

## Sonoma County Workforce Investment Board

DRAFT Minutes of March 9, 2022

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

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

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

Stephen shared the North Bay Business Journal hosted their economic outlook session today with presentations from Dr. Eyler, Senator Mike McGuire, and a panel from business sectors. The overall message they suggested is that Sonoma County is expected to recover economically quicker than other areas.

### **II. Approve Minutes of January 12, 2022**

Reviewed the minutes and action items of January 12, 2022.

**Motion to approve the January 12, 2022 minutes: Brandy Evans /s/ Judy Coffey.**

(Stephen Jackson, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herron, Roy Hurd, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Salvador Flores for Michael Pickens, George Steffensen, Ananda Sweet, David Tam, and David Wayte). There were no “nay” votes and no abstentions. The motion carried.

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### III. Announcements

No announcements from WIB members.

Staff asked that members and proxies who have not yet filled their Form 700 Conflict of interested forms to complete them online before the April 1 deadline, reminding them there are possible fines for non-compliance.

*Audra and Pedro joined.*

### IV. Job Link Operations

*Good Jobs Challenge:* In Partnership with EDB and other organizations from SMEDD (Sonoma/Mendocino Economic Development District) Job Link applied for the Good Job Challenge. The proposal is a three to five-year plan of development/support of three industries: 1) healthcare, 2) childcare and early education, and 3) environmental resiliency businesses – which includes manufacturing, green building, climate resilient building technologies. About 500 agencies submitted applications and only 50 or fewer will receive funding.

*Incumbent Worker / Customized Training:* Patti shared she is working with consultant Jessica Taylor to develop incumbent worker training and customized training opportunities. They are working on a customized training with an auto repair establishment. Job Link previously assisted this same establishment with worker training to repair hybrid engines. Now they are furthering that training. Patti and Jessica have a meeting with representatives in Los Angeles county later this week about how they are doing their incumbent and customized training programs to help Sonoma County maximize our capacity with local businesses. If your company is interested in these types of trainings please reach out to Patti for more information.

*WIB Dashboard* – Katie noted a few items of interest on the WIB Dashboard report included in the agenda packet.

- Job Link is providing more in person services and trainings.
- There is an increase in work for justice Involved individuals.
- There is new data in the Outcomes section that presents information through an

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equity lens.

Dr. Eyeler is working on a report with analysis on post COVID occupational impact on areas for NBEC. A draft of that report will be coming out in the next month and we will share information from it at a future meeting.

*Job Link/ One-Stop Report Out* – Lydia shared the number of people coming in to the office is increasing and she feels that outreach has been a big contributor.

- Navigators at the satellite locations reach out to other organizations about our services in each area to coordinate services. For example, in Sonoma they have worked with La Luz in offering certificate training for food handling, and OTJ opportunities.
- Job link is providing more overview presentations of our services to organizations and to clients in the last quarter.
- Job Link has been active on social media, and there has been interest in Job Link getting its own Instagram account separate from the county one we currently share with other departments.
- We are looking to add an additional location in our current satellite office Cloverdale that will allow us to be there weekly instead of biweekly.
- Petaluma Adult School has invited Job Link to have representation at their site, and are looking at having representation of their services at Job Link office.
- Staff is working on a plan to get client referrals from Cal Fresh.
- Staff is working with EDB, EDD, and Business Services to bundle services for employers.

*Steering Committee* – The committee is working on a few new things.

- Creating a cross training project for all members to learn about the work each does.
- Setting up an internal referral and follow up system.
- Attendance for the committee meetings has doubled.
- Bringing the Public Defender's office to the next meeting to discuss expungement services for second chance clients so they can be referred when appropriate.

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*Q. I hear restaurant workers are hard to find. Do we know where the people who used to have those jobs have gone?*

A. A lot of those workers have gone into other industries for a variety of reasons. The biggest reasons are they were not guaranteed hours and the raising transportation costs. Several clients working in chain restaurants stated they preferred staying in their jobs with stable hours than moving to more prestigious restaurants that cannot guarantee full shifts.

John reported on the following Job Link updates.

- Co-hosted a successful job fair for healthcare yesterday that was advertised on Facebook and Instagram.
- Along with EDB and EDD met with Press Democrat staff in February to prepare staff that are to be laid off with resume assistance.
- Sonoma State University's extended education program on construction management reached out asking for alternatives to financial aid to support students. We shared marketing materials on how to access our programs.

Below are progress reports on areas with highlights. Please note the gold areas on each report highlighting how WIB members can support that endeavor.

- *Quarterly Update ELL/IET* – This program teaches English Language Learning and construction trade skills. The biggest challenge so far has been low enrollment which we think is due to the construction section being done virtually. Staff is looking for new avenues to promote this class. There were 15 people in the latest class and several are using supportive services for childcare during the classes and to purchase tools.
- *Quarterly Update Justice Involved* – Fabiola shared a success story. Our client "Mary" began receiving services a year ago. She lost the job she had after incarceration due to COVID and heard about Job Link services through Cal Fresh when accessing benefits. She wanted customer service type work but due to her Justice involvement was not getting hired. We helped her find housing, deal with

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the loss of a family member, and prepare for a new resume. Staff found an employer in a medical office setting looking for a new employee that would be open to giving someone a second chance. Her job counselor prepped her with advice and a mock interview. She got the job with the employer using the On-The-Job training funded by the Prison To Employment (P2E) grant, which also allowed for other supportive services like her CPR training, a uniform voucher for scrubs, and assisted with housing for first few months. Then the employer hired her permanently at the end of the On The Job program and she is gainfully employed!

The P2E grant will be ending later this month. Some of the remaining funds will be used by the WIB to create some external facing success story materials with permission to share stories from the businesses, job seekers, and cbo's involved in these cases to encourage other businesses to participate in hiring people who were previously incarcerated.

- *Quarterly Update Foster Youth* – John shared a success story of a 15-year-old who enrolled with Job Link a few years ago. She wanted to find a job to help support her family and to save money for herself to attend college. She participated in two internships through our programs, the first with Redwood Food Bank and then with the I Read program which helps youth with reading skills. After working with her case manager and doing mock interviews she landed a job at Food Maxx. After a few months she was promoted to a manager position at that job. She is now 18 years old, on the honor roll at Elise Allen, and planning to attend junior college next year to train for a job in the medical field. She has been an inspiration for those working with this program.
- *Quarterly Updates Homelessness* – This program was initially a referral process to get people into Job Link and connected to agencies to meet their client needs. These clients need more than housing and jobs and this program provides them with more wrap around services. We did a mock interview day with clients using volunteers from a rotatory club, and there has been so much positive feedback from interviewers and interviewees that we are going to try to offer mock interviews on a

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monthly basis and invite Job Link clients in other programs to participate. Other successes include a client who was working as a door dasher driver who now has enrolled in truck driver training, and several clients have been referred to Goodwill and Redwood Foodbank for jobs.

#### **V. Apprenticeship Committee Report**

Patti reported that starting this new child care/early education apprenticeship has been very involved. Since the last WIB meeting the committee has met with the executive director of Early Care Education Pathways to Success to learn about what would be required to become part of their apprenticeship program. They were impressed with the partners we already have in place that include the 4C's, First 5, CAP, and Santa Rosa Junior College. They will also meet with the Region Joint Venture for Early Childhood Care to see if they would be a good partner for the apprenticeship program. They will work with one of these two programs to apply for a CPI grant for funding to get started. Patti will report out on their choice and progress at the next meeting.

#### **VI. Diversity, Equity, Inclusion, Belonging (DEIB)**

- Reminder of the WIB's priority areas:
  - ELL Program
  - Earn to Learn
  - Apprenticeships
  - DEIB
- Reminder of WIB DEIB work to date:
  - Presentation from Alegria de la Cruz of Sonoma County Office of Equity.
  - WIB discussion of what training WIB members and their organizations have done or planned to date.
  - Presentation from Scott Kincaid of Sonoma County Alliance 's DEIB work.
  - Staff has been researching what other WIBs have been doing and what consultants they have used.

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- Poll results regarding DEIB from January WIB meeting.
  - 17 members have done DEI training in last 12 months
  - 22 are comfortable with conversations
  - The majority of members requested beginning/intermediate training
  - 25 members agreed to attend a WIB offered training

Review of the items the WIB can explore with an equity lens after the WIB has a shared level of understanding of DEIB.

- Examine exit data of program disaggregated by race and explore any gaps/issues that emerge.
- Review our membership for representation and voice – do we reflect our county?
- WIB meeting structure regarding impact of DEIB commitment

DEIB training options were discussed.

- Do we want to do a training in place of a currently scheduled meeting or add an extra date to the calendar?
- If we choose to replace a meeting with training would we schedule it from 2:00 pm to 5:00 pm or 1:00 pm to 4:00 pm?
- Should this be scheduled for in person or zoom?
  - Should a poll be taken of if people are comfortable with in person training and that that information before deciding?
  - Several people spoke that in person is preferred as these are not easy conversations, others shared that not everyone is comfortable meeting indoors with others at this time. If we delay training more restrictions may be lifted and more attendees would feel comfortable.
  - Can we offer a hybrid version of in person and via zoom or record training for those unable to attend?
- It was noted that members voiced appreciation for this training opportunity. This training would allow members to have a common level of understanding of the subject and has additional benefits including community building, and

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understanding. Happy to see such a high number of people committing to participate in this training.

- Who would we use as a trainer?
  - County of Sonoma is working on an agreement with Be The Change for training, but we are not limited to that trainer.
- Should we create an ad hoc committee to identify a consultant to work with, and make a recommendation on when the training would be?
- How quickly can DEIB training be planned in a way that allows for a good consultant and dialog? If May is too soon can we move the date out?
- Will an RFP process for a trainer be needed? The county just did an RFQ and has a list of consultants and trainers that could be used to ask for proposals for our training.
- Can proxies attend the training? Yes, as they are often part of the conversations.

**Motion to approve a half day of DEIB training for the WIB and create an ad hoc**

**committee to plan the event: Ananda Sweet /s/ Judy Coffey.** (Stephen Jackson, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk Nancy Emanuele, Brandy Evans, Steve Herron, Roy Hurd, Judy James, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Salvador Flores for Michael Pickens, George Steffensen, Ananda Sweet, David Tam, Pedro Toledo, David Wayte, and Audra Verrier\*).

There were no “nay” votes and no abstentions. The motion carried.

Stephen asked for volunteers from the WIB to be ad hoc committee members to work on planning the DEIB training. Volunteers included: Tracey Feick, Erin Carlson, Stephen Jackson, Dave Wayte, and Michelle Revecho.

**VII. Adjourn 4:18 pm**

Next meeting: **May 11, 2022 via Zoom**