

Jamil Dada
Fortner
Chairman



Robin Zimpfer
Assistant County Executive Officer, EDA

Harris

Kathryn

WDB Director

Sandi Jesser
Executive Assistant

Laura

WDB Liaison

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

Executive Committee Meeting April 18, 2007

The Riverside County Workforce Development Board (WDB) Executive Committee held a general business meeting on April 18, 2007. Chairman Jamil Dada called the meeting to order at 12:15 p.m.

Members in Attendance

Jim King (phone conference) Jamil Dada Ricardo Olalde Mark Smith

Members Absent

Bob Frost Bob Hester Thomas Tomkins

Staff

Deanna Lorson Kathy Fortner Felicia Flournoy Loren Sims Linda Arnold
Laura Harris Sandi Jesser

Guests

Brian Thieboux, Bill Ponder and Michael Gaubeca (Palo Verde College via videoconference)

Administrative Item #1.1: APPROVE 1/17/07 EXECUTIVE COMMITTEE MINUTES

Motion: That the Riverside County WDB Executive Committee approve the January 17, 2007 Executive Committee minutes.

Moved by Ricardo Olalde, seconded by Jim King.

Discussion: Chairman Dada welcomed Deanna Lorson, EDA Interim Managing Director.

Jim King informed that he will be moving to the desert area in the next few months.

Status: *Motion approved.*

Administrative Item #1.2: PRIVATE SECTOR MEMBER APPLICATION PACKET

Motion: That the Riverside County WDB Executive Committee approve the Private Sector Member Application Packet.

Moved by Mark Smith, seconded by Ricardo Olalde.

Discussion: Laura Harris informed that the draft, streamlined WDB membership packet was presented at the January 17 Executive Committee meeting. At that meeting, members made suggestions which have been implemented into the new draft packet.

Revisions include:

- Defined guidelines related to community representation versus organization representation
- Candidate's business must have a minimum of 20 employees, and the business must represent employment opportunities that reflect the employment opportunities of the local area
- Clause stating if a candidate's business has less than 20 employees, they must demonstrate why they should be appointed to the WDB
- Grandfather clause regarding existing WDB members, not applicants

Chairman Dada noted that Workforce Investment Act (WIA) contains criteria the WDB has been following. Having the right branding and getting more people engaged results in increased interest in joining the WDB so an updated membership packet is needed.

Status: *Motion approved; forwarded to the WDB.*

Administrative Item #1.3: COMMUNITY COLLEGE EDUCATION ASSISTANCE CENTER FUNDING RECOMMENDATION

Motion: That the Riverside County WDB Executive Committee approve and authorize \$185,000 in WIA Title IB Adult and Dislocated Worker funding for Program Year (PY) 2007/2008 Community College Education Assistance Center project at Riverside Community College (RCC).

Moved by Ricardo Olalde, seconded by Mark Smith.

Discussion: Linda Arnold spoke on the need to link the workforce system with education, especially with the community colleges which are the primary providers of high-tech skills to those not attending a 4-year college.

Some people are reluctant to go to college because it can be overwhelming and confusing without proper guidance. In September 2006, EDA launched a pilot program partnering with Riverside Community College (RCC) District to establish the Community College Education Assistance Center. The center is currently located at the RCC Riverside campus and provides students with a variety of resources offered by the college system. College staff assist in navigating through the system without confusion. In addition, the center provides career exploration, assessment career counseling, meetings with financial aid representatives and job preparation workshops. To date, over 120 individuals have accessed the center for these resources.

In response to the State Monitoring Review Section, EDA agreed to re-procure for these services in order to allow other community colleges the opportunity to propose. The Request for Proposal (RFP) was released in February 2007 with one proposal submitted by RCC. The proposal requested \$200,000 to operate the center. Staff's recommendation is to fund RCC \$185,000. Linda explained that the \$15,000 reduction from the original proposed amount was based on the 12% WIA funding reductions.

In addition, Kathy Fortner reported that this started out as a pilot project and before increasing the funding, staff needed to determine whether the center would provide people increased access to the resources. An evaluation report to ascertain if there has been an increase at the community college will be provided to the committee at the end of the year.

Mark Smith commented that the center is exactly the type of cooperation/partnership the WDB has been talking about.

Status: *Motion approved; forwarded to the Board of Supervisors.*

Administrative Item #1.4: STRATEGIC PLANNING/CONTINUOUS QUALITY IMPROVEMENT CONSULTANT FUNDING RECOMMENDATION

Motion: That the Riverside County WDB Executive Committee approve to fund a maximum of \$72,000 in WIA funds for Strategic Planning/Continuous Quality Improvement (CQI) Consultant services for PY 2007-2008 and authorize the Workforce Development Administrator to negotiate and execute an agreement for these services.

Moved by Mark Smith, seconded by Jim King.

Discussion: Linda reported that in continuing our efforts as a high-performance workforce organization, there is still a need to have ongoing guidance and training by a consultant with expertise in strategic planning, implementation, program evaluation, quality improvement and system building.

Strumpf & Associates has been providing these services for the WDB, Council for Youth Development (CYD), Youth Opportunity Centers (YOC) and the Workforce Development Centers (WDC) since 2002 and has achieved numerous outcomes: critical measures using data to make informed decisions, established a team whose goals are to define and streamline the internal processes of the organization, CQI Kick-Off, developing quality standards in order for each YOC to meet or exceed criteria necessary to become certified and creating/administrating an organization-wide, self-assessment tool which has helped to identify strategies and processes to be implemented to achieve higher levels of quality performance. The information and assessment team has implemented customer comment cards. The critical measures have allowed staff to hone in on how to get the job done. The YOCs have completed six rounds of certification. Also, Lori Strumpf has been instrumental in developing the WDB's strategic plan and helping to map out the outcomes.

February 2007, an RFP was released, and two proposals were submitted: Strumpf & Associates and Smithson Dillon Associates. The proposal evaluation was based on experience and a quality assurance system working with youth systems. Smithson Dillon scored 153 points; Strumpf Associates scored 167. The main difference in the two proposals was that while Smithson Dillon did have experience working with youth services and the WDB, their proposal did not involve interaction with staff. Strumpf's proposal included staff interaction. It is essential to have interaction with staff in order to keep moving forward with the strategic plan.

Loren Sims informed that these are 3-year procurements whereby staff brings the

recommendations to the committee on an annual basis. Last year, the Strategic Planning/Continuous Quality Improvement (CQI) Consultant contract was funded at \$102,000 for an 18-month period.

Vice Chairman Olalde asked if there is a phase-out plan to end the consulting services, specifically training staff to carry on without the assistance of the consult. Kathy noted the takeover of the CQI processes by a staff person would happen within five years. Ms. Strumpf has been working with our staff for two years and working with the YOCs for three years. Currently, there are three staff working with Lori, and Sandy Kantor is the contact person who will oversee the YOC leadership team and train staff on how to be a CQI, high- performance organization. In addition, Workforce Development staff will be on organization teams working in team environments using data to make good decisions. Ms. Strumpf has been training staff on conflict resolution and facilitation skills, etc. Any one of the staff on the leadership team would be able to take over for Lori. She is continuing to do YOC certifications and is conducting quarterly training at the YOCs request.

Status: *Motion approved; forwarded to the Board of Supervisors.*

Administrative Item #1.5: YOUTH CASE MANAGEMENT SYSTEM FUNDING RECOMMENDATION

Motion: That the Riverside County WDB Executive Committee approve funding \$62,350 (\$42,450 for PY 2007/2008 and annual recurring cost of \$9,950 for PY 2008/2009 and 2009/2019 respectively) to acquire Efforts-to-Outcomes (ETO) software designed by Social Solutions for the exclusive use by all WIA-sponsored youth centers in the County of Riverside.

Moved by Mark Smith, seconded by Ric Olalde.

Discussion: Linda reported the YOC system is responsible for tracking case management of the youth. Each YOC has its own way of tracking and casenote taking activities which allows room for error in performance outcomes and causes havoc for Workforce Development staff that provide oversight. Consequently, staff recognized a need for all YOCs to use one common case management system. There are funds available for this purpose. Staff released an RFP in February 2006 and received one proposal. Linda noted three other proposal packets for this solicitation were picked up but were not submitted.

Social Solutions' proposal meets all of the requirements, and the funding request is reasonable. The first year cost would be \$42,450 which includes software, licenses, all user fees, implementation/training and travel-related expenses. After the first year, the recurring costs would only be \$9,950 for all the YOCs and the EDA youth staff.

The system allows YOCs to track all if their youth, match outcomes and follow-up, resulting in significant saving of staff time. The system would also allow everyone to use the same type of data resulting in common reports being disseminated and would help to improve the youth program. In addition, two of the YOCs currently utilize the proposed system which has translated into their being well organized, well informed of all youth activities and having outstanding performance. If the funding recommendation is

approved, it would lower the operational costs for these two YOCs.

In response to Vice Chairman Olalde's question, Linda informed that all editions of the *Press Enterprise* carried the RFP. Staff also sent RFP notifications to those on our bidders' list and to companies that offer similar types of service.

Social Solutions is based on the East Coast but has a regional office in San Diego. Besides the two YOCS already using the software, RCC is using the software for their foster care program.

Linda assured there will be a level of security to ensure files are kept confidential. The actual casenoting would be on another case management level, and the confidential information would be walled off from the aggregate data.

Chairman Dada commented that the Executive Committee may have to schedule an additional meeting in a few weeks to receive the youth funding recommendations.

Status: *Motion approved; forwarded to the Board of Supervisors.*

Administrative Item #1.6: BOUNDARIES FOR REGIONAL COMMITTEES

Motion: That the Riverside County WDB Executive Committee approve the boundaries for the regional committees as described below and shown on the attached map.

Moved by Jim King, seconded by Mark Smith.

Discussion: Copies of an updated map were distributed along with the Strategic Action Plan summary as determined at the March WDB Retreat. Referring to the map, Kathy reported that staff is recommending the regional committees be determined by the five economic regions of the county:

- ★ West Regional Committee: the cities of Moreno Valley, Riverside, Norco, Corona and Perris
- ★ East Regional Committee: the cities of Desert Hot Springs, Palm Springs, Cathedral City, Indio, Rancho Mirage, Palm Desert, Indian Wells, La Quinta and Coachella
- ★ Southwest Regional Committee: the cities of Canyon Lake, Lake Elsinore, Murrieta, Temecula
- ★ Mid-County Regional Committee: the cities of San Jacinto, Hemet, Calimesa, Beaumont and Banning and the Pass Area

Status: *Motion approved.*

Administrative Item #1.7: APPOINTMENT TO THE COUNCIL FOR YOUTH DEVELOPMENT

Motion: That the Riverside County WDB Executive Committee approve the Council for Youth Development's (CYD) recommendation to appoint Brendan Schuman to the CYD

Moved by Ricardo Olalde, seconded by Mark Smith.

Discussion: Felicia Flournoy advised that the CYD is recommending the Executive Committee appoint Brendan Schuman to the CYD. One of the ways to get youth involved with the

CYD is to connect back to the Board of Supervisors' Youth Advisory Council; Mr. Schuman is on that council representing District II.

Status: *Motion approved.*

Administrative Item #1.8: MEMBER INITIATIVES

Vice Chairman Olalde reported that workforce issues pertaining to the engineering industry have started to hit the headlines of national periodicals and local chapter associations. In addition, the construction industry is looking at workforce issues. The engineering industry wants to engage and tap into the resources provided by big business, construction, etc. He offered to meet with Kathy to coordinate/determine how to move forward on this issue.

Kathy informed that she is part of a statewide group discussing the proposed increase in the number of union representatives on Workforce Investment Boards. Chairman Dada stated that with the passage of the state's SB293, WDB would have to increase the number of union representatives from two to four.

Riverside County Office of Education is honoring WDB member Ron Visser. He will be inducted into their Education Hall of Fame.

Bob Hester is no longer able to chair the East Regional Committee (ERC). Kathy will meet with ERC Vice Chairman Jeff Hendrickson next week to see if he may be available to take over as chair.

Motion: That the Riverside County WDB Executive Committee dissolve the Community & Governmental Relations Committee.

Moved by Mark Smith seconded by Ricardo Olalde.

Discussion: Tom Tomkins is the current chair for the Community & Governmental Relations Committee (C&GRC). He recently informed staff he would be submitting his resignation from the WDB. Chairman Dada reported that only two members (Jamil Dada and Cindy Roth) were present at the April 16 C&GRC meeting. He asked the committee to discuss disbanding the C&GRC.

Chairman Dada explained that the Executive Committee could take over the role of the C&GRC, and the regional committees could also take over some of the C&GRC charges. Kathy suggested that local/regional issues be undertaken by the regional committees; statewide and national issues would be under the Executive Committee.

It was noted the WDB Bylaws state the composition of the Executive Committee includes two at-large public-sector members of the WDB which are currently represented by labor and education. Members directed staff to amend the WDB Bylaws regarding the Executive Committee composition to include two at-large members of the WDB and present for approval at the May Executive Committee meeting.

Status: *Motion approved.*

Vice Chairman Olalde suggested the next Executive Committee meeting be held at the new EDA Administration building.

Barbara Halsey, the present San Bernardino County Workforce Development Director, has been appointed director of the California Workforce Investment Board. David Long, current Riverside County Office of Education (RCOE) Superintendent, has been appointed the state Secretary of Education by the governor. Chairman Dada will meet with Dr. Long and his replacement Kenn Young to continue the progress with an education alliance project that Dr. Long supports and has indicated RCOE would help implement. A presentation on the proposed project will be made at the next WDB meeting.

Presentation Item #2.1: PALO VERDE BUSINESS DEVELOPMENT PROGRAM REVIEW UPDATE

Brian Thieboux, Professor of Business/English and ALO/Institutional Researcher for Palo Verde College, informed the committee that the purpose of his presentation is in conjunction with the ongoing process of the college's self-evaluation and to provide the committee with a brief overview of the college's programs, hear any questions the committee may have regarding the college and relay any information the committee may have regarding business or employment trends the college should be aware of in terms of developing programs or expanding existing programs. In addition, every vocational or occupational training program offered by a community college district is reviewed every two years to ensure each program does the following:

- Meets a documented labor market demand
- Does not represent unnecessary duplication of other manpower training programs in the area
- Is of demonstrated effectiveness as measured by the employment and completion success of its students.

Dr. Thieboux informed that Palo Verde College provides four main classes: business/management, computer, office administration and accounting. There is no duplication on the two college campuses located in Needles and Blythe of which the college is the primary provider of education services in those areas of the county. He noted college's emphasis is getting youth to graduate and transfer to a 4-year college and tracks the degree completion rate. At the present time, the college does not have a good tracker for the employment rate. Dr. Thieboux informed that 33 AS degrees were given out last year; 30 awarded to individuals housed at two correctional facilities.

Bill Ponder, Professor of Business/Computer Information Science, reported that in the fall, the college will be getting 140 full-time students from Ironwood State Prison. The prison is converting one of their yards into a college-dedicated yard. He informed that this year, the college had a total of 75 graduates with and AA or AS degree.

- Q. How can the business department better serve our community?
- A. Committee members noted there are a shortfall of soft skills, customer service skills and a basic work ethic which can be transferred from one job to another. Businesses need trainable people with soft skills, and education should focus on those issues.

Dr. Ponder informed there is a customer service academy which has a certification program.

- Q. What do you think the college could do to set up our face-to-face classes to attract more students?
- A. In terms of the work we have done with people looking for new job skills, Kathy indicated an 18-week class is problematic because people need to get back to work quicker. She suggested a 6-8 week program and also to modularize more.

- Q. What skill areas need or require additional or higher training?
 A. Vice Chairman Olalde commented that many people feel dissatisfied at where they are and do not want to be responsible.

Vice Chairman Olalde added that logistics is a 'hot' industry. Chairman Dada informed that a good place to pick up trends is the economic partnership meetings held monthly with over 23 different representatives attending.

Information Item #3.1: CREATING 2020 VISION SYMPOSIUM REPORT OUT

Goal #4/Branding; Goal#5/Sustainability

Kathy reported that 92 attended the event representing economic development, workforce development and education. Staff received 40 commitment cards, and the evaluations were positive. The event will be followed up by small, regional luncheons. She informed about the creation of a virtual office, which will be run off of the EDA website, as a place where people can together, share information, build relationships and have the ability to address issues or programs, etc. The virtual office would also be a place to put labor market data, various projects that people doing working well.

To continue the relationship and collaboration, Chairman Dada suggested having the 2-county Executive Committees meet together. It would also serve to show Sacramento and Washington, DC that the two counties are working/collaborating together.

Information Item #3.2: STATE OF THE INLAND EMPIRE

Goal #4/Branding

Laura noted the WDB ad in the *Business Press* supplement for the 9th Annual Economic Briefing raises awareness of the WDB. In addition, there were no costs involved with the ad due to errors by the *Business Press* to previous WDB ads.

At the next meeting, Laura will provide members with a draft concept for the advertorial to be included in the State of the Inland Empire supplement.

Information Item #3.3: NAWB/WASHINGTON, DC UPDATE

Goal #4/Branding

Chairman Dada will make his report at the June WDB meeting.

Report Item #4.1: COMMUNITY & GOVERNMENTAL RELATIONS COMMITTEE

None

Report Item #4.2: COUNCIL FOR YOUTH DEVELOPMENT

Vice Chairman Olalde reported that California Family Life Center invited the WDB to an event celebrating their anniversary.

Following the recent CYD elections, Heidi Marshall (Chairman) and Andrew Guerra (Vice Chairman) will be returning.

The CYD has gone through their strategic plan priorities and are focusing on gang prevention/intervention and ensuring every YOC youth is being served with a mentor. Through a grant

applied for by the Housing Authority, youth will be able to help homebuilders develop transitional housing.

Twenty schools participated in the recent Riverside Summit along with three YOCs for a total of 528 students in attendance.

The Hemet and Lake Elsinore YOCs participated with the National Youth Employment Coalition's long-term study on how the system is working and getting youth connected to college. Through the data, it was learned that over the last three years, 263 youth within the system have gone on to higher education.

Report Item #4.3: CHAIRMAN

Chairman Dada commented that the WDB has created Collaborate-with-a-Chamber, Connect-with-a-City and Link-with-a-Legislator and now would like to add Engage-an-Educator. Members will be asked to engage, at the local level, their superintendents, school trustees, etc. Kathy will provide further information about this new project at the June WDB meeting.

Vice Chairman Olalde was thanked for his comments and quotes in the recent 2020 Vision newspaper article. He informed that as a result of the article, he was contacted by Chaffey College and the city of Ontario to further the discussion and become engaged.

The Business Education Alliance stakeholder meeting will be held May 3, and Laura will email the pertinent information to the members.

In representing workforce development, Chairman Dada will be in Sacramento on April 19; April 24 he will be attending a state conference in Irvine; May 3-6, he will be in Washington, DC representing NAWB for his monthly meeting with Department of Labor (DOL) and various senators, keeping the engagement going. He also attends quarterly face-to-face meeting with DOL representatives in Washington, DC, as well as Senate and House chairmen.

Chairman Dada and Kathy attended the recent Culinary Academy graduation with three other WDB members and RCC school board trustees. A total of 17 students graduated.

Reports Item #4.4: DIRECTOR

Kathy reported that at the upcoming regional committees, members will discuss and review the WDB Strategic Plan that resulted from the March WDB Retreat and determine what action to as their role. She distrusted copies of the Strategic Plan/Strategies for 2007-08. She noted that eight critical measures determined by staff in order to manage our programs match a lot of the WDB's Strategic Plan.

Staff is partnering with COD's Institute for Sales and Service Excellence Greatness Summit which will be held April 30 at the UC Palm Desert office. She will email members with further information.

PUBLIC COMMENTS

None

The May 18, 2007 WDB Executive Committee was adjourned at 2:00 p.m.