industries would be the WIB's priority: Ethan Brown Roy Hurd.** (Stephen Jackson, Ed Barr, Robin Bartholow, Ethan Brown, Erin Carlson, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herrington, Steve Herron, Roy Hurd, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Michael Pickens, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, David Wayte, and Audra Verrier). There were no “nay” votes and no abstentions. The motion carried.

## **V. WIB Priority Goals and Plans to Accomplish Them**

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

The WIB discussed goals at the May meeting and did a poll of the members about priority of our goals. The top three are listed below. The other items were more items for staff to work on.

1) Initiatives to Serve Priority Populations

Job Link is already doing this and it is embedded in our processes. We have at least four initiatives already in motion that speak to this goal. Examples are listed below. We will do our first reporting on these at the September WIB meeting.

- ELL/Construction with employer partners and Santa Rosa Junior College
- Unhoused Pilot
- Justice involved
  - Prison to Employment Program
  - AB 109 Grant that allows us to provide employment services through the day reporting center, jail, and Juvenile Hall
- Foster Youth – My Pathways Program

Our proposal for the goals areas of initiatives to acknowledge the strong foundation we have in this area already and to use our time to set goals for these initiatives and use the WIB meetings to report back to the WIB on status and progress towards the goals, as well as have presentations. We would also have specific asks of the WIB for around business or marketing. This could be ad hoc committees, mock interviews, and more.

Comment – Erin would be happy to do business engagement and share more about our programs with employers when that opportunity comes.

2) Diversity, Equity and Inclusion in the WIB and the WIB programs

Our proposal for is to table this discussion to the September or November WIB meeting allowing staff to invite the county Office of Equity Director Alegria De La Cruz to attend ta WIB meeting and share about the work being done. Then the WIB can discuss how to participate and where gaps may exist. Staff will also look at other local WIBs for examples of what they are doing and share that information.

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

### 3) Expand Earn and Learn Options at Job Link

The existing programs are On the Job Training, Transitional Work Experience, and Incumbent Worker Training. These are all instances where people are employed and all or part of their wages are paid during their training period to their employer. We are also an active participant of the Trades Introduction Program (TIP) for the building trades, although these clients are not paid for this program but are paid when they transition to being an apprentice. We also have a list of approved apprenticeships that are available but are not operational in Sonoma County and include options such as firefighting, healthcare, cosmetology, cannabis, culinary, car mechanics, and more. Please see the list at Cal Apprenticeship ([www.calapprenticeship.org](http://www.calapprenticeship.org)). These would need local development to use. This would be an area the WIB could be the administrator to find employers and registered apprenticeship and get them together for our job seekers. We would want them registered with the DIR to make it available in Sonoma County. In this next year we would like to bring one apprenticeship to the point we could place a job seeker in that apprenticeship. This would include WIB Staff, Business Services Staff to find an employer and help them go through the process, and the Job Seeker team to get appropriate job seekers.

This is a perfect opportunity for an ad hoc committee to decide on the first apprenticeship to work on. They would need to look at what is available and what would be good to develop. There would be WIB staff to support them. If you are interested let Judy Oates know.

Discussed possible criteria for a new type of apprenticeship. Responses included wages; high growth; accessibility to those who do not traditionally have a background in the field, disability, gender or not typically have access to these types of apprenticeships; under-represented populations; lower wage industries where this would be a bump; an occupation where we are really having trouble attracting

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

employees, foster youth; careers where schools are not creating enough like dental assistants; child care; jobs for the homeless population; another apprenticeship would be for Sausalito – looking for below market rate housing in San Rafael. There are 100s of craftsman jobs to fix boats.

Keith recommended the CAC would be a good place to reach out to for the ideas for apprenticeships.

Volunteers for the ad hoc committee were: Keith Dias, Mike Pickens, Patricia Andrews; Susan Cooper, Brad Davis, Robin Bartholow, Ananda Sweet, and Ethan Brown.

Susan Cooper shared Community Action Partnership is working on an apprenticeship program for child care and educators with the Santa Rosa Junior College.

## **VI. Job Link Operations**

- The six-county region making North Bay (NBEC), will release an RFP on July 26<sup>th</sup> searching for an individual or firm to do research, produce an evaluation report on the impacts of the pandemic within industry, along with noting workforce needs throughout the region as well as do deeper dives at neighborhood levels. If you know of a person or firm well suited for this please reach out to Katie Greaves directly and she will forward them a copy of the RFP.
- Katie introduced Lydia Lopez, current One Stop Operator at Job Link through California Human Development. She has been with us three weeks now.
  - Lydia shared her background that includes 13 years in the human service field, working at family resource centers, crisis and support centers, and direct service administrative work, outreach, and collaborative projects with partner agencies.
  - Ms. Lopez is currently reaching out and making contact with the partner agencies as well as meeting with the navigators that work in our lobby.
  - There are three active satellite location which are located in West County at the community center, Petaluma at COTS (Mary Isaac Center), and Sonoma at La Luz Center. We plan to open a fourth at the Senior Multipurpose Center in Cloverdale

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

on July 23<sup>rd</sup>. We are in discussions about opening a fifth satellite office in Healdsburg soon.

- Projects she will be working on soon include implementing the online application assistance service, updating our orientation process, and creating more social media.
- David Tam of EDD had two announcements.
  - WSB staffing at Job Link shared staffing will remain unchanged, and does not have any dates to return WSB staff to Job Link. Nonetheless, all EDD employment services will be provided by WSB staff from the affiliate site located at 606 Healdsburg Ave. WSB is working in a hybrid environment with staff working part-time in the affiliate office and part-time telework based on customer need. They are continuing virtual services were possible and it is best for customers.
  - EDD also have an employment program representative position open in Solano County which can be access at [calcareers.ca.gov](http://calcareers.ca.gov).
- Katie shared Job Link is currently open for services 8:00am to 5:00pm Monday through Friday. This means we are available for all our regular services.
- John Paul of Job Link wanted to expand on some of the initiatives Katie highlighted earlier.
  - Max and Brad of the EDB made a connection with the jail and we are now able to get marketing materials into the housing units. They also created a video that went on the tablets that are used by people in jail to look for services. We have already received a couple of referrals from this.
  - We are working with some of our jail referrals on skills assessment and are working with them to build resumes for when they are released.
  - The jail day reporting center is open by appointment right now but we expect they will be back full time soon.
  - The Homeless Referral Project is up and running an have 18 referrals to Job Link so far. Clients from this group are looking for a wide range of job including retail,

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

restaurant work, and forklift operator. Antonio worked on fundraising and with the donations provided was able to offer incentives like gift cards for clients when they hit milestones.

**VII. Adjourn 4:35 pm**

Next meeting: **September 8, 2021 via Zoom**