

Sonoma County Workforce Investment Board

DRAFT Minutes of January 12, 2022

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

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

I. Introductions and Public Comment

Stephen Jackson shared the Governor's budget proposal includes some one-time funds for Career Technical Education.

II. Approve Minutes of November 10, 2021

Reviewed the minutes and action items of November 10, 2021.

Motion to approve the November 10, 2021 minutes: Keith Dias /s/ Judy Coffey.

(Stephen Jackson, Patrick Harper for Ed Barr, Robin Bartholow, Ethan Brown, Judy Coffey Susan Cooper, Brad Davis, Keith Dias, Nancy Emanuele, Brandy Evans, Steve Herron, Roy Hurd, 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.

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III. Announcements

No announcements from WIB members.

IV. Diversity, Equity, Inclusion, Belonging (DEIB)

Today is the beginning of our work on DEIB. This will be long term work and we are getting started, beginning with our presentation at the November 2021 meeting from the Sonoma County Office of Equity and the work they do.

Katie provided an overview of the equity work the Human Services Department and Job Link are doing.

- The Office of Equity has a county wide core team of individuals from departments which includes Michelle Revecho. She is able to provide a bridge between the equity work being done at the county level, the Human Services Department, and the Employment & Training Division where the WIB and Job Link reside.
- There are equity workgroups in each County division.
- Employment & Training has a Racial Equity community that meets every other week with discussions, goals and training.

DEIB work is a reorientation to the core work and mindset of what we do. The Job Link programs are by definition equity oriented as they prioritize service based on populations that have been excluded from better outcomes economically. We look at racial equity as that is where disparity tends to start.

The WIB recently set three goals as priority.

- 1) Services to Priority Populations.
- 2) Earn and Learn Programs. Examples of this are the pilot program for the unhoused and the apprenticeship program.
- 3) DEIB. The goals for this item are not yet operationalized as we need this conversation first to see where everyone is at for exposure, comfort, and where we want to go.

Scott Kincaid shared about the work the Sonoma County Alliance (SCA) has done on

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DEIB to date as an example of the work businesses are doing to embrace DEI. The Alliance is a business advocacy organization that has been promoting a healthy economy, community, and environment in Sonoma County for the last 46 years. They focus on providing businesses with a path to success through policies related to transportation, water, infrastructures, communication, and other things. Steps they have taken so far in their DEI work include the following.

- Formed a DEI taskforce and engaged members in basic elements of DEI Training. Members were encouraged to participate in the United Way of the Wine County 21 Day Race Equity Challenge.
- Defined Diversity for their organization, crafted a DEI Statement and Vision, made edits to the website reflecting their DEI Commitment, and added DEI questions to their annual membership survey to ensure they maintain their commitment.
- Created a DEI Advisory Board to their structure that recommended updating their board application process to improve inclusion, and create staggered term limits for board members, and updated member orientation to include DEI information.
- Renamed SCA's Community Safety and Rewards Program as when using a DEI lens found the previous name was not DEI friendly.
- Rewrote their strategic plan to reflect DEI and added a formal DEI Committee to review the program for checks and balance ongoing to use an equity lens in their structure and work.
- Highlighted Heritage Months during monthly general membership meetings.
- Created a DEI Evaluation tool to use when evaluating programs.
- Created alliances with members of the BIPOC community and engaged with more BIPOC owned businesses.

Stephen reminded the WIB adding DEI structure is a transformational process that will take time. In order to hear where WIB members are in your journey we will break into discussion groups that will report out their responses to the following questions poised

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to the group. The responses are listed below.

- *What DEIB training/presentations has your organization done?*
 - Many in education have had some training but recommend that a basic training be offered as this is a dynamic and changing issue and it would be helpful to get everyone to the same level, then use that basic training for all new WIB members to get them to the same basic level of understanding as the group.
 - DEI is core to the mission for CBOs and they have already done a lot of work regarding race.
 - Construction reported most have done some training for their rep members but the general membership has not received as much so there is room to grow. There is some basic DEI training in the apprenticeship classes. Embracing DEI is the nature of their business as they work to provide equity in wages, remove wage gaps by gender or color, and equal benefits for all their members. The trades are actively working to encourage women to promote more equity.
 - The EDB hired a DEI consultant to train them. Most of their training so far has been for the department head level.
 - Recent college attendee related that there were a lot of speakers on DEI and was done at a student leadership level.
 - Dept of Rehab and EDB have had multiple types of DEI training include LBGQ.
 - Some business representatives have not had as much DEI training and has been more focused on the executives.
- *What training resources have you used or are aware of?*
 - Cautioned four-hour training would be a lot for one session on zoom.
 - CAP has been doing community conversations on Facebook Live for the past two years. Many of these have be rebroadcast on KSRO. The are also available on the CAP website.
 - CAP has been doing listening circles within their organization. They are trained in this by their national organization and the trainer is available for other to hire.
 - Kaiser did the learning circles with the same trainer.

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- SAY has been doing DEI internal work for two years. They have worked with DEI Dr. Sharon Washington to create a curriculum for staff that includes dialogue and the reading of two books: *What Does It Mean to be White* and *My Grandmother's Hands*. They have also started a DEI book club.
- SAY has created a leadership group and launched a self-directed foundational learning series, and have leadership coaching. They embrace open communication with BIPOC staff, and have DEI friendly policies such as holiday, wage analysis and bilingual premiums. They monitor their work with internal DEI Score card, and engage staff on recruiting board members.
- Kaiser supported the wage analyses and looked at holidays and bilingual premiums for their staff.
- What is your comfortability with having DEIB conversations?
 - Most are comfortable speaking about DEI.
- How might we as a WIB engage in DEIB work? What kind of training do we want? Is the WIB diverse? How might we use an equity lens in our programs?
 - One benchmark for membership is to look at if the group mirrors the community. What does that mean for undocumented? Given regulations on federal funding how does that affect the make up of who we serve?
 - Learn more about what members are already doing in their organizations around DEI.
 - Hewlett Packard used DEI in their organization early on to create their business.
 - Noted that terminology is important to use and keep everyone on the same page.
 - The make-up of the WIB is not very ethnic, or age diverse.
 - Programs are more effective when the client can relate to them.
 - In healthcare the leadership and their boards are supposed to be reflective of the patients they serve. At the executive level in many organizations this is not true.
 - Listening and reflective types of models of training are used in healthcare. Areas

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for discussion could be workforce, how to attract and retain a diverse staff. Financial diversity is important too for patients to get the same drugs and therapies as others.

- Some smaller and minority-based companies had issues accessing COVID related funding programs for retailers and restaurants. There is more work to do locally to provide them assistance. Maybe through the EDB, Chambers, and other organization if we can get the word out as some of those monies are still available
- There is a big time commitment to being a board member. Maybe look at having more diversity in the ad hoc and subcommittees by engaging those not already on the WIB. This would also be a good way to recruit board members.
- Willing to attend and participate in a half-day session for WIB training.
 - Most indicated they would embrace DEI training.

Staff shared a poll with the members for additional feedback. The results are listed here.

- 1) Have you completed DEI training within the last 12 months?
Yes 17 No 11
- 2) What is your comfort level with having DEI conversations?
Comfortable 22 Neutral 5 Uncomfortable 1
- 3) What level DEI training should the WIB provide?
Advanced 3 Beginner 13 Intermediate 12
- 4) Are you willing to attend and participate in half day DEI training for the WIB?
Yes 25 No 3

The WIB Executive Committee will review this information and bring some recommendations for moving forward to the full group.

V. Job Link Operations

Good Jobs Challenge: In Partnership with EDB and other organizations Job Link will apply for the Good Job Challenge. This for focus on resilient building technology and

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landscape hardening. This includes what is in your landscape and using goats or sheep to maintain landscapes. Jessica Taylor will be rejoining the team to write the grant applications.

Report Update: A draft report on NBEC's report on the impacts of COVID on industry will be coming out in a few months. Katie shared a link to the information analysis done to date by Dr. Eyler on the information gathered to date and some early findings.

Job Link Steering Committee – Lydia shared that partners are working on eight items. They have decided to work on the three highest priority items and they will be: 1) Providing training to each other and staff on their respective programs, 2) Improving the system of shared customers and referrals, including follow up, and 3) Collaborative outreach efforts. This work will create systems that will allow the entire partnership.

More partners are beginning to return to the Job Link office. EDB now as a representative in the office to work with clients. Petaluma Adult School will be the next to return when the COVID spike lessens and more people are allowed into the office.

Business and Employer Services - John reported the most popular resource requested by business is the On The Job Training Program. Very useful for people starting jobs they have not worked before or in a while. Quickhaven, a tiny home builder, is rapidly expanding and reached out for assistance to find workers with justice involved background and/or people who have lost their homes. We are also working with Goodwill for some placements for individuals who have been out of the workforce for a while.

Job Link partners with the Santa Rosa Junior College and is looking for attendees for their spring session. This class teaches construction skills and ELL skills together. Please reach out to him at jpaul@schsd.org if you know of anyone who would be interested in attending this course.

Youth Highlights – We have several internships in Regional Parks, Three Leaves, and Art Start, and one of the interns at Regional Parks was recently promoted. We had a youth placed in an on the job training position at Petaluma Health Center who recently

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completed training and was hired for \$22 per hour. Work experience training opportunities at Job Link will be available for some youth soon.

Katie shared that the WIB Priority Goal Updates and Dashboard will be reported on quarterly and information through the end of 2021 will be presented at the next WIB meeting.

VI. Apprenticeship Committee Report

Patti shared the ad hoc had met its goal in choosing an apprenticeship to recommend to the WIB. She thanked all who participated. The next step is to create a mandated committee of required individuals to meet apprenticeship standards as the apprenticeship is developed. They may flex as needed but core team will include the following people.

- Malisse Warner, Educational & Employer Leads – SRJC
- Susan Cooper, Community Action Partnership and her staff Lisa Growcart and Jessica Taylor.
- Patricia Andrews, Economic Development Board
- Michelle Revecho, County of Sonoma – WIB

Tomorrow they are meeting with Randie Wolfe, the ED for the Early Care and Education Pathways to Success non-profit, and Bob Lanter of CWA to help take the apprenticeship to the next level.

VII. Adjourn 4:45 pm

Next meeting: **March 9, 2022 via Zoom**