

Jamil Dada  
Chairman

Robin Zimpfer  
Assistant County Executive Officer, EDA



Kathy Fortner  
WDB Director

La Tonya Johnson  
WDB Liaison

Rilla Jacobs  
Secretary

**Workforce Development Centers of Riverside County  
1325 Spruce Street, 5B – Riverside, CA 92507**

**Executive Committee Meeting  
February 20, 2008**

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on February 20, 2008. Chairman Jamil Dada called the meeting to order at 12:00 p.m.

**Members in Attendance**

Jamil Dada                      Sharon Duffy                      Ricardo Olalde                      Jim King

**Members Absent**

Bob Frost                      Robert Little                      Cindy Roth

**Staff**

Kathy Fortner                      Felicia Flournoy                      Loren Sims                      Melissa Reid  
Jennifer Smith                      Rilla Jacobs

**Guests**

None

**ADMINISTRATIVE ITEM 1.1: APPROVE DECEMBER 5, 2007 MINUTES**

**Motion:**            Approve December 5, 2007 minutes.

Moved by Ric Olalde, seconded by Sharon Duffy

**Status:**            *Approved*

**ADMINISTRATIVE ITEM 1.2: STRUMPF AND ASSOCIATES CONTRACT EXTENSION**

**Motion:**            Approve the contract extension with additional funding not to exceed \$21,600 for Strumpf and Associates, to provide Strategic Planning/Continuous Quality Improvement Consultant services

**Discussion:**      Loren Sims informed WDB members the contract is a request for additional funds for the Continuous Quality Improvement Consultant, Lori Strumpf. The request for additional funds results from the original contract bid including only Western and Eastern County regions, but with the boards restructure to create the Mid-County and Southwest regions additional funding is required to work with four regions with an additional 8 days and \$21,600 added to the contract to include and complete all necessary activities and services.

Jamil and Sharon Duffy requested clarification on the use of the additional funds. Loren responded this amount reflects Lori's daily rate, travel and hotel costs to complete the strategic plan within the timeline of the revised schedule created by Workforce Staff and Lori. Kathy Fortner stated the additional 8 days became necessary when extra time was needed for Regional Strategic Planning

coordination. Ric asked for the breakdown of the additional days. Loren replied the rate is daily for an 8-hour day. Ric asked how conference calls or consultations were paid. Kathy replied Lori includes it in the daily rate. Lori provides us a specific number of onsite days and if conference calls or additional coaching is needed for staff afterwards she includes it in the contract. Sharon asked if this was a not-to-exceed price. Loren responded yes.

Ric moved to approve the Contract Extension, seconded by Sharon.

**Status:** *Approved*

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### ADMINISTRATIVE ITEM 1.3: RIVERSIDE COUNTY INTEGRATED SERVICE DELIVERY INITIATIVE LOCAL PLAN (PLAN)

**Motion:** Approve the California Integrated Service Delivery Initiative Local Plan

**Discussion:** Melissa Reid passed out a timeline to the members recapping the progress of the Integrated Service Delivery Plan from November 2007 to February 2008. Melissa said the Executive Committee needs to adopt and approve the Plan after which minor cosmetic changes will be made prior to forwarding the Plan to the State of California. Sharon was given a brief historical overview of the Plan and its evolution. Through an agreement with the State, the Riverside County Workforce Development Centers were identified as a Learning Lab to create and implement an integration process. This process will combine staff, services, forms, and creation of effective practices to monitor how businesses and job seekers are served.

The implementation of this Plan will be monitored for one year and markers will be set in place to measure the success of the process. This is the initial phase and additional written pieces will be created as we continue. As a Learning Lab, we will be able to see and make adjustments if something is not working effectively. Sharon questioned if the Learning Labs were a Pilot. Kathy replied the integration process is not temporary so the term "Learning Lab" is being used instead of the word Pilot.

Sharon moved to except the Plan, seconded by Ric

**Status:** *Approved*

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### ADMINISTRATIVE ITEM 1.4: YOUTH OPPORTUNITY CENTERS FUNDING RECOMMENDATION

**Motion:** Approve the 2008-2009 Funding Recommendations for the Youth Opportunity Centers of Riverside County (YOCs)

**Discussion:** Loren shared the funding recommendation for 2008-2009 YOCs and the attached chart show an increase of \$50,000 for each YOC. Loren explained the increase was created by the removal of the Riverside YMCA YOC which per the agreement would be closed if City of Riverside did not provide funding. The closure of this YOC provided additional monies for the remaining centers, which has been evenly distributed. The YOCs will use these funds to achieve necessary program adjustments in order to meet the new State Common Measures. Felicia Flournoy told members the Council for Youth Development Operations Committee (Operations Committee) approved the recommendation and sent it forward for the Executive Committee's approval.

Felicia stated there will be a greater emphasis placed on the YOCs serving a more difficult to serve population of youth, those who are older and/or have dropped out of school. It will take a different program line and more resources to effectively serve these youth to help them achieve credentials, secondary and post-secondary education and other training opportunities to make these youth employable. Lori also recommended increasing the percentage rate for a YOC to achieve our quality seal from 60% to 65%, which each must pass in order to receive funding. The Operations

Committee approved the rate increase and will revisit raising the rate possibly to 70% in another year. All YOCs will have to reach a 65% rating in each of the 12 indicators this coming year. Some Operation Committee members wanted to increase the rate to 70% this year. Lori stated some of the centers will easily reach this goal and others will struggle to attain it and may possibly fail. Lori and the Operations Committee members considered how it takes tremendous amounts of resources to bring in a new entity to run our YOCs should our current providers fail the agreed 65% rating rather than the 70% rating for this year and these additional funds will assist the current YOCs' CQI efforts. Sharon asked if there would be evaluations created to ensure the older youths' needs would be met. Felicia said the State Common Measures. Workforce Investment Act (WIA) measures, will change to read accordingly in order for us to meet the requirements to serve this population of youth. Sharon wanted to know if YOCs would keep information on these youth. Felicia responded when youth enter the YOCs demographic information is collected and youth performance outcomes are tracked.

Ric moved to approve the 2008-2009 funding, seconded by Sharon.

**Status:** *Approved*

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### ADMINISTRATIVE ITEM 1.5: MEMBER INITIATIVES

**Discussion:** Ric thanked the Executive Committee for its public outreach efforts to the transportation summit. This proved to be a successful event because WDB received good exposure at a sold out event. WDB received a great booth location, steady foot traffic, made many contacts, had great visibility to the podium and our group's dynamics were appropriately arranged.

Ric also discussed that the American Society of Civil Engineering Report Card which was discussed in a presentation given by Richard Bishop two years ago to the Western Board on the Inland Empire Valley Infrastructure, and now the update for 2008 will include: Inland Empire Economic Partnership, Edison, the Southern California Gas Company and other companies in our region. Ric will take the packages of this presentation to Washington to show our involvement in this collaboration. Ric also extended several invitations to individuals to observe our Board and the opportunities we represent. Ric spoke to the engineering community about a collaboration to facilitate mentoring and outreach activities using the WDB to organize and oversee the program. Discussions can be held to analyze their resources and outreach programs. Ric suggested scheduling meetings with them, they have asked for help and WDB staff can give an overview to them.

**Status:** *Further discussion to arrange meetings.*

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### DISCUSSION ITEM 2.1: WDB 3-YEAR STRATEGIC PLANNING PROCESS

**Discussion:** Felicia said this year Lori worked with four Regional Strategic Planning Teams to gather information for each individual area. Each region held 3 meetings to create a local plan designed specific to their region to identify key issues and concerns. This information was compiled into a data binder which will be presented at the attendees of the WDB Annual Strategic Retreat. Lori will guide the four strategic teams through the process where each region's plan will be reviewed and the top priorities will be identified. Then as a Board, 3 strategic priorities will be identified as the 3 top issues to address and will guide our work for the next 3 years.

WDB staff will review the focus groups' information to identify items we can improve in the Workforce System services. The Board will review the information on their level to see what issues should be addressed in our communities.

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### REPORT ITEM #3.1: CHAIRMAN'S REPORT

**Discussion:** Jamil discussed the following items:

- Looking forward to National Association of Workforce Board Conference in Washington, DC, February 23-28, 2008.
- The WDB Annual Strategic Retreat, March 25, 2008.

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### **REPORT ITEM 3.2: DIRECTOR'S REPORT**

**Discussion:** Kathy discussed the Position Paper which will be presented in Washington, DC. The Position Paper stresses the need for Congress to look at Education and Workforce as one system. Individuals enter the system in kindergarten and leave by retirement or death so there should be no separation. Another piece in the paper points out that as the future progresses WIA needs to target monies towards a high demand industry so we can move individuals to better paying industries. Currently, we cannot do this because it confuses the funding within the system.

Kathy discussed the following items:

- Mid-County and Southwest Committees Member Recruitment.
- The logistics are in place for the National Association of Workforce Boards Conference in Washington.
- The Economic Development Agency will recruit from within in-house to fill my position.
- Being available to staff during her time off.

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### **PUBLIC COMMENTS**

None

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The February 20, 2008 Mid-County WDB Regional Committee was adjourned at 12:43 p.m.