

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

www.sonomawib.org

Notice of Meeting & Agenda

September 14, 2022

2:00 p.m. – 3:00 p.m.

Join Zoom Meeting:

<https://zoom.us/j/92047560254?pwd=YWJybitjcFdkTGU4SVJ3eEFhVDNtQT09>

Meeting ID: 920 4756 0254

Password: 926886

Call In: +1 669-900-6833

****Vote Required***

- | | | |
|------|--|-------------------------|
| I. | Introductions and Public Comment (2:00) | <i>(Discussion)</i> |
| II. | Approve Minutes of July 13, 2022 (2:05) | <i>(Action*)</i> |
| III. | Announcements (2:10) | <i>(Discussion)</i> |
| IV. | Job Link Operations (2:15) | <i>(Discussion)</i> |
| V. | Diversity, Equity, Inclusion, Belonging [DEIB] Training (2:20) | <i>(Discussion)</i> |
| | Reminder: WIB training follows the meeting and starts at 2:30 pm | |
| | <i>Developing a Culture of Belonging: Transforming Workforce Investment Boards</i> | |
| VI. | Adjourn (2:25) | |

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.*

Sonoma County Workforce Investment Board

DRAFT Minutes of July 13, 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, Kristina Holloway, Judy James, John McEntagart, Ken Sprague, Thomas Stuebner, Ananda Sweet, Pedro Toledo, and David Wayte
- Absent:** Robin Bartholow, Steve Herrington, Roy Hurd, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, David Tam, and Audra Verrier
- Other Attendees:** Ron Beiden, Eliot Enriquez, Tracy Feick, Karen Fies Celia King, and Angel Minor and Bill Nordskog,
- Staff:** Katie Greaves, Fabiola Garcia Almonaci, Nina Cheek, Tiffany Hill, Sarah Lewis-Crow, John Paul, Michelle Revecho, Katie Stohlmann, Chris Willover, and Judy Oates

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

I. Introductions and Public Comment

None.

II. Approve Minutes of May 11, 2022

Reviewed the minutes and action items of May 11, 2022.

Motion to approve the May 11, 2022 minutes: Keith Dias /s/ Brandy Evans. (Stephen Jackson, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herron, Kristina Holloway, Judy James, John McEntagart, Ken Sprague, Thomas Stuebner, Ananda Sweet, Pedro Toledo, and David Wayte). There were no “nay” votes and no abstentions. The motion carried.

III. Announcements

Stephen presented Gold Resolutions to long term WIB and Executive Team members Ed Barr and Steve Herron. They were both thanked for over 22 years of service to the WIB

and the Sonoma County community. Several members of the public in attendance and via email joined members in sharing memories of their contributions of time, guidance, ideas, leadership, and support of programs including the youth, English language learner, and homeless programs. Katie presented each of them with a plaque representing the gratitude of their efforts from the WIB.

The Chair-Elect is elected during the second year of a Chair's term of office. That person then serves on the Executive Committee for a year before becoming the next WIB Chair. Stephen announced that the Executive Committee has elected Brandy Evans as our newest WIB Chair-Elect. *Congratulations Brandy!*

IV. Job Link Operations

Regional Updates - Katie

Staff submitted a grant proposal in Partnership with Economic Development Board (EDB) and the Sonoma/Mendocino Economic Development District (SMEDD) for the *Good Jobs Challenge*, to access federal funding from infrastructure bills to advance workforce training in areas related to climate (e.g. extreme heat). We are waiting for an announcement of who is selected from the 400 applications submitted.

Staff will submit a proposal August 1 for funding from the next round of the Prison 2 Employment Grant in conjunction with Workforce Alliance of the North Bay and the Solano WIB which would be available this Fall. If this is awarded to us we will be able to resume our P2E work. The previous Prison 2 Employment funding for programs expired in March of this year. This funding was used to assist clients recently released from incarceration, and individuals ranging in age from youth to adult who have otherwise been involved in the justice system.

Dashboard

Katie lead a review of the WIB Dashboard highlighting several items including the timing covered by the report, the number of those coming into Job Link and accessing services, and top occupations. The Rapid Response number is lower as there are fewer companies laying off employees at this time. The data now also reports client

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information by race and ethnicity.

One Stop / Job Link - John

The Job Link counselor team has assumed the responsibility of staffing the resource room and providing initial contact with customers when they enter the door replacing Navigator coverage previously provided from the One Stop Operator that ended with their contract. John shared a note from a client about the positive experience she had coming into the office and the interaction she had with staff. The only hiccup during this change was that the statewide CalJOBS system went down for the last couple of weeks limiting our access to files, but that issue has been resolved. We are experiencing increase traffic coming through the door for services at this time.

RFP for the One Stop - Michelle

The Request for Proposals was released for the One Stop Operator services in June. Staff are currently in the middle of the procurement process and we hope to have an update on our selection at the next WIB meeting. Until then Michelle Revecho is the One Stop Operator. There will be a Job Link Steering Committee meeting tomorrow with all of the Job Link partners. We plan to continue to stay on track with the different projects in place, continue the Job Link Steering Committee meeting monthly, and ensure the front desk and resource center is staffed.

Business Services - John

There are ten clients currently enrolled in the On The Job training program, and two more clients preparing to enter the program. The industries they are entering include manufacturing, retail, information technology, medical, and construction.

The Business Service Team is working on making additional connections to businesses to let them know what we have available and then helping clients connect to those businesses.

Business Services Success: We are assisting Spread Your Wings which is a human services and healthcare organization from outside our region that is looking to move their business into Sonoma County. The team is helping them by allowing use of space

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at Job Link to do job seeker interviews and new hire orientations. This service is something we have had other companies reach out to us on as they need space for meetings and interview in the county. Our goal is to connect business and services and this is a good way to bring them together.

The primary request we have been getting from businesses is to post job openings on our weekly jobs list. Unfortunately, a lot of the jobs currently listed have salaries under living wage and are listings for similar types of work right now. Staff have been supporting businesses by encouraging them to use virtual recruiting, candidate focused job postings, and access our resources including job subsidy programs.

On-The-Job Training Success: Placed a client in a manufacturing job with a starting wage of \$20 per hour. Due to his extraordinary performance at his three-month evaluation he received a 10% raise. At his five-month evaluation he was promoted to Fabrication and Maintenance Coordinator and received another substantial raise. This connection was a win-win for the client and the employer and a good example of the type of successes we have had with this program.

Homeless Pilot - John

This program started about a year ago looking for ways to serve people experiencing homelessness and help them find employment. Antonio recently attended a presentation from two managers in Los Angeles running a similar project who have had a lot of success with some innovative approaches. They are coming to our office to meet with our workgroup this week so we can share ideas.

One part of this program is our monthly mock interview day where we have volunteers from a local rotary doing practice interviews with clients. They have helped 20 people prepare for interviews so far and we have received great feedback from both the volunteers and the job seekers.

Mock Interview Success Story: An older client who had taken quite a few years off of work to care for her grandchildren wanted assistance to rejoin the workforce. She had a lot of previous work experience, but having been out of the workforce for so long was

feeling a lack of confidence about re-entering the workforce, specifically about applying and interviewing. She worked with her counselor and then actually did two rounds of mock interviews to prepare. She knocked her first interview out of the park and was hired and was hired by Sonic.

Homeless Success Story: Received a note from a 58-year-old veteran who came in for service with nothing but the clothes he was wearing. He worked with one of our counselors who put him in the Homeless Pilot work group to help him with employment. The perspective employer he interviewed with was not going to provide the steel toed boots required for the job and we were able to provide those through the program. He was hired by Interstate Batteries. In his notes "if you're not afraid to ask for help your dreams really can come true".

Youth Program - John

The Youth Program is in the process of adding county sponsored youth internship positions here at Job Link. The positions are posted on the county website and we have had some candidates apply.

The youth summer programming is currently operating **and** things are going well. We had our Kick Off event in June, the crews are currently working in areas around the county and doing great work.

ELL Program - John

This program is a collaboration with the Santa Rosa Junior College and the Trades Introduction Program where clients learn English and **take** construction courses concurrently. So far, we have not had a lot of recruiting students for the program, but even with the low numbers it has been a step in us getting creative in our service design. For example, as part of the program staff can assist students eligible for WIOA to get supplies such as tools, boots, and/or uniforms. We now have a connection with True Value Hardware that allows us to **send** a student into the store with a Job Link voucher and the store will provide them with tools and bill us directly and so that students do not have to come up with the funds and then be reimbursed.

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Justice Involved - John

Staff was able to provide a lot of assistance through the Prison 2 Employment grant beyond what we can normally do. Items included work boots, tools, car repairs, transportation assistance, housing assistance. We have applied for this grant again, with the help of Nina from the EDB and hope to receive additional funding in this next round.

V. Review of Industry Criteria for Training Funds

Katie shared the history of criteria changes from 2019 that included restricting funds to specific industries and then amendments to those restrictions.

- *May 2019* Prioritized Health Care, Hospitality and Construction based on specific criteria.
- *May 2020* Added criteria related to COVID such as layoff aversion and public health.
- *March 2021* Temporarily suspended priority industry criteria through July 2022 and requested regular reporting to the WIB on clients served and expenditures.

Reviewed pre-COVID and current traffic levels at Job Link and the trends staff are seeing in job placements, job postings, skills that employers are requesting, and what occupations gaps staff projects.

Noted the Executive Committee's recommendation continue the current usage of training funds without restriction to specific industries or COVID related criteria.

Discussion included the following items.

- Preferred dates to review when/if criteria needs to be reinstated.
- Information from the dashboard and other staff reports will be continue to be reviewed at meetings to stay current on available funding and client needs.
- Review of the criteria for good jobs.
- Discussed adding diversity goals or language to future criteria.
- Allow staff to set aside some of the training funds for strategic use for in demand industries. Ideas for this were industry cohorts, earn and learn opportunities, or opportunities to build apprenticeships.

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- Look at ways that the WIB can become a more visible leader using possible new criteria such as equity oriented, environmentally sustainable, and other criteria.
- Confirmed we are not moving away from reviewing data and trends on a regular basis. Less criteria would allow more flexibility in client support. The 2019 decision to add criteria to use of these training funds was in response to the fact we did not have enough funds to support the number of clients requesting assistance. That is not the case at this time.

Motion to remove all restrictions on the training funds until further notice, allowing for staff to set aside a minority amount of the funding for strategic use as they deem appropriate. When staff or the board come to a consensus that adding criteria would be helpful, the item will be brought back to the WIB for review. Judy Coffey /s/ Ethan Brown. (Stephen Jackson, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herron, Kristina Holloway, Judy James, John McEntagart, Ken Sprague, Thomas Stuebner, Ananda Sweet, Pedro Toledo, and David Wayte). There were no “nay” votes and no abstentions. The motion carried.

VI. Apprenticeship Committee Report

Maleese Warner of Santa Rosa Junior College reported on the work of the Sonoma County Child Care Apprenticeship Committee.

- The committee was recently notified they have received the CI grant funding for the apprenticeship. The amount of \$480K will be distributed over four years as the program is implemented.
- The committee is meeting monthly to finalize the draft of the official registered apprenticeship program.
- The program will launch in 2023 and possibly as early as January.
- Everything is moving ahead smoothly and we are very excited to get this program started.

VII. Childcare Ballot Measure

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Ananda shared that she is the President of the *Our Kids, Our Future* initiative which was recently endorsed by the Santa Rosa Metro Chamber. She shared information about their objectives including the following.

- Make childcare preschool affordable for more working parents.
- Increase supply of childcare preschool providers in Sonoma County as it is now is extremely scarce, particularly for infants and toddlers.
- Child care providers and early educators deserve to earn a better wage.

Reasons to support this measure include the following.

- Since of the pandemic there have been increased rates of child abuse, domestic violence and other traumas.
- 90% of brain development happens by age five so early traumas such as abuse, homelessness, and other situations can have lifelong impacts.
- Only 51% of children in Sonoma County are ready to succeed when they start kindergarten.
- Support for early childhood education programs like First Five has been funded by tobacco taxes. As fewer people are smoking their tax revenue has decrease. Want to have a funding source that includes some public dedicated local funding.
- *Our Kids Our Future* will allow parents, caregivers, and the community a way to come together for policy change and focus around the idea that all children deserve access to the early support and the early learning opportunities they need to be successful in life. investing in children early is critical to our future success.

The next step is placing a ballot measure for the November elections to fund access to quality healthcare services and academic support for children. Her team gathered and submitted local signatures to request this be added to the ballot as a voter led citizens' initiative.

- The measure asks for a quarter cent sales tax projected to bring in about \$22M annually.
- Revenue would be used to implement multiple strategies.
 - Expand access to childcare.

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- Promoting health and wellness of children of birth to five years old, particularly emphasizing those impacted by homelessness and other trauma
- Expand the early educator workforce.
- Ensure new parents have access to mental health, screening and that young children and their parents are connected to therapeutics, if needed.
- Once the initiative is passed a local oversight Advisory Council made up of parents, experts in children's health and development, and early learning professionals would be appointed by the Board of Supervisors. Funds will be administered by First Five Sonoma County Commission. They are an independent public entity and have administered state tobacco tax revenue funding locally to support early childhood health and education since 1998.
- Polls of registered voters show support for the initiatives if it is on the November ballot. It has also been endorsed by multiple elected officials.
- Please feel free to review the website for additional information.
<https://www.ourkidssonoma.org/>.

Several members voiced their appreciation of this initiative. It was noted it ties in well with the new childcare / early education apprenticeship program the WIB is working on with Santa Rosa Junior College.

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

Stephen reminded the group that the ad hoc WIB DEIB Training Planning group was tasked with identifying training goals and recommending a trainer for WIB member DEIB training with those goals in mind. Two trainers were interviewed and Be The Change was recommended.

Reasons they were chosen included:

- Wide variety of training options and packages available.
- They had quite a bit of experience working with workforce investment boards.

The group recommends three key sessions.

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- *Diversity, Equity, Inclusion, and Belonging.* This will give everyone the same basic level of basic understanding of these issues in our culture and how they impact our lives.
- *Understanding Bias and Micro Aggressions in Workforce Development.* This will highlight public issues in our county.
- *Becoming an Anti-Racist Board.*

Each class is a two-and-a-half-hour virtual session. We hope to schedule the first training during the WIB meeting time in September, then follow with the others in October and November. WIB meeting timeframes will be adjusted to accommodate the required training time. David Wayte shared ideally, we would look to have some of the sessions in person if that became an option.

Q. Will this be available via recording for those who are unable to attend? Very important to have additional options for those who have a schedule conflict so they get the entire training.

A. Yes. Be The Change encouraged us to have a recording for that purpose, as well as to share with new members as they join the WIB. They also have publicly offered classes that members can look at attending for additional training.

Motion to choose Be The Change as the WIB DEIB trainer with three training sessions.

Ethan Brown /s/ Brandy Evans. (Stephen Jackson, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herron, Kristina Holloway, Judy James, John McEntagart, Ken Sprague, Thomas Stuebner, Ananda Sweet, Pedro Toledo, and David Wayte). There were no “nay” votes and no abstentions. The motion carried.

Staff will work on dates to schedule the DEIB training. Thank you to the ad hoc WIB DEIB Training Planning group of Stephen, Michelle, Erin, David, and Tracy. Special thanks to staff for organizing the meetings and gathering information.

IX. Adjourn 5:05 pm

Next meeting: **September 14, 2022 via Zoom**

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