

Ricardo Olalde
Chairman

Robert Field
Assistant County Executive Officer, EDA



Felicia Flournoy
WDB Director

Maria Muldrow
CP Manager

Rilla Jacobs
Secretary

Workforce Development Centers of Riverside County
1151 Spruce Street, Conf. 1 – Riverside, CA 92507

Executive Committee Meeting June 17, 2009

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on June 17, 2009. Chairman Ricardo Olalde called the meeting to order at 11:45 a.m.

Members in Attendance

Ricardo Olalde	Cindy Roth	Robert Little	Lee Haven
Robert Frost	Shelagh Camak	Laurie McLaughlin	

Members Absent

Jamil Dada

Staff

Felicia Flournoy	Melissa Reid	La Tonya Johnson	Maria Muldrow
Rilla Jacobs	Scott Hander	Kathy Boyer	Wendy Frederick
Pat Ramos			

Guests

Morris Myers

ADMINISTRATIVE ITEM 1.1: Approve April 15, 2009, and May 11, 2009, WDB Executive Committee Minutes

Motion: That the Executive Committee approve the April 15, and May 11, 2009 WDB Executive Committee minutes.

Moved by Shelagh, seconded by Robert Frost

Status: **Approved**

ADMINISTRATIVE ITEM 1.2: Approve Council for Youth (CYD) Development Membership

Motion: That the Executive Committee approve the CYD membership nomination of Leland Daniels and Jennifer Gonzalez.

Discussion: Maria Muldrow read a brief bio for each of the nominees. Mr. Daniels has been an educator for 26 years, with expertise in the area of Alternative Education. He is employed with Riverside County Office of Education (RCOE) and is the Foster Youth Services Unit Coordinator/Principal where he is responsible for developing and implementing services designed for foster youth living in group homes and foster family agencies. He is also an

educational consultant in the area of juvenile gangs and dropout prevention and serves as an adjunct professor for the Human Services Department at Riverside Community College. Mr. Daniels has a Master's Degree in Educational Administration from Azusa Pacific University and Bachelor's Degrees in Political Science, as well as Sociology from the University of California, Riverside.

Jennifer Gonzalez is currently a senior at Patriot High School. In the fall, Jennifer will be attending La Sierra University and from there she hopes to transfer to Loma Linda University and eventually become a medical doctor. Jennifer Gonzalez has been a member of the Second District Youth Advisory Council for two years and is currently the Chief Justice of the Council. Jennifer enjoys being an active member of her community through community service because it is very rewarding. Jennifer states, "It is rewarding to know that my contributions can have a positive effect on my community, and my involvement makes me feel as if I am making a good contribution to better my community".

Discussion: Cindy Roth asked if these were recommendations to sit on the CYD, the response was yes. Cindy asked if the candidates had been informed of the requirements and if they felt they would be able to fulfill them. Maria Muldrow responded yes.

There was a brief discussion explaining the nomination process for CYD. Staff now interview the candidates and take them through the process and requirements then forwards the recommendation to the CYD for approval.

Moved by Robert Frost, seconded by Cindy Roth

Status: **Approved**

ADMINISTRATIVE ITEM 1.3: Riverside College and Career Fair Public Outreach Effort

Motion: That the Workforce Development Board Executive Committee approve the \$1,000 public outreach effort to support the Greater Riverside Chamber of Commerce's 5th Riverside College and Career Fair.

Discussion: La Tonya Johnson stated this event is held annually and this year it will be at the Riverside Convention Center on Wednesday, September 30, 2009, from 5-8 p.m. The Greater Riverside Chamber of Commerce is a great organizer and a tremendous help in engaging the partners for this event. Some of these partners are the WDB, the University of California, Riverside and the State University system, private and community colleges and trade schools. Also many businesses will be represented at this event.

This annual event is held to present career and college information to high school students and their parents. It is important to everyone on board to provide these services. The success of the event is evident in the continuing increase of attendees for each year.

Ricardo Olalde asked Cindy if she knew the number of attendees for last year, Cindy responded 5,000. Cindy stated that the Jurupa School Unified District has been added for this year and will participate. Cindy informed the Executive Committee that she will be abstaining from a vote should this recommendation go forward.

Ricardo asked if the dollar amount was the same as last year, La Tonya responded yes.

Moved by Laurie McLaughlin, seconded by Robert Frost

Lee Haven asked how many public outreach efforts come up during the year and if they were considered extraordinary to the budget or is this a part of the process where we discuss any

outreach effort over a certain amount. Ricardo responded it has been a matter of process where we put this item on the table from year to year. Sometimes we have to consider the dollar amount and other factors. Lee asked how many outreach events were there each year. Ricardo responded not many but we cannot anticipate which event will be presented though this one is an annual event. We put the request forward but it is not a given that everyone will be funded.

Felicia Flournoy stated that other events we support are the Science Technology Education Partnership (STEP) Conference; we may buy a table at the Economic Summit and other events. What staff can do is review last year's events and put together a public outreach list for the next fiscal year. This will enable staff to provide dollar amounts to keep in mind as these items come forward. In addition, another benefit would be to set aside funding based on past public outreach efforts history. This will be a helpful tool to make better decisions as these efforts are approved.

Ricardo responded the public outreach list was an excellent idea and would like to see it created; he asked the members to present any events they know are coming up to place on the list.

Cindy informed the Executive Committee that she received an email informing her Astronaut Buzz Aldrin will be the keynote speaker at the next STEP Conference. The luncheon date is October 15, 2009; the conference will be held on October 14 and 15, 2009. Felicia responded she has received the email also and would present the STEP public outreach as an action item at the next Executive Committee meeting.

Status: *Approved*

ADMINISTRATIVE ITEM 1.4: Executive Pulse-Business Management System

Motion: That the Workforce Development Board (WDB) Executive Committee approve the Riverside County Economic Development Agency (EDA) Workforce Division's funding request for a \$60,000 one-time license fee and total annual costs of \$9,000 for Program Years (PYs) two and three to purchase a Web-Based Business Management System designed by Executive Pulse, Inc. , a private for-profit company based in Erie, PA.

Felicia stated, one of the main areas we focus on as a system is to ensure we are providing adequate and quality service to our business community. This service needs to go beyond just recruitment of a skilled workforce. We believe as an operational piece, conducting outreach services to businesses and showing them we are of value to them is important. We can create partnerships and bring partners to the table, which will bring a host of services to them that will meet their comprehensive needs to the best of our ability.

A key factor in accomplishing this is coordination of efforts. If the Business Solutions Team goes out into the field and they bring back a proposal involving our partners, we need to be able to effectively and efficiently coordinate those services. Also, it is imperative we ensure that the businesses' needs are met and bring back to them later what we have added as far as a net value. Many times what we provide is free, but free is not always of value. We have learned the technique of putting a dollar value to our services so we can inform business that based upon our providing these services at a higher level quality this is the value that is associated with this product had you gone out and hired an outside contractor or consultant.

We have found a system which is able to do this. If we do not use technology to assist in becoming more effective and efficient, we have found in the past it would require more meetings, more phone calls and more follow-up which makes it more time consuming in coordinating our efforts. Felicia brought forth a web based system that is being proposed for

implementation to assist with the business solution piece. It will also assist in the collection of data to provide reports on the economic impact we have as a result of some the services we will provide as a partnership. It will allow us a way to communicate with our business community through email blasts, and collecting certain types of information. In addition, it will also provide labor or business data for us to pull from regarding specific regions or on a countywide basis. This system is very comprehensive.

We went through a procurement process and reviewed all of the proposals. The Executive Pulse System was quite impressive to our team. Also as we conducted our research, I spoke with other local area directors who have implemented this system. Their views on the system are it: (1) is an awesome tool to use and (2) enhances their abilities to provide the services they need to offer their business communities and (3) tracks the outcomes.

Felicia stated we propose the Executive Committee approve the initial funding for the one-time license of \$60,000, which is the price we were able to negotiate the company down to, and the annual cost of \$9,000. The system is all web based so we will be able to provide share it with all of our many partners who provide services to our business partners.

Cindy asked how many Requests for Proposals (RFPs) were received and if the companies were local or non local, Felicia responded three others were received. One was very gray, they proposed coming in and building a system and they were expensive; the others did not have all of the components we required. Kathy Boyer stated none of the companies were local; one company was located in San Diego and the proposed company is located in Erie, Pennsylvania but it works across the country.

Cindy stated have you done some testing of this system. Also she asked how it compares with what you have now and will it interface with your current system or things you'll have in future. Felicia responded yes, what we are using now is out dated and is a component of our client management system, which is for our job seekers and our customers on that side coming in. It was built into that but it is not specific to what we need and it does not work.

The annual license fee is for the constant upgrades that the company does on the system to remain competitive. There is a tri county area in northern California and the four area directors I spoke with use this system there. They do a four county streamlined approach with this system.

Laurie McLaughlin stated at the college we have brought IT products without addressing the internal needs for someone to support it. Will there be an impact to your staff in having to support this system. Felicia responded no, it is web based and will not be on our server. Whenever we make these types of decisions I have our IT and MIS Administrators involved and a part of the process. They saw the demonstration and asked the technical questions regarding the system.

Bob Little asked how long the contract would last; Felicia responded the onetime \$60,000 and then the annual \$9,000. Bob requested further clarification was it monthly or \$9,000 a year. Morris Myers stated it was \$9,000 every two years at \$4,500 per year.

Morris asked what the RFP from the third company was like or was there only one choice. Kathy responded there was clearly only one choice. This system has the ability to deliver several components that the other systems could not. It tracks all of the data so we can; for example, create a report on all the services we provide to businesses in the county. We will finally be able to sit with a client and share the value added amounts for services rendered to a city or county.

Also, as we go forward with our Business Solution Team, this system will allow us to create virtual teams of everyone who can provide services to a particular business depending on the

needs of the business. The team will not have to physically meet. Every time a service is delivered to a business every team member will know and we can track our progress.

There is a customer satisfaction component for clients to rate the services that we deliver, the team delivers, or an individual team member delivers. It has an e-mail database incorporated into it and we have found you cannot purchase an e-mail database. We will be able to build an e-mail database that the system will contact monthly to determine if the e-mails are still current. We will be able to do marketing activities via e-mail blasts, which are much more effective than our mailings.

It gives us the ability to go out meet with our business, determine the needs of the business, bring the appropriate partners to deliver services to the business together and actually deliver the service and track the results. It collects all of the data. This is not a job match system it is a business management system which is user friendly, easy to use and inexpensive.

Felicia assured the Executive Committee that the procurement process was followed to secure bidders and to detail exactly what was being sought as a system. If the process had failed to secure anyone then the RFP would have been issued again or a sole source would have been identified.

Felicia stated the customer satisfaction component is very vital. In the past, we have relied on collecting data and having it manually done by our staff. We have not had good results in getting feedback from our businesses because of this manual system. With the systems automated emailing of surveys, it will save staff hours in time and give us better reports on our report outs.

Robert Frost asked when the tri-county areas purchased their system, did they pay three different licenses fees or one for it, and have we made contact with San Bernardino or San Diego County to see if they wanted to partner with us. Felicia responded she did not know what the tri-county area paid but remarked asking San Diego and San Bernardino to partner with us is a good point.

We don't know what system San Diego uses but we are entering into discussions on how our teams can work more collaboratively together in some upcoming projects. This would be a great resource and I will speak with Sandy Harmsen, my San Bernardino counterpart, to see what they are doing and if there is something we can do jointly.

Ricardo stated the integration will come as we use the same service and we share lessons learned. There are several solid references for the company and this is the 21st Century and as we use technology on a national level our efficiencies and outreach increase tremendously. This is a very sophisticated county when it involves IT and I trust them.

However my question to Felicia involves the integration of past data into the new system and what is the ramp up time for the system. Felicia responded we do not have a system or the pertinent data. Kathy Boyer added, the data we have now are things which are manually tracked by staff involving:

- How many businesses we serve,
- How many are repeat businesses, and
- The average hourly rate.

This information is all manually tracked and the accuracy is questionable. This system will allow us to track every single service provided to our businesses. We can pull the data in a variety of ways depending on how we want to use the data. We have not had this ability in the past because our current system does not track any business data at all.

Felicia stated the responses to the two questions:

1. Our internal process of tracking our business processes is achieved through the use of Excel spreadsheets, emails and phone calls.
2. The database of businesses within our County.

Ricardo stated whatever information you have such as emails or spreadsheets is of value so can all the data from these sources be input into the system or will you start from ground zero.

Kathy stated we will start from ground zero because the data we have is annually collected over the years. We want to start fresh and look at data on a fiscal or calendar basis. Our current system which is a list of businesses is not accurate because it is not checked. This system will check various components to verify a business is current. The businesses in the system right now are businesses we have worked with for the last two years and do not include every business in the County.

We never had the ability to purchase a list of all the businesses and download them into our system; this system will come with a county business system that we will be able to sort by industry, size, etc.

Morris asked if the system could be adjusted after staff started data entering the information, Kathy responded yes. Morris asked after the system has been in use for some years would the licensing fee have to be paid again or is it a one-time only fee and are we able to renegotiate the annual fee. Felicia stated to our understanding it is a one-time only licensing fee and each year is negotiated.

Laurie asked if rates were given on the customization of the system for various components. Felicia responded they indicated that the customization should be included unless it was a very difficult change. The system meets many of our requirements and continuous upgrades are included.

Motioned by Robert, seconded by Laurie McLaughlin

Status: *Approved*

ADMINISTRATIVE ITEM 1.5: Approve Workforce Development Board Targeted Industries

Motion: That the Riverside County Workforce Development Board (WDB) approve the five recommended industries as targeted industries for training, planning and other workforce development related projects.

Discussion: Felicia reminded the Executive Committee that the WDBs five targeted industries were identified as:

- Healthcare
- Renewable Energy
- Utilities
- Infrastructure
- Professional and Business Services

These five industries were identified based on research conducted using labor market information, analysis, historical data, and projections of the industries we see as emerging or growing in our local economy. We are moving to create a more diversified economy within the County where the stimulus funding is to create jobs. Also, some of the industries were identified

as being more resilient during economic downturns during the last 10 years.

We would like to use these industries as we move forward to plan training and services for our jobseekers and target services for our business. This does not mean that we will not train in other areas but these are the five industries we want to declare as the industries of the WDB.

Robert Frost stated this will not recreate any programs that exist in the area for renewable energy, Felicia responded no. We hope to expand and create programs related to the five target industries in addition to others that have demonstrated resiliency during these economic times.

Moved by Shelagh, seconded by Cindy Roth

Status: *Approved*

ADMINISTRATIVE ITEM 1.6: American Recovery and Reinvestment Act

Motion: American Recovery and Reinvestment Act (ARRA) Program Year 2009-2011 Funding Recommendations for Community College Class Size Training.

Discussion: Ricardo stated as competing entities Shelagh Camak and Laurie McLaughlin will not participate in the discussion and will step out from the room and abstain from voting.

Melissa Reid stated we met with all of the community colleges on April 20, 2009, and at that time we discussed the ARRA funding and what the County would receive. This was a preliminary meeting where we explained what we knew at that time. The information which followed stated we could contract with the community colleges directly but it had a procurement component to it.

We did a procurement process with our three community colleges. We reviewed the five target industries and what we requested were proposals for class size training. The distinction in this request is before ARRA we could only use Individual Training Accounts (ITAs) for training under Workforce Investment Act (WIA). With ARRA we can contract directly with the colleges for class sized training as opposed to ITA training.

Each of the colleges responded and put forth some very exciting programs. The last information and updates may change some of the recommendations for the courses but we will have that conversation later. My intent is to get the funding approved as presented and make adjustments over the course of negotiations.

Ricardo asked if the three colleges were all in a room together and Melissa responded yes. Felicia stated we actually have four community colleges within Riverside County, and Palos Verdes declined but we are continuing our efforts to get them engaged in the process. Ricardo asked if they decide to participate will funding be required. Felicia responded yes and there will be more funding recommendations brought forth. There is more money available and we are presently working on a budget. My goal is to push the majority of the ARRA money out into contracts to:

- Apprenticeships
- Community Colleges
- University of California, Riverside
- California State University of San Bernardino

We are finalizing the budget to enable us to put targeted amounts of money into the programs, training and services we plan to offer.

Robert Little requested clarification on the difference in the average cost per student for the community colleges and Ricardo wanted clarification on what will happen with the ITAs.

Melissa responded this is another option based on class size rather than an individual. We can use ARRA for ITAs and we have done a procurement to attract more ITA providers and will be finalizing it soon. We anticipate adding another ten schools for the pre-site reviews and all of the courses available there will be very close to ITA courses and we will be able to gather an entire class size and do more training simultaneously.

Felicia stated this is the difference between our ARRA and WIA funding we can only do this with our community colleges and higher types of educational institutions. ITAs are usually done through our private sector schools but we are not precluded from doing ITAs through community colleges.

Melissa explained that the difference in costs per student depends on the training and how it fits into the five target industries or the training would provide the additional kinds of services we needed for our participants.

For example:

- COD has a Next Skills Institute which is work readiness soft skills training. We wanted this to be part of our repertoire.
- The retail readiness certification testing for the Riverside County was important.
- Medical terminology is important as it fits with Healthcare and there is a need for the medical terminology class size opportunities as we are limited in our ITA providers.
- The Career Assessment and Exploration Assessment provides an additional option for a step-up of assessments which we are unable to do in the WDCs with our basic and intermediate assessment.
- Wind Turbine Technician is an up and upcoming industry.
- Algebra refresher classes should connect with our International Brotherhood of Electrical Workers participants and other occupational partners.
- OSHA 1020 and 1030 have been very successful with our Construction Talent Transfer program students and we want to continue its training.

The trainings we chose are tailored to our region and fit in with our Five Industry Group.

Mount San Jacinto College's (MSJC) submittals were held up during EDA's email address changeovers and the proposals disappeared. I received the entire packet of nine this morning and am requesting some flexibility in the funding approval we are requesting for MSJC.

We originally received the following four proposals from MSJC:

- Alternative Fuel Hybrid Outline
- Emergency Medical Technicians for their area
- Certified Nurse Assistant with Vocational English as a Second Language
- Emergency Medical Technician

The re-submittal of the other five proposals is the reason we are requesting flexibility as we will need to reassess the funding recommendations.

Robert Frost asked how much more money is available and if some of the money will be made available to the trades apprenticeships. Felicia responded we are meeting this afternoon to go over this budget so we are looking at how we will allocate the funding. We are still analyzing the support service needs related piece, which we need to set aside money for. The support service needs related means that it is beyond support services, beyond when we buy gas and bus

tickets and when a person runs out of unemployment money and we need to assist in picking up the tab for their living expenses to some level. It must be within limits; once it is in place, we will need to see how it is going, see what is working well, and see what other needs there are as we take on more jobseekers. We plan on coming back in the fall to have further discussions and we may call for a July meeting to continue getting funding out-the-door as we go through our requirement process. We may also bring back additional funding recommendations for MSJC.

Melissa stated to take into account the structure of the different colleges and know there would be funding amount differences. We knew there would be a problem if the differences were very far apart, but we expected some variations for the same program.

Ricardo asked to have the term cohort explained; Melissa responded that a cohort is 8 classes of 15 people. Robert Little asked if this was a rough draft and Melissa responded it will be refined. We will attempt to move things around within the funding recommendations. Ricardo asked, if we were to delay the vote until July what would be the impact, would we lose the money. Felicia responded yes, we have to move and you have to trust we will make the best decisions based on the amount of money we have.

We are not dramatically changing anything but need the flexibility to roll this out. Even after we put it out, we may discover there is a need for particular classes similar to another. We need to be able, within the funding recommendations, to switch gears and say we can do two more of these cohorts and get rid of another. Robert Little stated so this will be on an "As Needed" basis because right now we do not know what the need is, but we have to start somewhere. Felicia responded yes and the focus is within the five targeted industries.

Melissa stated if we need more money we will come back with another funding recommendation and need the flexibility for the University of California, Riverside, RCOE, COD and MSJC. There are plenty of courses, but we only chose a certain amount to get some funding on the streets.

There is a time limit and Cindy stated we have to move forward with this because delaying a month is not an option with all staff is required to do to prepare for this. Felicia stated there is plenty to do and even if the recommendation is approved this month, we do not think classes will start until September. We have to begin the startup piece where the colleges start to hire staff or transfer staff, etc.

Morris inquired about when it comes to the number; is this the number or are you asking for more and do you know how much more. Melissa responded, we are not asking for extra right now.

Moved by Cindy Roth, seconded by Robert Frost. Shelagh Camak and Laurie McLaughlin abstained from the vote.

Status: *Approved*

ADMINISTRATIVE ITEM 1.7: Member Initiatives

Discussion: Ricardo opened the floor for Member Initiatives

Robert Frost- the IBEW is starting up wind turbine training and other trainings that have been done over the last 15 years by the Utilities of Local 47, 440 and 477. We have curriculums established for the maintenance and installation for these facilities. We just completed building 45 of these units at our new facilities. We will begin to change out the older ones from ¼ to ½ megawatt and will replace with the 1 megawatt units.

Cindy Roth – She attended the Education Leadership Federation meeting, and Jamil shared with the leaders that the Riverside County Business Education Coalition position will be assisted with funding by the EDA

Workforce Division to move the program forward. He was delighted to hear this and believes this is something we need to get funded to get it moving again. Also, the Greater Riverside Chamber of Commerce every week is going to a major manufacturing meeting with them to find out how they are doing.

Shelagh Camak – RCC just launched its Summer Work Experience Program (SWEP) on the city campus. There are 360 current and former foster youth ages 18 to 24. Because of liabilities and other funding we chose to focus on campus positions. We have three campuses, trading center, the dental clinic, the March Education Center, the Rubidoux annex, our system office and our Chancellor's office for the youth to work. I look forward to reporting to you on their success and the skills acquisitions they will get.

Laurie McLaughlin – MSJC had to cut its summer school but hope to have a healthy fall due to budget cuts we are reviewing everything right.

Robert Little – Mid-County had its training on Speaker's Kit. We are still massaging it, but will begin to use it and as we go along. We will have cards to critique us as we go.

Morris Myers – Through the Economic Development Center I am working with the Western Riverside Council of Governments and SANDAG on a regional partnership and we are moving forward with the different economic clusters. Our first workshop is scheduled for June 24, 2009. We are working towards getting traffic off of the Interstate 215 to enhance what businesses are doing in San Diego County.

INFORMATION ITEM 2.1: Information and Analysis Report

Scott Hander reported to the Executive Committee that the Information and Analysis (IA) team is made up of nine individuals from the Economic Development Agency and the Employee Development Department. We are a well rounded group.

For the last two quarters we have worked on completing the annual Jobseeker and Business Customer Satisfaction Survey for 2008. The results are being compiled and an executive summary will go out before the end of June. We conducted a 2009 Economic Development Partnership Survey during May, but we only received one response from the twenty contacts we sent out. We will have to evaluate what went wrong with the survey and what we can do to receive more responses in this area.

We disseminated the 2009 Regional Committee Satisfactory Surveys during the month May that was conducted by Strumpf and Associates. Strumpf and Associates distributed a summary with the results.

There are some items we need to present:

The measures we have for the Strategic Action Plan

- The measure we have for increasing the number of new jobs which pay a living or high wage. We were able to determine the Riverside County area living wage which is at \$11.54. We were not able to identify a source we could use to identify the number of new jobs which are created in Riverside County that pay a minimum of \$11.54. We were able to get data from the State broken down by location which gave us a range but not a specific dollar amount. Our team is recommending that this measure be revised or dropped.
- The measure for increasing the recognition of the WDB around workforce issues, we intended to use the 2009 Economic Development Partnership Survey to collect our data but the survey did not go well and we do not have any data for you.

The critical measures based on all trainings are aligned to the skills required. We were unable to find a source for this data. It was indicated that there was a survey which an educational institute was going to do and we were going to use the data for this measure. However, the survey was not funded and we have no data for this

measure. The team is recommending this item be revised or removed.

Staff is proficient at attracting and sustaining resources. We discussed with Sandy Kantor, and she indicated that this information is not collected with the Riverside County. Without creating a system to collect this data, we are recommending that this measure is revised or dropped.

Cindy Roth observed that from what she is hearing a lot of information is not available and felt that the Executive Committee should spend more time on this report. Felicia responded there seems to be some disconnect and asked if everyone understood the report. Robert Little stated there have been no other sources of information available for these measures.

Felicia stated there are two pieces to this, one is the strategic outcomes that are a part of the 3-Year WDB Strategic Plan and our IA team has been working to collect data on the critical measures in an internal component we came up with. Besides the performance measures, we wanted to be able to measure our excellence and came up with these 8 critical measures. We need to have internal discussions on how to obtain some of this data. The Executive Committee should concentrate on the strategic measures and outcomes.

Because the IA team has exhausted all of its sources to obtain data, it is bring this item to the Executive Committee to see if it has other resources and suggestions to get the data. Ricardo stated at the May strategic plan review meeting there were some discussions about spidering and other ways to get data and these options depend on the number of resources you want to put towards the effort and will it bring value. The return on that investment needs to be evaluated and I believe the team is in place to do this.

Ricardo asked what are the next steps and Felicia responded to have some conversation and if there is input anyone can provide us as to where to collect this data we will do that. Then bring some level of action back as what you want to do.

There were further discussions on the Economic Partnership Survey which went out and had only one response. The decision was made to better clarify what constitutes an economic partner and ensure partners are aware that they have that status. Once this has been done, there can be further discussion with the Executive Committee.

Felicia stated we will bring this item back as an action item in August with some recommendations for potential revisions or further discussion. Maria stated IA is looking to provide a report at the Executive meetings on a quarterly basis. Felicia thanked Scott for his contribution and explained it is a growth process for everyone on the IA team.

REPORT ITEM 3.1: Council for Youth Development (CYD) Report

Laurie McLaughlin – Reported on the Roadtrip Nation started by three young men several years ago. It was born out of their inability to make a decision on what careers they wanted. They went on the road and interviewed people in different careers. It has grown and expanded and the Council for Youth Development is looking at how to use this curriculum and access the video interviews to be utilized in Riverside County with our youth. Ricardo has asked for a presentation to be given at the August 19, 2009, Workforce Development Board meeting.

The Workgroups:

The Mentoring Workgroup completed a guidebook on how to create a mentoring program. This book is available to everyone who wants to use it. It is very comprehensive because the group worked on it for months and reviewed many mentoring models as their example.

The Housing Workgroup is waiting to hear how many Section 8 Housing Vouchers it will be awarded for

distribution to emancipated foster youth. Last year, they were given 10 vouchers and this year they are trying for 100. Maria stated there should be an answer in mid-July.

The Character Counts Youth Awards Ceremony has a date for next year and the planning will start August 3, 2009. Laurie stated for the record she was disappointed about how many of the WDB members did not attend the ceremony. I feel that CYD is a very important subcommittee of the WDB and to not have adequate representation was disappointing. I wish to see a larger effort made next year. We mentioned the ceremony to the overall WDB. I was very inspired by the first Character Counts Youth Awards Ceremony and it is an outstanding program and due to budget constraints we could not recognize as many youth as last year.

The Gang Prevention and Intervention Workgroup is looking forward to responding to the CalGRIP grant for youth gang prevention. We want to go on tours of specific programs in Southern California that were awarded the CalGRIP grant funds to see how they operate.

Ricardo stated that the Youth Opportunity Centers (YOCs) are working diligently to place SYEP SWEP youth at worksites. The YOC OASIS director states they have completed the acceptance of applications and turning youth away. Laurie asked is staff monitoring this situation to know which centers have completed their application process and if so, which centers were still receiving applications so that they can be referred to those centers. Felicia responded yes we are but we knew we would have more youth than jobs.

REPORT ITEM 3.2: Regional Reports

West - Kathy Boyer, nothing new to report

Mid-County - Robert Little, we are massaging our Speakers Kit and will begin using it soon. We may put it on www.rivcojobs.com as well. Pat Ramos stated members will be placed in various groups to conduct specially tailored presentations. The core presentation will be included in all of the presentations.

At the next meeting, we will identify presenters who will make the presentations and others will contact the individuals from the various audiences (education, business and economic development) for onsite or offsite presentations. In addition, a script will be developed to ensure the deliverance of a consistent message. Maria stated we added a piece where we will ensure that there will be some engagement of the individuals into our system. We received great feedback from our group regarding timing and Kathleen will work on putting time parameters on each of the components.

Felicia stated after we test the Speakers Kit with the Mid-County committee, we want to make it available to any WDB to go out into their community and do a presentation. The Speakers Kit will be presented to the West Regional Committee at its next meeting on July 13, 2009.

Southwest – Pat Ramos, the Southwest Committee will meet July 1, 2009. The group looked at three industries - utilities, healthcare, and advanced manufacturing. Representatives from these industries come in to discuss what their needs were, some of the critical jobs needing to be filled so we could begin to look at ways to minimize the skills gaps.

Ricardo stated at the last Southwest meeting Dave Wright had a need and wanted to know if the need had been met. Maria responded yes and would give an update to Ricardo

At the last meeting we broke into groups:

Pat Ramos - Healthcare

Maria Muldrow – Utilities Group

Morris Myers – Advanced Manufacturing Group

At the July meeting each group will begin looking at what actions they want to take.

East – Lee Haven discussed the Market Study. Lee stated we continue to try to insert ourselves into the process. This is an issue for bringing economic development and workforce development into the 21st century. This is a long process and at times we feel we are being forgotten but we continue to insert ourselves. The East Regional Committee will focus on healthcare and renewable industries which align with projects we are working on through the community colleges.

Lee mentioned the Career Pathways Initiative has been very successful but there is a funding issue. We are always looking for money and this will continue to be the case.

Lee discussed the Career Mapping activity that will be developed as a web based program. In addition, Lee stated the WDB wrote a letter on behalf of the Liberty Quarry Project in southwest Riverside. The Local Agency Formation Commission (LAFCO) Board has denied the City of Temecula from annexation for this project and the environmental continues through Riverside County.

REPORT ITEM 3.3: Chairman's Report**Ricardo Olalde**

- We had good attendance and engagement at the Strategic Planning Retreat. The process was fruitful and we look forward to seeing the update by August.
- We are working on the July newsletter.
- The Science Technology Engineering and Math (STEM) funded by the Bill and Melinda Gates Foundation was held here at the WDC. There was very good attendance and there were many new faces to interact with and build our partnerships.
- Healthcare is one of our targeted industries and there will be a conference held in October on Healthcare, as information develops I will get it to you.
- Changing our name back to WIB
- We reduced our service costs to users from \$10,000 to \$6,500, which allows us to serve more people. This proves that the efficiencies we are implementing, along with continuous quality improvements, are working based on Lori Strumpf working diligently with staff.

REPORT ITEM 3.4: Director's Report**Felicia Flournoy**

We are working constantly to streamline our processes and implement technology to replace our outdated systems. I and staff will go to Long Beach to tour a facility that has changed the way they do business. They have shifted from the bureaucratic government way of processing people by using a paperless system. They have moved into a professional space, they have streamlined everything and made it much more customer friendly. They use greeters out front, kiosks and technology to process people. Our tour will help us see how they are able to do this. Some of their systems are the same as ones we are looking to implement as we move to our new site.

I attended an ARRA Department of Labor (DOL) Conference and the call to action we got from the DOL head of administration is training and skill enhancement, the jobs will come. I gave a PowerPoint presentation which showed where the money is directed and if everyone does what they have been instructed to do, the jobs will come. What we cannot do in Riverside County is delay development of our workforce. Right now, Riverside does not have a workforce with the skills and the education to

meet the needs of future jobs. Eventually the economy will turn and will Riverside position itself as a county with a diversified economy and bring in the jobs and industries that will help the Riverside County be more sustainable and weather the ups and downs of the economy.

We have researched the industries and the five we identified are on target with our efforts for our local economy. Right now, we are measured and report on job placement and wage gain. These numbers will be negotiated down with the DOL because they are aware that the numbers will not be met in this present economy situation. What the DOL does expect to see from us is collaboration, regional approaches, collection of business intelligence, wise decisions on training and the number of people we train. We are moving in the right direction from that stand point.

The State Energy Commission has received money to do weatherization, energy audits, retrofits and other items. Some of the money has been allocated to the Riverside County, but they set aside money for us to train the workforce. They assembled a State Energy Commission Advisory Committee and asked WIB directors to volunteer to be on the committee, along with other state and industry entities to have some conversations. The conversations will include training and what we can do to provide it. I have volunteered to be on this committee, as I feel it is important for us to be at the table during these types of conversations.

The Riverside County Business Education Coalition (BEC) is a critical component to preparing our future workforce. I met with Paul Jessup, and informed him that I would be hiring staff to assist his existing staff. With the budget cuts, the RCOE mentioned they could not fund or get a director onboard. They are trying to realign their staff to meet their needs. I informed them I would hire a staff person to take on the BEC. We will have three dedicated staff to work with RCOE staff. There will be one staff person for each region, Mid-County/Southwest, East and West. They will coordinate with RCOE, school districts, and community colleges. We are looking at Career Pathways Initiative as the model and move out to focus on the industries we just discussed. The new person will start the 2nd of July.

The new Workforce Investment Board logo, the name change to the Workforce Investment Board has been placed into the Bylaws and the Bylaws will go before the Board of Supervisors for approval and a new logo will be created.

REPORT ITEM 3.5: NAWB Chairman's Report

NONE

ADDITIONAL INFORMATION

Ricardo stated his company is redirecting its energy to engineering services. We are having a lot of success there and if we are to get every job we are posing we would have to hire. If we get 30 percent we will be in good shape. Engineers are usually on the front end of any upcoming jobs or processes.

Robert Frost stated the last time we met we discussed an energy audit class. There is now one scheduled for the last week of July and we are working to confirm the instructor's availability.

On August 13, 2009, we have an inspectors' class on solar installation to train the inspectors in Riverside County to know what to look for and make them aware of the voltage that comes out of the cells. If you are not properly trained, it can be very dangerous working with the DC voltage. The inspectors' training will be held in our San Bernardino facility. We are working with community colleges

to get this training placed in the residential curriculum.

IBEW graduated 68 new journeymen into the industry and we will be placing new apprentices.

Felicia, we need to have a meeting in July and we will send out dates to see what date works best to assure a quorum.

PUBLIC COMMENTS

None

The June 13, 2009, WDB Executive Committee was adjourned at 1:30 p.m.