

Lee Haven
WIB Chairman

Rob Field
Assistant County Executive Officer, EDA

Felicia Flournoy
WIB Director

Lea Petersen
WIB Vice Chairman



Mark Christiansen
WIB Deputy Director

Rilla Jacobs
Secretary

Infinite Opportunity, Lasting Prosperity

**Workforce Investment Board
April 20, 2011**

Chairman Lee Haven called the meeting to order at 11:15 a.m.

Members in Attendance

Lee Haven	Jamil Dada	Shelagh Camak	Ricardo Olalde
Diane Stuart	Lea Petersen	Sharon Duffy	Morris Myers
Laurie McLaughlin	Chuck McDaniel	Claudia Lopez	Cindy Delanty
Brooks Lockhart	Susan Loew	Ken Orr	Greg Doonan
Stan Stosel	Jim King	Kenny Calvin	Sarah Mundy

Members Absent

Mary Ann Andreas	Iddo Benzeevi	Bruce Cash	Kenneth Clark
Louis Davis	Robert Frost	Gregory Gray	Jeff Hendrickson
Pam LiCalsi	Barbara Olivier	Susan Senior	Ed Walsh

Guests

Rosa Penaloza	Frances Gines	Kim McNulty	Guy Reams
Judy Stanz			

Staff

Rob Field	Felicia Flournoy	Mark Christiansen	Loren Sims
Pat Ramos	Maria Muldrow	La Tonya Johnson	Vera Morrow
Crystal Ureter	Cindy Davis	Tiki White	Kathy Boyer
Rilla Jacobs	La Mont Butler	Ken Whitmore	

Administrative Item: 1.1 December 15, 2010, Notes

Motion: Approve the December 15, 2010, notes.

Moved by	Jamil Dada	Second by	Susan Loew
Status	Approved		

Administrative Item: 1.2 Workforce Investment Board (WIB) Bylaws Revision

Motion: Approve the WIB Bylaw revisions.

Moved by	Shelagh Camak	Second by	Lea Petersen
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Status	Approved with the change to remove the strike through of Economic Development Agency representative on page 3 section 5.
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Discussion	<p>Felicia explained that the changes to the WIB Bylaws are for technical reasons pertaining to the composition of member representation. Each year by law the Board must have a composition with representation from certain sectors from Riverside County and 51 percent private sector membership. Each year State certifies that our board has the correct composition of membership.</p> <p>For several years we have had challenges in meeting the certification because of the way the previous Bylaws were written. Page 2, section II, bullet C. previously stated that each of our Board of Supervisors (BOS) would have 5 private sector members from their regions on the board. The private sector members for each BOS would always vary and making it difficult to maintain a consistent number of 5 per region. We were getting dinged by the State for not having representation as stated in the Bylaws.</p> <p>The WIB Executive Board is recommending that instead of a specific number be met for each BOS district. That the BOS have at least 20 seats that they can appoint to the Board. Also, on page 3, bullets 1-6 the old Bylaws</p>
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	<p>were very descriptive of the members for the Board and called out specific organizations. When we were unable to fill these positions we were dinged by the State. The law requires a more general description of representation on the Board. So we put what is required of us into the Bylaws, but it does not limit the representation we can have on the Board that will assist us in achieving our mission, vision and goals. These changes allow us to meet our state certification requirements without being trapped by specific requirements in the Bylaws. We will have a 37 membership Board with 51 percent being private sector and the organization appointees.</p> <p>The question was raised regarding the 15 percent labor representative requirement. Felicia responded this is a 15 percent overall requirement and that when there are 37 members on the Board 4 will have to be from labor this why it is stated at least 4. Should the Board become larger more labor representatives will be required.</p> <p>The question was raised regarding why the Migrant Seasonal Farmworkers Program was crossed off. Felicia responded that the Economic Development Department (EDD) takes care of both of these in the Bylaws but if anyone else has a program they are represented also. This just narrows the number we need to meet our certification because we have a more active State Board, they are monitoring all Boards more closely and we don't want to lose our certification</p> <p>The question was raised regarding why the Economic Development Agency representative was crossed off. Felicia responded this was an error and the cross off will be removed before we finalize the Bylaws. Our intent is to meet the law requirements and still be inclusive as a Board.</p>
Actions	Remove the strike through of Economic Development Agency representative on page 3 section 5 before sending final version to Board of Supervisors.

Administrative Item: 1.3 Adoption of New Strategic Plan

Motion: That the Workforce Investment Board approves the new Strategic Action Plan covering the period of July 2011 through June 2014

Moved by	Jamil Dada	Second by	Morris Myers
Status	Approved		
Discussion	<p>The WIB with the assistance of Strumpf Associates implemented a strategic process that resulted in the strategic direction the WIB will take for the next 3 years. The proposed Strategic Action Plan (Plan) is not a substitute for an annual program or operating plan. The Plan identifies what the WIB is not doing today but must begin doing in the future to be successful.</p> <p>The Plan is forward thinking and inclusive of goals where work will begin on resource development and implementation. The Plan implies change, doing new things or doing more or less of current activities to ensure successful and sustainable outcomes. The goals and strategies identified in this plan are meant to clarify our focus to ensure that we attend to:</p> <ul style="list-style-type: none"> • Ensuring that the workforce development system is viewed as relevant and important to local, state and national policy makers, • Ensuring that jobseekers have the skills and competencies required to demand occupations, and ensuring that the WIB enhances its image in the community and communicates to its customers and potential customers using 22nd Century tools and technologies. <p>The question was raised regarding percentages not being filled in on page 13 of the Plan. Felicia responded the percentages have not been established yet. They will be established and the Executive Committee meeting in June and brought forth. Baseline data has to be reviewed so we can establish where we want to be percentage wise. We want to enact the Plan today and come back in 3 months to let the Board know what the percentages are.</p>		
Actions	Establish percentages for the Executive Committee to approve and move forward to the Full Board for final amendment and approval of the Plan.		

Administrative Item: 1.4 Member Initiatives

Status	No Member Initiatives were presented
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Information Item: 2.1 Funding Award of California Gang Retention and Intervention Program

Status	We received the Governor's 15% CalGRIP Grant.
Discussion	We will be implementing the grant at the Rubidoux Youth Opportunity. Rubidoux is a location which has a high concentration of activity. The funding will assist youth who are in a gang or at risk of becoming involved in a

	gang by helping them with education, jobs, career development and leadership development. There will be supportive services, family services to ensure these youth can be deterred from becoming a gang member or transitioning them out of gang activities. Giving them the opportunity to achieve a more productive, successful life. We have gone after this grant several times and learned how to improve our grant proposal to finally win the award.
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Reports :

Regional Committees	
East	<p>Lee Haven – The East has been busy. They are facing a challenge getting private sector members into the committee but they are fortunate to have a good relationship with the Coachella Valley Economic Partnership (CVEP). CVEP is engaged and has a Career Path Initiative (CPI) that continues to grow and will start a new Technical Program at the Coachella Valley High School. They program will get youth involved in engineering, drafting and other programs. We have always had great success with CPIs health programs and they have been able to get \$500,000 in funding which should cover their programs for the next 12 months.</p> <p>Kim McNulty – things are going well in the Eastern Coachella Valley. Thursday, April 21, 2011, Wendy Frederick, Larry McLaughlin, George Puddephatt and me will present “Building Sustainable Collaborative Partnerships” at the California Workforce Association Annual Spring Conference in San Diego. We will talk about what we have done in our region to support cluster development in healthcare, advanced technology and arts media. Larry McLaughlin will talk about the work we are doing in employment training.</p> <p>Sheila Thornton is our healthcare counselor and works with Mark and some county teams to share the work we do. Vicki Martinez is leading an incumbent workforce group for nurses as part of our healthcare industry counsel and will be taking a look at what we can do to retrain people in healthcare and fill the nursing shortage.</p>
Southwest	<p>Morris Myers – the Southwest continues plan its Healthcare Career Day in at the Lake Elsinore Outlets on May 14th. We hope to attract 500 or more individuals interested in a career in the health industry. There are many different careers in healthcare that people are unaware of and we hope to bring these careers out into the open.</p>
West	<p>Jamil Dada – We want to continue interviewing high school students those who are in school and those who have dropped out to determine the factors that led to students dropping out or remaining in school. We continue to engage businesses and have implemented a system to promote the Workforce Development Centers through community contacts. We are asking WIB members and the West Adhoc members to become ambassadors and create an elevator speech on workforce development to engage business and education leaders. Use this speech at local events you attend.</p> <p>CLIP is another item we are supporting the name has been changed to Completion Counts, A Riverside Learning Partnership. We will continue to work with Shelagh on this. We are also focusing on linking with healthcare and working with apprenticeship unions.</p>

Reports :

Council for Youth Development Report

Rosa Penalozza	<p>Thanked everyone who attended the Character Counts Youth Award Ceremony and encouraged others to attend next year’s event.</p> <ul style="list-style-type: none"> • There were approximately 150 guests, • we raised \$15,000 in sponsorships; <ul style="list-style-type: none"> o \$6,000 in scholarships, which went to 3 awardees o \$9,000 in monetary support to fund the event • 9 youth were recognized this year. <p>This event showcases the success our programs and YOCs are having with youth.</p> <p>We received the CalGRIP award. Our Taskforce continues to review other ways to secure funding. We are also looking at Youth Build and California Conservation Corps programs. With WIB and CYD support we were able to take 23 youth from our Youth Advocacy Group Sacramento to meet with our Legislators and they had a chance to present their testimonies to Senators and Assemblymen in person. Legislators were able to hear directly from the youth how the policies they vote on effect youth. The youth got the chance to see how the government and politics work on a daily basis.</p> <p>Our next venture is to try and take the group to Washington D. C. Our current Advocacy group would like to</p>
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	develop and mentor the next group of youth as they transition to other venues.
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Chairman Report	
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Lee Haven	<p>Regarding the Mid-County area, on March 22, 2011, a small contingent met with the Hemet City Council and gave a ten minute presentation on workforce. They asked questions and we made contacts with the economic portion of the city and with the Hemet Chamber and more meetings will follow.</p> <p>In July we will meet in the Pass Area in the Beaumont City Hall to give a 30 minute presentation and discussion to the Banning and Beaumont Chamber members and City leaders. We are making progress in Mid County and will have more to present later.</p>
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Adjourned at 12:00 p.m.