

Ricardo Olalde  
Chairman



Felicia Flournoy  
WIB Director

Robert Field  
Assistant County Executive Officer, EDA

Maria Muldrow  
CP Manager

Rilla Jacobs  
Secretary

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

**WORKFORCE INVESTMENT BOARD MINUTES**  
**August 19, 2009**

The Riverside County Workforce Investment Board held a general business meeting on August 19, 2009. Chairman Ricardo Olalde called the meeting to order at 11:52 a.m.

**Members in Attendance**

Cindy Delanty	Laurie McLaughlin	Robert Frost	Susan Loew
Imran Farooq	Charles Bray	Sharon Duffy	Chuck McDaniel
Brooks Lockhart	Lee Haven	Ric Olalde	James King
Lois Carson	Robert Little	William Perez	Cindy Roth
Shelagh Camak	Morris Myers	Vicki Nasman	Lea Peterson
Sarah Mundy	Stan Stosel		

**Members Absent**

Iddo Benzeevi	Jamil Dada	Ed Walsh	Tom Donahue
Charles Bray	Kenneth Clark	Greg Doonan	Jeff Henderickson
Paul Jessup	Raymond Hicks	Pam LiCalsi	Susan Senior
Diane Stuart			

**Staff**

Felicia Flournoy	Maria Muldrow	Pat Ramos	Wendy Frederick
La Tonya Johnson	Sheneka Gordon		

**Guests**

Richard Lemire	Gary	Bill Prouty	Mike Marriner
Harvest Riggio	Shelly	Ruth	Brian McAllister

**ADMINISTRATIVE ITEM 1.1: APRIL 15, 2009, MINUTES**

**Motion:** Approve the April 15, 2009, minutes.

Moved by William seconded by Jim King

**Status:** *Approved*

**ADMINISTRATIVE ITEM 1.2: 3-YEAR STRATEGIC PLAN REVISIONS**

**Motion:** That the Workforce Investment Board (WIB) approve the revised 2008-2011 WIB Strategic Plan (Plan) Effective July 2008 through June 2011

**Discussion:** In May 2009, Lori Strumpf (Strumpf & Associates) facilitated the annual Plan review meeting. The WIB leadership and community partners discussed the expansion of collaborative efforts that integrate education, workforce, and economic development to prepare workers to meet the needs of business.

The WIB leadership and community partners examined the current Plan in detail during breakout sessions. The outcome of the breakout sessions were as follows:

Addition of Key Strategies to Goal #2

- 2.7 - Form a RED Team for each region through the Regional Committees designed to intensify efforts to attract and retain business.
- 2.8 - Collect information on new 'business models' businesses may be using to respond to the economic downshift and align the workforce delivery system to new approaches which may be sustained over time, related to workforce needs.

Revisions to Desired Outcomes of the Plan

- **Measure:** Increase the graduation rate of those graduating with standard diplomas and/or with secondary credential **by 3%.**
  - **Indicator:** 83% graduate with a degree or credential  
**Baseline: Estimated graduation rate for 2007-2008 school years is 78.5%.**
  - **Data Collection Method:** School records
- **Measure:** Increase the percent of those entering post secondary education
  - **Indicator:** The number of individuals entering some type of post secondary education increases by **3%.**  
**Baseline: Percentage of high school graduates from 2007-2008 year entering Higher Education Enrollment is 38%.**
  - **Data Collection Method:** Program/school records

The WIB leadership and community partners reached consensus to move forward to gain the WIB Executive Committee's approval of the June 2009 annual revisions, effective July 2009 through June 2010. The WIB Executive Committee approved the revisions at their June 2009 meeting and the revised Plan is being presented to the WIB for final approval

Moved by Cindy Roth, second by Robert Little

**Status:** *Approved*

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### ADMINISTRATIVE ITEM 1.3: MEMBER INITIATIVES

**Discussion:** Cindy Roth reminded the WIB that the Riverside College Career Fair will be held September 30, 2009, at the Riverside Convention Center. This year, the Riverside and Rubidoux Unified School District will participate in the event. Last year, over 4,000 students and parents attended and the number is expected to be higher this year with the inclusion of the Rubidoux School District.

Ricardo Olalde stated the State of Transformation conference would be held September 10, 2009, at the Riverside Convention Center.

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### PRESENTATION 2.1: ROADTRIP NATION

Laurie McLaughlin introduced Mike Marriner and Brian McAllister from RoadTrip Nation. Mike and Brian gave a PowerPoint presentation overview of RoadTrip Nation, which is a program that exposes students to career opportunities that are available in and out of their communities.

The RoadTrip Nation is collaborating with the State of California to create a pilot program to be placed on a website

for youths to view. They are also creating a curriculum for students who are unable to take a RoadTrip to use for interviewing people in their local areas. This curriculum works well for students outside of the urban areas. They also received information on the increased dropout rate and wanted to address this issue.

Riverside is reviewing their curriculum as a community portal for Riverside Youth. If it is acceptable, a recommendation will be made to the Executive Board for review and approval.

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## **PRESENTATION ITEM 2.2: STRUCTURAL RACISM**

Lois Carson gave a presentation of Structural Racism. The Ford Foundation asked organizations to assist in the Racial Equity and Economic Security (REES) Project. Lois's organization was given county support to participate in the project to encourage individuals to have discussions on racism, its' history, its' inequalities and how to make changes.

The Riverside REES project established sub-committees for policy advisory to establish rules of engagement and the technical advisory to eliminate racial disparity in the provision of and access to quality childcare. A report from the Aspen Institute shows the pillars of structural racism as housing, health, education, employment, criminal justice and environment. Riverside will address the issue on an operational level. The focus will be in the Moreno Valley and desert areas. Riverside's Strategic Racism Big View meeting will be held on September 9, 2009.

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## **REPORT ITEM 3.1: REGIONAL COMMITTEE UPDATES**

**East** – Wendy Frederick reported that the East Regional Committee is working to understand the economics of their area. There are business models to review and gain insight on how some businesses are surviving during the recession. Lee Haven reported that the Economic Blueprint Project is complete and a Memorandum of Understanding will be developed with the Coachella Valley Economic Partnership's new Director. Manual Perez will host a job fair on August 29, 2009.

**Southwest** – Morris Myers stated the Southwest Regional Committee has completed its panel reviews of the utilities, advanced manufacturing and health industries to identify and address the skills gap strategy in the Plan. They will hold a meeting on the results and begin to identify opportunities for students to close the skill gaps by offering internships and job shadowing. The next goal is to begin informing business of the Economic Development Agency Workforce Division's (WD) services.

**Mid-County** – Robert Little stated the Mid-County Regional Committee is proceeding with speaking engagements and using the Speakers Kit recently developed by the committee. The committee's desire is to create job shadowing opportunities for youth.

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## **REPORT ITEM 3.2: COUNCIL FOR YOUTH DEVELOPMENT LIAISON**

Laurie McLaughlin reported on the success of the Summer Work Experience Program (SWEP) and that newspapers have conducted interviews with staff and youth to share the highlights the program.

The Housing Group was denied a grant that would have enabled them to secure additional Section 8 vouchers for emancipated foster care youths facing homelessness. They are planning to work on developing a forum to assist these youth.

The CHARACTER COUNTS! Workgroup held its first planning meeting for the 5<sup>th</sup> Annual CHARACTER COUNTS! Youth Awards Event and will identify a Friday in April 2010 for the event date.

The Gang Prevention and Intervention Workgroup is gathering information on other gang prevention programs to learn more about their success in order to expand the members' insight on how it will be able to succeed with future outreach efforts.

The Economic Development Agency Workforce Division (WD) staff plans to use the Mobile 1 Unit at the Independent Living Forum for youth hosted by DPSS. Lois Carson also reported that the Community Action

Partnership is working with foster youth to assist them in learning how to do weatherization.

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**REPORT ITEM 3.3: CHAIRMAN'S REPORT**

Ricardo Olalde reported the new Virtual One Stop System has been approved by the Board of Supervisors, and it will be implemented and online before the end of the year. The WD's partnership with Monster.com to address job seekers needs in searches on the Internet will replace rivcojobs.com. Our branding campaign is getting off to a great start and we are being recognized locally, nationally and internationally. At our final meeting for 2009, we will present the accomplishments for the year.

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**REPORT ITEM 3.4: DIRECTOR'S REPORT**

Felicia Flournoy reported Riverside County's budget was hard hit; cost saving measures will be implemented but furloughs, layoffs and building closures will be made as well. Felicia compared the differences in clients served for 2007/2008 and 2008/2009. Training has increased far beyond last year's numbers.

The SWEP is coming to an end! We were able to assist 2,446 youths in gaining employment. The youths created a newsletter to be mailed and E-blasted to legislators. Postcards are being created for the youths to document their summer experience and will be sent to President Obama, the California Workforce Association and local legislators.

Assemblyman Brian Nestande and WD hosted the Job Seekers Summit, which attracted over 250 participants. Supervisor Jeff Stone provided the opening statement and job seekers were able to attend various workshops and a fashion show to learn the more about the latest professional dress while on a budget. In addition, Monster.com gave a presentation on how to use and navigate when accessing their website. Ninety-five percent of the job seekers were very satisfied with the Job Seeker Summit and even requested that another one be held, lasting two days.

The State of Transformation invitations have gone out and tables will be reserved for those who return a RSVP.

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**REPORT ITEM 3.6: NAWB CHAIRMAN REPORT**

Jamil Dada reported that conversations are being held regarding the reauthorization of the Workforce Investment Act. There are discussions on training, more education and the role of community colleges and post secondary institutions. The administration and government will hear testimonies from the Under Secretary of Education Martha Kanter and the Assistant Secretary of the Employment and Training Administration Jane Oates regarding the strengths found in partnering workforce with education.

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**PUBLIC COMMENTS**

None

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The August 19, 2009, Workforce Investment Board Committee meeting was adjourned at 1:32 p.m.