

....Jamil Dada  
WIB Chairman

Rob Field  
Assistant County Executive Officer, EDA

Felicia Flournoy  
WIB Director

Morris Myers  
WIB Vice Chairman



Mark Christiansen  
WIB Deputy Director

Rilla Jacobs  
Secretary

*Infinite Opportunity, Lasting Prosperity*

## Workforce Investment Board September 26, 2013

Chairman Jamil Dada called the meeting to order at 11:50 a.m.

### Members in Attendance

Barbara Howison	Brooks Lockhart	Chuck McDaniel	Claudia Lopez
Darryl Rawlings	Deanna Lorson	Diane Strand	Duane Friel
Francisca Hernandez	Greg Doonan	Guadalupe Del Gado	Guy Reams
Imran Farooq	Jamil Dada	Jim King	Julie Adams
Kenneth Clark	Laurie McLaughlin	Laurie Stalnaker	Layne Arthur
Lisa Brandl	Louis Davis	Maria Juarez	Michele Wilham
Morris Myers	Pat Pimentel	Robert Frost	Ron Vito
Scott Mann	Sharon Duffy	Shelagh Camak	Sonia Nunez
Vincent McCoy			

### Members Absent

Barbara Olivier	Charles Martin	Cheri Greenlee	Debby Martin
Diane Stuart	Ed Garcia	Juan De Lara	Ken Orr
Kenny Calvin	Lea Petersen	Louise Oppenheim	Mark Katan
Paul Marchand	Peter Hubbard	Stan Stosel	Susan Loew
Susan Senior	Suzanne Lingold	Tina Sewell	Iddo Benzeevi
Barry Keyes			

### Guests

Frances Gines	Mary Jo Ramirez	Jonathan Langley	Rosa Penaloza
Thomas Ketcham	Richard Gerhardt		

### Staff

Rob Field	Felicia Flournoy	Mark Christiansen	Maria Muldrow
Loren Sims	Thi Pham	Vera Morrow	Rilla Jacobs
Cindy Davis	CaSandra Perry	David Alvarez	David Cline
Zaskia Ruiz-Jones	Queenie Galvez-Ramiro	Lenny Pimentel	

### Administrative Item: 1.1 Approve February 20, 2013, Workforce Investment Board Notes (WIB)

**Motion:** That the WIB Executive Committee approve the February 20, 2013 notes.

Moved by	Morris Myers	Second by	Scott Mann	Abstain	Laurie Stalnaker
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Status	Approved
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Discussion	Members requested that notes from the August 15, 2013, No Quorum meeting be prepared.
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Actions	Prepare and notes and make them part of the December meeting.
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### Administrative Item: 1.2 Approve 2014 Workforce Meeting Calendar

**Motion:** That the WIB approves the proposed 2014 meeting schedule.

Moved by	Morris Myers	Second by	Jim King
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Status	Approved
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Discussion	One meeting date scheduled on a federal holiday. Move date to November 10, 2014.
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Actions	Make date change to meeting calendar.
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<b>Administrative Item: 1.3 Approve Final Year Strategic Plan Focus</b>			
<b>Motion: That the WIB approves the strategic priorities for the final year of the WIB's three year strategic plan.</b>			
Moved by	Sharon Duffy	Second by	Shelagh Camak
Status	Approved		
Felicia Flournoy	<p>Felicia gave a brief recap of the Strategic Plan Retreat and the results. The Executive Committee reviewed the recommendation results and moved them forward to be presented to the Full Board for final approval. She instructed the members to view their copies of the strategic results in their meeting packet for a full report.</p> <p><b>I. Sector Analysis Results</b> Based on the industry data analysis conducted by the groups at the retreat and discussion at the WIB Executive Committee meeting, the following sector strategies are being recommended:</p> <ul style="list-style-type: none"> <li>• Maintain the industry sector criteria established by the WIB in 2012 – high wage, high growth or high demand.</li> <li>• Evaluate targeted industries on an annual basis unless there is a significant change in the labor market that would necessitate a re-evaluation within a given year.</li> <li>• Continue to focus on healthcare, professional and business services, and logistics as targeted industries.</li> <li>• Combine renewable energy, utilities, infrastructure and construction into one industry cluster due to the strong correlation and overlap of the industries and the skills needed.</li> <li>• Add manufacturing as a targeted Industry.</li> </ul> <p><b>Goal One:</b> Educate political leaders at all levels about the importance of workforce development and its positive local impact.</p> <p><b>Key Strategies:</b></p> <p><b>1.3 Identify and advocate for future workforce development issues.</b></p> <p><b>Goal Two:</b> Prepare the workforce for current and future economic needs.</p> <p><b>Key Strategies:</b></p> <p><b>2.2 Align K-16 curricula with industry standards and with high demand, high growth occupations that result in sustainable wages.</b></p> <p><b>2.4 Implement pathways to develop skills and obtain certifications required for middle skill jobs.</b></p> <p><b>Goal Three:</b> In support of goals one and two, we will align the WIB's service delivery system to meet industry needs and to enhance the WIB's image and visibility.</p> <p><b>Key Strategies:</b></p> <p><b>3.2 Strengthen employer engagement through industry alliances in the targeted industries.</b></p>		
Discussion	<p>Laurie Stalnaker asked if the recommendations were approved today, could they be amended or altered to include labor market information on manufacturing that labor is working on. Felicia responded yes. She also explained that this is the third year and final year of the existing Three Year Plan. Staff has begun planning for next year's Strategic Retreat where we will look at developing our new Plan.</p>		

<b>Administrative Item: 1.4 Member Initiatives</b>	
Discussion	<p>The WIB received a proclamation recognizing Older Workers Week, and all the work we do with the Office of Aging.</p> <p>Robert Frost – the Board of Directors, Riverside County Office of Education Foundation. Money will be reallocated to the general fund of all school districts. An announcement date on when this will happen will be sent out soon.</p> <p>John Langley – Kaplan College has a new program and they would like employer feedback. They will be holding a meeting on September 27, 2013, at the Mission Inn to get feedback on the program. He extended an invitation to our meeting attendees.</p>

**Information Item: 2.1 Program and Financial Reports**

Discussion  
Felicia  
Flournoy

Felicia gave a brief history recap to the new members, explaining the program reports, how data is captured and measured. She explained that the program reports are staff efforts to provide program progress information that the WIB requested during the Strategic Planning Retreats. After reviewing the reports the floor was opened to questions.

Performance Measurement System

- Riverside County Workforce Investment Report
  - One page snapshot of services we provide to our customers on a monthly basis.
- Common Measure Performance Report
  - Mandated measures the state requires we meet.
- Performance Dashboard
  - Report produced on a quarterly basis that staff reviews to make sure we are meeting goals.

One member asked why we were only able to train 90 people in healthcare for the year. It was explained that Healthcare is a very expensive training program. It can range from \$12,000 to \$25,000 and our training resources are limited. We are working with our partners to look at bring the cost down and providing more cost effective training. We currently have people in training who will complete their course and then will be counted in this number. We are also looking at our target number, which we may need to revise down to a more realistic number.

Sharon Duffy asked how people chose their training. Felicia responded it is customer choice, but some outside schools do direct people to enroll in their programs and try to have it funded through our program. This is a new internal document we are using to measure our performance and we will have to make adjustments as the data begins to come in.

Guy Reams wanted to see the correlation between customers trained and customers actually working in the field they trained in. Felicia explained that the State verifies employment of sectors before they report their results to the federal government. The Base Wage File is the most reliable system available right now to get the employment numbers. The file only reports social security number and earnings. To get our numbers, staff has to call individuals to see if they got a job and in what field. If we cannot contact them we have no information, to report. Until the state get its own system to track job placements, this is the best we can do to meet the Boards request to get this information. One member asked if this synopsis was correct; I am a student who received free money from your program to pay for my training, I get a job, and I am not obligated or held responsible to report back that the money given to me successfully helped me get a job. Staff responded correct.

Layne Arthur asked why construction was facing elimination from the industry list. Felicia responded that construction was not eliminated; further discussion afterwards revealed that it encompassed more than just roads and bridges and it was combined with infrastructure. Laurie Stalnaker asked if the 25 percent funding allocated for training was being used effectively to train people in our area for a family sustainable wage and what it is costing us in WIA funds.

Morris Myers suggested, since we have had this discussion several times, that a motion be made to create a Financial Budget Workshop that will be available for all members to attend and give us their feedback to implement into the system.

**Motion: That the WIB approves creating and providing a Financial Budget Workshop to all members.**

Moved by	Morris Myers	Second by	Jim King
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Status	Approved
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Actions	Staff will send out meeting date to members to attend the Financial Budget Workshop
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Discussion  
Financial  
Zaskia  
Ruiz-Jones

The financial report we provide is a work-in-progress that we provide to meet your needs. Fiscal is open to suggestions to improve the report. She went over the financial presentation to provide resources on the key ways explained to members how WIA funds must be used. She talked about the earmarks and requirements that the state requires us to meet. She showed members what information goes into the report, what are our allowable costs, our state directives, local level requirements and our WIB requests. She explained the limitations that are placed on how funding can be spent. She explained how fiscal funding for each program year is monitored quarterly, yearly and at the close of a project. She explained how the sequestration and the government shutdown effect how the current funding dollars are being allocated this year.

## Information Item: 2.2 State and Federal Update

Discussion	Jamil Dada - there has been no movement on the reauthorization of WIA and any action on the Act may be delegated to 2014.
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### Reports

#### Council for Youth Development Report

CYD	Mary Jo Ramirez – the CYD is still in the process of realigning it make sure its goals and strategies are in sync with the WIB. CYD members will begin attending WIB regional committee meetings to be the voice for the youth in regional programs and processes involving youth.
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#### Regional Reports

West	Imran Farooq – Governor Brown approved Riverside for iHUB designation. Imran invited WIB members to the official ceremony on October 8 <sup>th</sup> , at the County Administration Center. AB 250 has been approved and will provide funding for the iHUBs.
East	No Report
Southwest	No Report

#### Chairman's Report

Jamil Dada	The California Workforce Investment Board, (CWIB) wants to create high performance standards for Local WIBs to meet. CWIB is holding discussions on what encompasses a High Performing WIB and wants to meet and have discussions with staff on this subject.
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#### Director's Report

Felicia Flournoy	The Perris Mead Valley Community Center is open and we will have a Youth Opportunity Center that will offer services starting October 1 <sup>st</sup> . We will have a Private Sector Round Table on October 9 <sup>th</sup> and anyone who is interested can attend. The Indio Workforce Development Center won a California State Association of Counties award for the training they are doing for the Green Industry.
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#### Recap of Actions

#### Person Responsible

Staff will send out meeting date to members to attend the Financial Budget Workshop	
Make date change to meeting calendar.	
Prepare no quorum notes and make them part of the December meeting.	

#### ANNOUNCEMENTS

None
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Adjourned: 1:45 p.m.