

Morris Myers
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Heidi Marshall
WIB Executive Director

Imran Angelov Farooq
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

Executive Committee August 13, 2014

Chairman Morris Myers called the meeting to order at 10:08 a.m.

Members in Attendance

Robert Frost	Francisca Hernandez	Jamil Dada	Joyce Johnson	Juan De Lara	Laurie Stalnaker
Lupe Del Gado	Imran Angelov Farooq	Morris Myers	Mary Jo Ramirez	Sonia Nunez	Tina Sewell
Joyce Johnson					

Members Absent

Rick Glasmann					
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Staff

Heidi Marshall	Mark Christiansen	Loren Sims	Maria Muldrow	Rilla Jacobs	Thi Pham
Greg Folsom	Tiki Copeland				

Administrative Item: 1.1 June 11, 2014, Meeting Notes

Motion: that the WIB Executive Committee approve the June 11, 2014, meeting notes.

Moved by	Imran Angelov Farooq	Second by	Bob Frost
Status	Approved		
Discussion	Chairman Morris Myers asked that Discussion 2.2 be added to the agenda to discuss the WIB's Letters of Support and associates who request them.		
Actions	Add Discussion 2.2 to agenda.		

Administrative Item: 1.2 Public Outreach Effort Recommendation

Motion: that the WIB Executive Committee approve the Public Outreach amount of \$1,000 to support the 4th Annual Veterans' Small Business Summit.

Moved by	Bob Frost	Second by	Juan De Lara
Status	Approved		

Administrative Item: 1.3 Comprehensive Economic Development Strategy Addition

Motion: That the WIB Executive Committee approve the addition of the Riverside County Regional Medical Center Imaging Center Project to the Comprehensive Economic Development Strategy.

Moved by	Juan De Lara	Second by	Imran Angelov Farooq
Status	Approved		

Administrative Item: 1.4 Approve Monster Sole Source Contract

Motion: That the WIB Executive Committee authorize the Sole Source License renewal and purchase of two (2) Monster Evolutions Public Sector and Education (PSE) web portals for WIA Youth and WIA Adult/Dislocated Worker participants, in the amount of \$297,505, for a period of three (3) years.

Moved by	Jamil Dada	Second by	Juan De Lara
Status	Approved		
Discussion	The Riverside County Economic Development Agency/Workforce Development Division (EDA/WDD) continues to serve a significant number of adult and youth job seekers by using a variety of electronic media to find employment. In PY 2013/14 approximately 215 WIA Adult/Dislocated Worker job seekers and 1,385 WIA Youth were actively utilizing the portals. In 2014/15, it is anticipated that an additional 1,000 WIA Adult/Dislocated Worker job seekers and 2,000 WIA Youth will utilize the portals. Monster Adult Portal (www.RivCoNetwork.com)		

The Monster PSE will continue to deliver a branded, regional online career community to connect impacted job seekers with the most relevant news, labor market intelligence, career insights and events, and the nation's largest job database. The Monster PSE is highly flexible and is a customized gated community that is password protected and available to job seekers 24/7 accessible through www.rivcoworkforce.com.

Tools available include:

- Job search and job application functionality
- Proactive customizable resume search agents
- Application Management System
- Online discussion boards
- Career related content relevant to Riverside County
- Relevant career news
- Relevant local career event news
- Educational opportunities
- Ability to post exclusive jobs

The following enhancements are included:

- Design/branding, images, tagline, URL, and targeted user experience
- Front end ability to update and add content to the Content Management System
- Blogging
- Discussion threads
- Chat
- Calendar
- Video upload
- Email blast ability
- File uploads (images, docs, pdfs, ppts, etc)
- Mobile version of the site
- Mobile App
- Success Stories and Success Story Scroller
- Featured (Premier) Events
- Custom profile questions (and/or "Elevator Pitch")
- Sign on/create an account with Facebooks or Twitter ID
- Google analytics integration
- RSS feeds (jobs from Monster and/or other feeds)
- "Like" articles and content, share them on social networks
- Addition of Woofound Compass assessment tool with integrations to jobs, careers, and available degrees (from list of Riverside Community Colleges).
- Full support with upgrade from Ning 2.0 platform to Ning 3.0 platform in 2015.

Monster Youth Portal (www.myIEcareer.com)

The Monster Evolutions Portal will deliver a branded, regional online career community to connect impacted job seekers with the most relevant news, local market intelligence, insights and events, and the nation's largest job database. The Portal will remain a password protected online community available 24/7 and accessible via internet for regional citizens.

The site will continue to provide:

- Job search and job application functionality
- Proactive customizable resume search agents
- Application Management System
- Online discussion boards
- Career related content relevant to Riverside County
- Relevant career news
- Relevant local career event news
- Educational Opportunities
- Ability to post exclusive jobs

Monster Evolutions will redesign the www.myIEcareer.com portals' look and feel and user experience with a new Platform upgrade,

including the following:

- Design/branding update, images, tagline, url, and a more targeted user experience
- Front end ability to update and add content to the Content Management System
- Easy video uploads (Social channel integration with Vimeo and YouTube)
- Blogging
- Social Sign-on
- Discussion threads
- Chat
- Custom navigation
- Improved events calendar
- Mobile App
- Success Stories and Success Story Scroller
- Featured (Premier) Events
- Custom profile questions (and/or "Elevator Pitch")
- Sign on/create an account with Facebook or Twitter ID
- Google analytics integration
- RSS feeds (jobs from Monster and/or other feeds)
- Ability to like/dislike comments, add friends, comment on a profile and give status updates
- "Like" articles and content, share them on social

- Video upload networks
- Email blast ability
- File uploads (images, docs, pdfs, ppts etc)
- Mobile version of the site
- Addition of WooFound Compass

Cost Per Year Breakdown

Portal	Base Year	Option Year 2	Option Year 3	Total
RivCoNetwork.com	\$35,621	\$34,232	\$33,596	\$98,278
myIEcareer.com	\$69,379	\$82,091	\$81,594	\$238,235
Total	\$105,000	\$116,323	\$115,190	\$336,513

Discounted Price (Combined)

Portal	Base Year	Option Year 2	Option Year 3	Total
RivCoNetwork.com	\$35,621	\$28,409	\$28,410	\$92,440
myIEcareer.com	\$69,379	\$68,091	\$67,595	\$205,065
Total	\$105,000	\$96,500	\$96,005	\$297,505

Term

The term of this Agreement would be effective September 1, 2014, through August 31, 2017. Year 2 and 3 are optional years for either portal.

Members held discussions regarding the cost of Monster vs. sites that are free on the Internet. The final decision was to monitor the websites with the new upgrades for one year and then review its performance and decide if the WIB will continue with the next two years of the contract.

Actions Create way to monitor the usage of the two websites.

Administrative Item: 1.5 Member Initiatives

Bob Frost Informed members that there is an opportunity to bring a new four star hotel into the Coachella Valley. It will be run by the union and three cities are interested in the project. Bob asked the WIB to support the effort because it will be an opportunity to put more veterans to work on the project

Discussion Item: 2.1 Workforce Investment Board Strategic Plan Retreat Results

Discussion

Mark Christiansen On April 16, 2014, the Riverside County Workforce Investment Board (WIB) held the annual Strategic Planning Retreat, facilitated by John D. Baker. The purpose of the retreat was to review the accomplishments of the 2011-2014 Strategic Plan, discuss the current state of the workforce and economy, select and affirm key strategies for the 2014/2015 program year and to gather input on the Slingshot Initiative.

Due to the desire of the WIB to continue with the same goals of the 2011-2014 Strategic Plan coupled with the need to align the Plan with the 2013-2017 Riverside County Workforce Development Plan approved by the California Workforce Investment Board, a decision was made to focus efforts on strengthening the priority strategies for each of the goals.

participants were asked to identify the strategies “that will take us further and faster into the preferred future”. For each goal, the following three strategies were selected as priorities for the coming year:

Goal 1 - Advocacy

Educate political leaders at all levels about the importance of workforce development and its positive local impact.

Strategies

- 1.4 Actively and strategically engage in the political process and with the media and community to promote good policy development.
- 1.6 Leverage related workforce issues and organizations (i.e., identify the policy nexus between social services, economic development and educational issues) to promote joint advocacy.
- 1.1 Develop a policy agenda with a simple message.

Goal 2 – Workforce Preparation

Prepare the workforce for current and future economic needs.

Strategies

- 2.3 Align training with local economic development forecasts.
- 2.7 Deliver consistently high quality services that result in job placements.
- 2.2 Align K-16 curricula with industry standards.

Tied

	<ul style="list-style-type: none"> • 2.4 Implement career pathways for middle skill jobs. <p>Goal 3 – Alignment and Image Enhancement In support of Goals 1 and 2, align the WIB’s service delivery system to meet industry needs and to enhance the WIB’s image and visibility.</p> <p>Strategies</p> <ul style="list-style-type: none"> • 3.2 Strengthen employer engagement. • 3.6 Create a strategic marketing and communications plan. • 3.3 Grow market share of employers using the WIB.
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Discussion Item: 2.2 Workforce Investment Board Letters of Support	
Discussion	
	Morris Myers requested that an audit of all letters of support that the WIB provides to its associates. Heidi instructed staff to compile a list of associated organizations and the types of support they may request from the WIB. This is to ensure the WIB is accurately providing the proper support to the associated group. Bob Frost asked the WIB to provide a support letter for International Brotherhood of Electric Workers (IBEW), asking that the tax credit be extended to businesses that start their construction projects by 2014.
Actions	Staff create an inventory list of WIB associates and support they require. Create support letter for IBEW.

Reports :	
Regional Committee Reports	
West	TABLED to report out at WIB Full Board Meeting
East	TABLED to report out at WIB Full Board Meeting
Mid-County	TABLED to report out at WIB Full Board Meeting
Southwest	TABLED to report out at WIB Full Board Meeting
Council for Youth Development Report	
	TABLED to report out at WIB Full Board Meeting
Federal and State Report	
	TABLED to report out at WIB Full Board Meeting
Chairman’s Report	
	TABLED to report out at WIB Full Board Meeting
Director’s Report	
Heidi Marshall	Announced that board member Barry Keyes, Chief Executive Officer of Eco Expo 365 was the first business to hire a veteran in Phase Two the VALOR program. Phase one was to secure permanent housing for a fixed number of veterans and then to assist them in finding employment.

Adjourned 11:05 a.m.