

Ricardo Olalde  
WIB Chairman

Thomas Donahue  
WIB Vice Chairman

Rob Field  
Assistant County Executive Officer, EDA



Felicia Flournoy  
WIB Director

Mark Christiansen  
WIB Deputy Director

Rilla Jacobs  
Secretary

*Infinite Opportunity, Lasting Prosperity*

## Executive Committee June 16, 2010

Vice Chairman Thomas Donahue called the meeting to order at 11:50 a.m.

### Members in Attendance

Tom Donahue	Jamil Dada	Robert Frost	Shelagh Camak	Robert Little	Laurie McLaughlin
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### Members Absent

Morris Myers	Ricardo Olalde				
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### Guests

Aude Cabaldon	Wayne West	Essence Evans	Gio Beltran	Mirtha Galvan	April Garcia
Eileena Calderilla	Jose Carillo	Albert Ramirez			

### Staff

Felicia Flournoy	Mark Christiansen	Maria Muldrow	La Tonya Johnson	Kathy Boyer	Pat Ramos
Wendy Frederick	Monique Carter	Tiki White	Rilla Jacobs		

### **Discussion Item: 1.1 Comprehensive Economic Development Strategy (CEDS) Updates**

**Motion: A majority vote was taken by members 5 approved, no disapprovals, no abstention**

Status	Plan approved to move on to next phase
Discussion	<p>The CEDS was distributed to the Executive members several days prior to the meeting for their review and approval. Monique Carter gave a brief overview of CEDS creation and its history. Members asked if projects had been submitted and if they were ready to be implemented. The response was some projects are ready to move forward, others are projects that can be done if funding becomes available.</p> <p>Members asked several more questions regarding tracking the projects and having a matrix for measuring outcomes. They were reminded that only approval of the plan is needed at this time and later as projects are approved and moved forward a list will be provided for WIB review.</p>

### **Administrative Item: 1.1 March 31, and April 21, 2010 Minutes**

**Motion: A majority vote was taken by members 5 approved, no disapprovals, no abstention**

Status	Approved
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### **Administrative Item: Workforce Investment Board 3-Year Strategic Plan Revisions**

<b>Motion:</b>			
Moved by	Shelagh Camak	Second by	Laurie McLaughlin
Status	Approved		
Discussion	<p>On May 10, 2010, Lori Strumpf facilitated the Workforce Investment Strategic Planning Retreat. The objective was to review the 3-Year Plan and prioritize strategies for 2011. Focus Areas for July 2010 thru June 2011 are:</p> <p>Goal One: <i>Provide leadership to develop sustainable strategies and partnerships that close the skills gap for businesses and workers.</i></p> <p><b>Key Strategies:</b></p> <p>1.5 Engage businesses in new approaches to connect with education.</p>		

	<p>1.6 Create a continuum for elementary, middle and high school of career awareness, career exploration and career choice activities to help students understand the world of work. Work with education to align curriculum to the skill needs of the current and future workplace.</p> <p><b>Specific Activities to Focus on:</b></p> <ul style="list-style-type: none"> <li>• Define the skills gap with focus on the targeted industries.</li> <li>• Create strategies for lifelong learning, K to Gray transitions.</li> <li>• Include Labor in the partnerships.</li> <li>• Examine successful partnership models around the country to benchmark against.</li> <li>• Align with Inland Empire WIBS.</li> <li>• Increase the number of businesses involved with the WIB, not necessarily by putting them on the WIB but engaging them in partnerships with specific activities.</li> </ul> <p>Goal Two: <i>Sustain partnerships between business, education, workers, and economic development to address workforce issues.</i></p> <p><b>Key Strategies:</b></p> <p>2.2 Build organizational relevance, through products and services, to industry sector and economic development associations and educational institutions.</p> <p>2.5 Build awareness with key economic development community “players” about the role the WDC and the workforce system can play in making the economic development “deal”.</p> <p><b>Specific Activities to Focus on:</b></p> <ul style="list-style-type: none"> <li>• Increase awareness and get the word out about the WIB thru increased marketing and communication strategies.</li> <li>• Support each board member as a champion of the WIB and of workforce development.</li> <li>• Train and retrain board members on regular and ongoing basis.</li> </ul>
Actions	Strategic Plan will move forward for presentation at the August 18, 2010 WIB committee meeting.

<b>Presentation Item: LEAP Riverside County Youth Labor Market Magazine Presentation</b>	
Presented by	The Junior Magazine Publishers, (JUMP).
Overview	<p>LEAP Magazine represents the WIBs efforts to introduce various ways career exploration to our youth. This is one best practice used to produce learning and business experiences from the business world. JUMP is comprised of 8youths and their publisher. Each youth shared their individual feelings and the things they learned from creating and producing an actual magazine.</p> <p><b>Wayne West</b> – <i>Lead Editor</i>: the editor position is one of authority but it is nothing without the team.</p> <p><b>Essence Evans</b> – <i>Assistant Editor</i>: Cheryl Rhodes and Aude Cabaldon ignited our passions. Aude brought out our potential and used his friends in the business to help show us how publications are done.</p> <p><b>Gio Beltran</b> – <i>Associate Writer</i>: JUMP is a second home to me. After all the months we spent together we have become a family.</p> <p><b>Mirtha Galvin</b> – <i>Advertising Manager</i>: this was a once in a lifetime experience I will take with me throughout my life.</p> <p><b>Albert Ramirez</b> – <i>Art Director</i>: It has been an adventure, so many things happened and so many were left undone. This was a great experience and hope it can continue.</p> <p><b>April Garcia</b> – <i>Staff Writer</i>: This was an experience I will never forget. I picked up skills I would never have gotten from anywhere else.</p> <p><b>Eileena Cal Derillo</b> – <i>Staff Writer</i>: I was skeptical. I thought that the experience would not fit into my criteria for my life plans. Aude and Cheryl were able to show me the potential of this experience. After participating in the program it enhanced many of my skills.</p> <p><b>Jose Carillo</b> – <i>Staff Writer</i>: I faced many challenges to my schedule to fit in this program. But I took on the challenge and was committed to it and this experience has prepared me to face any future challenges.</p>

	<p>Aude thanked the WIB for the opportunity they gave the youth to share and have a voice in the working world. The JUMP team exceeded his expectations and presented him with new insights. The magazine will ready by the end of June and youth will have a magazine which they can see and hear the voice of their peers.</p> <p>The floor was opened to questions and member asked if an electronic version of the magazine would be available. The response was yes, it will be placed on the youth website that is being created and people can place orders and arrange shipment of the magazine. Aude was asked what sort of additional resources the magazine program could use. He responded additional equipment would be great, content for the magazine and hearing the voice of the youth is the most important resource.</p> <p>LEAP magazine was the combined efforts of youth from the Perris, Indio and Lake Elsinore Youth Opportunity Centers. The initial magazines will focus on articles about the five key industries identified by the WIB but if the magazine continues it will include other industries for youth to read about. Feedback on youth response will be provided to the WIB after the magazine has been released.</p>
Actions	The magazine will be presented at the August 18, 2010, WIB Committee meeting.

**Reports :**

<b>National Associations of Workforce Board Chairman's Report</b>	
Jamil Dada	<p>The focus in Washington is summer jobs. Reauthorization of the Workforce Investment Act is on hold. Riverside hosted the National Association of Workforce Boards' (NAWB) Executive committee meeting from June 10-12, 2010. In addition to their Executive Board meetings, the Committee toured the:</p> <ul style="list-style-type: none"> <li>• Riverside and Southwest Workforce Development Centers,</li> <li>• Riverside Culinary School were provided lunch by the faculty and students,</li> <li>• March Air Force Base; and,</li> <li>• Wilson Creek Winery in the Temecula wine area.</li> </ul> <p>The annual NAWB Forum will be held in February 2011.</p>

<b>Vice Chairman's Report</b>	
Tom Donahue	<p>Shelagh Camak, WIB member, was asked to give an update on Communities Learning In Partnership (CLIP). The group who wrote the grant went to Seattle to give a presentation of the Full Plan to the Gates Foundation. The Gates Foundation is an organization that gives seed money to worthy projects to help get them started. The project's plan must have a component in it which shows how funding will be provided to sustain the program beyond the Gates grant. The Gates Foundation will make a decision in July on which of the four out of seven projects it will award grants too.</p> <p>The group feels it has a solid plan and is prepared to move forward. They created two plans one using the Gates Grant and one without the grant. CLIP has the support of the mayor and chancellor's office and regardless of funding will move forward.</p> <p>Tom spoke on the Six Degrees of Separation and why it is important program. It is an important program that has existed in Coachella Valley for five years with the Career Pathways Initiative and is an effective, measurable working model. We presented this program to the Chamber of Commerce in Riverside for them to review. With this model and CLIP funding we can move forward with a model that will engage the modern youth in their communities.</p>

<b>Director's Report</b>	
Felicia Flournoy	<p>Education Coalition for Hire Opportunities (ECHO) is being worked on and two key focuses will be finalized.</p> <p>Work Readiness Certifications are being created and we are assisting by gathering information from businesses. Certificates with educational focus are great but certificates that appeal to business and show employers that a youth is work ready along with being educated are better.</p> <p>Creation of the labor market magazine will serve to connect youth with job opportunities. The Road Trip Nation program is progressing and youth will begin doing career interviews soon. A youth portal similar to My Space is being created but it will engage youth career oriented activities. A rough design is complete and now we are having youth focus groups look at the portal and tell us what it needs to engage their peers. A presentation will</p>

	<p>be prepared for the Executive Committee soon. We hope to eventually link ECHO and the portal together.</p> <p>Mandatory Work Furloughs for staff are over, but the County will continue the four days, ten hour weeks. Our hours of operation will be 730 a.m. – 5:30 p.m. Monday thru Thursday, centers will remain closed on Fridays. Since its opening in April, the Southwest Center has doubled the numbers of clients coming through its doors from 472 in May to 900 in June. The Riverside Center will host its grand opening sometime in July..</p> <p>We will have a full marketing plan for review at the next Executive Committee meeting. The California Workforce Investment Board and the Employment Development Department have a marketing Plan to brand the One-Stop centers.</p>
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	<b>Recap of Actions</b>	<b>Person Responsible</b>
	Strategic Plan will move forward for presentation at the August 18, 2010 WIB committee meeting.	Maria Muldrow
	The JUMP magazine will be presented at the August 18, 2010, WIB Committee meeting.	Maria Muldrow Tiki White

ADJOURNED AT 1:03 P.M.