

Jamil Dada
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Lea Petersen
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Executive Committee January 18, 2012

Vice Chair Lea Petersen called the meeting to order at 11:45 a.m.

Members in Attendance

Lea Petersen	Kenneth Clark	Robert Frost	Morris Myers	Shelagh Camak	
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Members Absent

Jamil Dada	Lee Haven	Rosa Penaloza			
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Staff

Felicia Flournoy	Mark Christiansen	Pat Ramos	La Tonya Johnson	Rilla Jacobs	
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Administrative Item: 1.1 Approve the October 19, 2011, Notes

Motion: To approve the notes from the October 19, 2011, Workforce Investment Board (WIB) Executive Committee meeting with the addition of Riverside Unified School District in Item 1.5.

Moved by	Shelagh Camak	Second by	Morris Myers	Abstained	Kenneth Clark
Status	Approved				
Discussion	Shelagh Camak requested the Riverside Unified School District be added to Item 1.5 because they are also a part of the Grant.				
Actions	Approved with the addition of Riverside Unified School District to Item 1.5.				

Administrative Item: 1.2 Southwest Regional Committee Healthcare Fair Public Outreach Support

Motion: To approve the Southwest Regional Committee request for \$1,000 in Public Outreach Funding to support the upcoming Healthcare Fair Event.

Moved by	Shelagh Camak	Second by	Robert Frost		
Status	Approved				
Discussion	Morris Myers gave an overview of the success of last year's 2011 event. A request for public outreach funding in the amount of \$1,000 to support this year's event is being presented to the board. This year Murrieta's Healthcare Fair is in conjunction with the cities of Temecula and Lake Elsinore's Job Fair events on March 6, 2011. We are expecting around 1,500 people to attend. We will have a full array of politicians attending along with Supervisor Jeff Stone. We also are expecting the three cities to send councilmembers, representatives from higher education and our keynote speaker will be Dr. Richard Olds, Dean of the UCR Medical School.				
Actions	Forward to Board of Supervisors				

Administrative Item: 1.3 2012 Public Outreach Funding Request

Motion: To approve the annual Public Outreach Funding requests for 2012.

Moved by	Morris Myers	Second by	Shelagh Camak		
Status	Approved				
Discussion	La Tonya Johnson: staff is requesting the Executive Committee approve the following Public Outreach funding requests: \$1,000 RCOE State of Education \$1,000 Riverside College and Career Fair \$1,000 Business Education Summit				

	<p>\$1,000 Science Technology Engineering Program \$ 250 Press Enterprise Newspaper in Education Program Historically, the WIB has supported these events and they continues to build partnerships that will be beneficial to our customers.</p>
Actions	Forward to Board of Supervisors

Administrative Item: 1.4 Workforce Investment Board Member Nominations

Motion: To approve the appointments of Patricia Pimentel, Debra Martin and Estelle Lewis to the WIB.			
Moved by	Morris Myers	Second by	Shelagh Camak
Status	Approved		

Administrative Item: 1.5 Council for Youth Development Member Nominations

Motion: To approve the appointments of Lynn Garcia and Josiah Bruny to the Council for Youth Development.			
Moved by	Kenneth Clark	Second by	Morris Myers
Status	Approved		

Administrative Item: 1.6 Member Initiatives

Motion: That the WIB draft a Letter of Opposition regarding the proposed closing of the Inland Empire postal distribution center for submittal to the Board of Supervisors.

Moved by	Lea Petersen	Second by	Shelagh Camak
Status	Approved		

Discussion	<p>Robert Frost – The applicants in our Residential Green Technology will have five new students. I was appointed Chair of the Statewide Joint Apprenticeship Council for the IBEW dealing with the California Apprenticeship Council.</p> <p>Lea Petersen – a notice was sent out to our members regarding the closure of the U.S. Postal distribution center in Redlands, which services the Inland Empire. 750 jobs will be lost if this happens and service for our area will be handled through Orange County. Steps are being taken by the legislatures and chambers to oppose this move. Along with the loss of employment this move will have other adverse effects on the region:</p> <ul style="list-style-type: none"> • Our mail will have to go through Orange County first. • Traffic and air pollution will increase. • More trucks on the road • The ripple effect on our economy from the loss of jobs. <p>Lea asked if the WIB would compose a letter highlighting our areas growth and the effects this move will have on our area. We want to show our support and concern. We need to get our voices heard. We have over 4 million people in our area and are growing. Shelagh suggested having joint effort with San Bernardino. Felicia agreed and will speak with Sandy Harmsen. Lea was asked to provide materials to help write the draft and she agreed to send what she had to Felicia. Members also suggested that Assemblyman Jerry Lewis be aware and involved in this issue. The closure does not have a definite date and the suggestion was made to have this as an item for the NAWB Hill Visits.</p> <p>Morris Myers – the Riverside EDA has become a member of Morris’s Southwest Economic Development Corporation (EDC). Rob Moran will be the County’s representative on the board, which means Pat Ramos can be a part of the EDC meetings.</p>
Actions	Draft Letter of Concern and Opposition for submittal to the Post Office General. Contact Assemblyman Jerry Lewis.

Discussion Item: WIB Advocacy Policy Framework

Discussion	
Presented by	<p>Felicia Flournoy – Went over the final draft went board members to ensure that all items of concern and recommendations were captured in the document so that it can move forward to the Full Board for adoption. Members asked what the next step would be after the document was adopted at the February 15, WIB meeting. Felicia responded that it is being recommended that an Adhoc group responsible for legislative and policy be formed and they will meet to discuss and target items that will fall within the WIB advocacy parameters. We want to address WIA and we want to move beyond to other items that affect us and our partners. We want to become more proactive. Discussion was held on how the Adhoc group will be made up and when they would meet. Members wanted to make sure the group stays engaged and things get done.</p>
Actions	Felicia will meet with Lori Strumpf to finalize next steps and bring to March Executive meeting for approval.

Discussion Item: WIB Committee Structure

Discussion

Presented by	Felicia Flournoy – last year there was a review of the regional committees to see if they were effective and if members were happy with the results. The West, East, and Southwest members reported that they were happy with the way their committees were working and wanted to continue with regional committees. There was a discussion on eliminating duplications of efforts in the committees and staff will address this. The Mid-County committee, whose area was Banning/Beaumont and Hemet/San Jacinto, was placed on hold for reassessment and reconfiguration. What we discovered was Banning/Beaumont and Hemet/San Jacinto do not see themselves as one entity. They are very different and they have reservations on working together. We held several meetings to assess how the Pass Area felt about establishing a committee. A strategic planning session was held and there was a good turnout and positive response from the attendees. We then placed the onus back on the group to see if they could work together collectively to work on issues. The group wanted to create a steering committee and appointed one of the members to organize the next meeting. To date the meeting has not happened.
Actions	Felicia will consult with Jamil to determine the next steps to take.

Information Item: Organization Critical Measures

Discussion

Felicia Flournoy	<p>Reminded members that they will receive an updated fiscal report at the April 18, WIB meeting. The fiscal report will be given out on a quarterly basis, along with program reports. Felicia explained that as a Continuous Quality Improvement (CQI) Organization we have a three prong approach to what we consider a high performance organization to be.</p> <ol style="list-style-type: none">1. Our performance measures; that we must meet legislatively. These are our WIA outcomes.2. Critical Measures; what we look at to measure if we are headed in the correct direction.3. Strategic Outcome Measures; which are established by the Workforce Investment Board. <p>We are continuously learning and re-evaluating our processes and how they work. Our Critical Measure scorecard goes beyond the measures WIA asks that we meet. We want to ensure our customers' satisfaction either increases or is sustained. Our goal is 100 percent customer satisfaction. We are an integrated site with the Employment Development Department (EDD) and we want to ensure that Unemployment Insurance (UI) customers are also being co-enrolled into our services.</p> <p>We also want to ensure that the number of training related job placements in our targeted industries increases. Right now the state does not track whether individuals who have completed our training programs received a training related job. We think this is very important and we want to internally and locally track this number. We consider this a critical measure. We want to ensure that not only are we training people in the right industries that are in demand but what happens when people complete the training.</p> <p>WIA does not track business services nor does it measure it. We want increase and monitor our business clientele to ensure they are receiving customer satisfaction. We want to make sure we are sending the right candidate with the correct qualification to businesses who seek our services to help cut their recruitment costs. This is a measurement we want to track. Then percentage of funds dedicated to services businesses increases. Because while legislation states we need to be servicing business, there is not a lot of emphasis on it. Business is one of our primary customers and we want to ensure that we are putting resources towards them. This will increase the strength of Riverside's small businesses.</p> <p>Standards and Measures will be reviewed at next Executive meeting.</p>
Actions	Felicia will have additional information at the next WIB Executive meeting.

Reports

Vice Chairman's Report

Lea Petersen	<p>The National Association of Workforce Boards (NAWB) Annual Conference is coming up in March. I would like to notify our local elected leaders and our local business community representatives i.e., the Chambers, to let them know we are going. We recently attended a chamber gathering and told them about NAWB and what our platform will be and our talking points. Before we leave for NAWB we can notify the different legislative committees, chambers and elected officials to let them know that the Riverside WIB that represents them and this region will be going to Washington D.C. to talk about education, training, and opportunities to get people back to work. This will create public awareness and getting people excited about the WIB.</p> <p>Felicia gave a rough sketch of what type of information will be taken to Washington D.C.</p>
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	<p>Our Position Paper will be The Advocacy Framework We will have information and facts sheets for each of the Supervisors' Districts We will have an Annual Report done on a Power Point Presentation We will have flash drives prepared. We will have one page handouts. We will meet as a group</p> <p>The following people will be attending NAWB:</p> <p>Rob Field Lea Petersen Shelagh Camak Jamil Dada Robert Frost Felicia Flournoy Charles Martin</p> <p>Felicia will speak Sandy Harmsen, San Bernardino Workforce to partner with them as a California delegation for the trip.</p>
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Director's Report	
Felicia Flournoy	<p>For the upcoming fiscal year 2012/13 a continuing resolution was passed and we did not receive a cut funding so we are level. Now the funding to go through the State formula for distribution to the counties. The RCOE education summit will be hosted in Palm Springs and Riverside. There are several bills being introduced for WIA reauthorization. Some of the language content continues to have Local WIBs, private sector mandatory and the One- Stop System. This is a positive thing because with consolidations of funding some of the money could be distributed towards workforce.</p> <p>The federal government released the Request for Proposal for Workforce Innovation Grants put out by the Department of Labor and we are having discussions to see if the grant should be done statewide or locally. We are looking to present a grant proposal for Southern California. We want to address young adults in transition and look at how we can design something around servicing them. This is population that is desperately in need but is underserved and has not been addressed. We will read through the application and I will talk with my counterparts in San Bernardino, San Diego, Long Beach and LA City and ask them to join us. This will be a joint project with the colleges involved. We are looking at an age group from 18 – 24 or older. This group needs an approach that fits somewhere between youth and mature adults. Shelagh suggested using some of the rational arguments that were used to help achieve the Gates Grant. Shelagh will send information to board.</p>

Adjourned 1:05 p.m.