

Morris Myers
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Imran Angelov Farooq
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Workforce Investment Board February 19, 2014

Chairman Morris Myers called the meeting to order at 11:30 a.m.

Members in Attendance

Diane Stuart	Angela Janus	Barbara Howison	Cheri Greenlee
Chuck McDaniel	Claudia Lopez	Deanna Lorson	Debby Martin
Diana Strand	Greg Doonan	Imran Angelov Farooq	Jamil Dada
Jim King	Juan De Lara	Julie Adams	Ken Orr
Kenneth Clark	Layne Arthur	Lisa Brandl	Michele Haddock
Morris Myers	Rick Glasmann	Robert Frost	Sharon Duffy
Shelagh Camak	Sonia Nunez	Suzanne Lingold	Tina Sewell
Vincent McCoy	Lupe Del Gado	Diane Stuart	

Members Absent

Barry Keyes	Brooks Lockhart	Cindy Roth	Darryl Rawlings
Duane Friel	Ed Garcia	Francisca Hernandez	Guy Reams
Iddo Benzeevi	Kenny Calvin	Laurie Stalnaker	Lea Petersen
Louis Davis	Louise Oppenheim	Maria Juarez	Michael Pazzani
Paul Marchand	Peter Hubbard	Ron Vito	Scott Mann
Stan Stosel	Susan von Zabern	Susan Senior (sent rep)	Charles Martin

Guests

Rosa Penalosa	Julie Pehkonen	Joyce Johnson	Cherise Wickham
Guy Romero	Tossaint Wade	Mary Jo Ramirez	Dawn Wasley
Jewel Cole			

Staff

Felicia Flournoy	Mark Christiansen	Greg Folsom	Maria Muldrow
Edna Vallecillo-Garcia	Tiki Copeland	Pat Ramos	Rilla Jacobs
Vera Morrow	Zaskia Ruiz Jones	Queenie Galvez	Leonard Pimentel
Thi Pham	Loren Sims	Wendy Frederick	David Cline
Juan Shepard			

Administrative Item: 1.1 Approve December 15, 2013, Meeting Notes

Motion: That the Workforce Investment Board (WIB) approve the December 15, 2013, meeting notes.

Moved by Jim King Second by Bob Frost

Status Approved

Information Item: 2.1 California's Slingshot/Employment Zones Update

Presented by Felicia Flournoy

Discussion The California Workforce Investment Board and the Governor's Office of Economic Development (GOBIZ) and the Chancellor's Office over Economic Development Initiatives came together to discuss what they could do collaboratively at the state level to roll down to the local level and would have a significant impact on a region. They created the Employment Zone Initiative (Slingshot) and presented it to San Bernardino and Riverside County because the two regions have a history of working together on projects. They asked if the two counties would agree to be the pilot region for the Initiative to test it out before it is released statewide. They want regions to work with economic and workforce development, education, and the community at large to identify a workforce issue in the region that if addressed properly will have the greatest impact towards correcting the

issue. The purpose of the collaboration is to tackle the issue collectively by evolving resources in the participating counties. The end result is to have a true impact on correcting the identified issue.

We collected data on issues in our regions and found that youth 18 to 25 are having a very difficult time transitioning into higher education and workforce. This population's unemployment rate is in the double digits and they are experiencing difficulties getting hired even though they have secondary education or a four year college degree. We found that this is having a huge impact on our current and future economy, our workforce and on the youths' lives. We chose this group and their issues as our project.

Kish Rajan, Tim Rainey, and Von Ton Quinlivan held a conference call to discuss what their plans are for the State Initiative. Our issue and ideas were presented to them at this time and they were receptive to the concept. We addressed their questions and concerns regarding having private sector involvement. They presented our project to Governor Brown and Mike Rossi, and they are pleased with the ideas and want to present it as soon as possible. We will hold discussions to finalize everything collectively.

The Implementation Plan involves presenting a Pre-proposal addressing the following key points

- The right geography
- The right economic base
- Commitment from key partners in the region
 - Education
 - Workforce
 - Economic development
 - Community development
- Issue identified
- Plan for research, design, and development

After we submit the pre-proposal and if it is accepted by the state, they will award us \$20,000 which we need to match with \$20,000 (\$10,000/each from Riverside and San Bernardino County WIBs). That will provide a total of \$40,000 to bring groups together to do the research on initiative we want to impact and creating a design which will bring about system change within our area, and identifying the right strategies for implementation of the plan. When this phase is complete we will submit it to the state, if they accept this portion of the plan additional funding will be available to us to continue. Felicia answered questions from the board members.

Discussion Item: 3.1 California's Education Transformation – Preparing a skilled Workforce

Discussion	<p>Panelists</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">Julie Pehkonen,</td> <td>Chair, Inland Empire/Desert Regional Consortium Director</td> </tr> <tr> <td>Jewel Cole,</td> <td>CTE Coordinator/Principal, Riverside County Office of Education</td> </tr> <tr> <td>Cherise Wickham,</td> <td>Grant Development Manager, Riverside County Office of Education</td> </tr> <tr> <td>Guy Romero</td> <td>Assistant Superintendent, Murrieta Unified School District</td> </tr> </table> <p>Julie's discussion was Doing What Matters for Jobs and the Economy creating a framework for California's community colleges to teach the workforce in-demand skills that employers are looking for. Creating relevant career pathways and getting Californians into open jobs. Eliminating Silos by coordination and collaboration of regions targeted incentive investments and rethinking funding opportunities. They have identified priority and emerging industry sectors:</p> <ul style="list-style-type: none"> • Advanced Manufacturing • Advanced Transportation and Renewable Energy • Global Trade and Logistics • Healthcare • Information and Communications Technology and Digital Media • Small Business <p>Jewel's discussion was on Career Technical Education the Riverside County Regional Occupation Programs for high school students' 9th – 12th grade. She passed out a flyer and explained the data it provided for 2012/2013. National and State testing centers provide certifications of skills learned for qualifying students. Students work in an occupation field for a minimum of 60 hours and the programs prepare students for life outside of the classroom with career and college readiness.</p> <p>Cherise's discussion was on California Career Pathway Trust and Assembly Bill 86, a one-time grant opportunity</p>	Julie Pehkonen,	Chair, Inland Empire/Desert Regional Consortium Director	Jewel Cole,	CTE Coordinator/Principal, Riverside County Office of Education	Cherise Wickham,	Grant Development Manager, Riverside County Office of Education	Guy Romero	Assistant Superintendent, Murrieta Unified School District
Julie Pehkonen,	Chair, Inland Empire/Desert Regional Consortium Director								
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	<p>for four years. The grant has three funding levels which create a tier approach. The grant requires more regional collaborations and focus on leveraging existing structures and resources. Our group is concentrating on the regional level which provides \$15 million over four years. Ten districts have been identified and will work with RCOE to prepare the grant proposal.</p> <p>Guy's discussion was on Career Technical Education in the Murrieta Valley Unified School District. He explained the changes education has gone through over the years and the shifts in jobs due to changes in technology. Career Technical Education is going in a new direction and is creating a framework on what to teach according to emerging career clusters. He explained that the K-12 system is evolving and will not look, or function the same in every districts.</p>
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Reports :

Regional Reports	
West	Tabled
East	Tabled
Southwest	Tabled

Federal and State Updates	
Jamil Dada Imran Farooq	<p>Jamil - The President announced that One-Stop Centers will now be known as American Job Centers. The Department of Labor announced the release of a \$150M Ready to Work Partnership grant competition to help those facing long-term unemployment return to work. Approximately 20 to 30 grants ranging from \$3 million to \$10 million will be awarded to programs focused on employer engagement, individualized counseling, job placement assistance, and work-based training that facilitate hiring for jobs where employers currently use foreign workers on H-1B visas.</p> <p>WIA Reauthorization got a boost and our NAWB Hill Visits will urge the House and the Senate to move the bill forward.</p> <p>The Inland Empire is seen as a snapshot of all of California and is the 26th largest economy in the country. Because of this we have been chosen to pilot the first Slingshot Initiative and once our proposal is ready Governor Brown will come to our area to roll out the Employment Zone.</p> <p>Imran - The Economic Development Administration will designate up to 12 communities as manufacturing communities through the Investing in Manufacturing Communities Partnership (IMCP). To be designated means that the community will receive preference for a range of future Federal economic development funding and technical assistance offered by IMCP participating agencies. Over \$1 billion in resources have been identified so far. We will be submitting a proposal.</p>

Chairman's Report	
Morris Myers	The WIB Strategic Planning Retreat will be held April 16, 2014, at the Crestmore Carriage House, 4600 Crestmore Drive, Riverside

Director's Report	
	Tabled

Adjourned 1:32 p.m.