

**GOLDEN SIERRA JOB TRAINING AGENCY  
WORKFORCE INVESTMENT BOARD  
REGULAR MEETING  
MINUTES**

**Wednesday, March 20, 2014 – 1 pm**

**Brandman University  
3001 Lava Ridge Court #250, Room 136  
Roseville, CA 95661**

I. ROLL CALL AND INTRODUCTION OF GUESTS

Quorum was established and the meeting was called to order at 1:06 pm by Chair Miller.

Present: Al Holmes, Brooks Lockhart, Carol Pepper-Kittredge\*, Christina Nicholson\*, Daniela Devitt\*, David DeLeonardis, David Frazier, Debbie Stack, Kevin Ferreira, Kim Pellow, Maggie Valenzuela, Marcy Schmidt, Martha Escobedo, Michael Zimmerman, Paul Castro, Randy Wagner, Rick Larkey, Tim Cook, Tink Miller, Victor Wursten,

Absent: Anette Smith-Dohring, Jason Buckingham, Jim Hegarty, Kathleen Burris, Laurel Brent-Bumb, Panda Morgan, Sherri Springer, Vince Echeverria and William Reed

Guests: Darlene Galipo, George Marley, Jim Tobin, Gabriel Garcia, Latanya Johnson, Lorna Magnussen, Mark Fazler, Michael Indiveri, and Terrie Trombley

\*Denotes arrival

II. APPROVAL OF AGENDA

**Motion** to approve agenda by DeLeonardis, second by Ferreira.

**Motion** approved unanimously.

III. CONSENT AGENDA

All matters listed under the Consent Agenda are considered to be routine in nature and will be approved by one blanket motion.

For Approval

- A. Approval of Minutes from January 16, 2014 WIB Meeting.
- B. Approval of Youth Council application; Tiffany Psomas Representing Youth Service Organization (El Dorado)

Informational

- C. Attendance Log

**Motion** to approve Consent Agenda items A - C by DeLeonardis, second by Cook.

**Motion** approved unanimously.

#### IV. PUBLIC COMMENT - FOR THOSE ITEMS NOT ON THE AGENDA

Chair Miller attended the annual Day at the Capitol event hosted by the California Workforce Association. This year's event took place on Wednesday, March 19, 2014 in Sacramento. WIB member Ferreira attended the event, along with Golden Sierra Job Training Agency Deputy Director Galipo. Buckingham and Pepper-Kittredge also attended but were absent when Miller shared the comment.

\*1:10 pm Nicholson arrived

During the morning of the Day at the Capitol event there was a briefing on new bills impacting the workforce. Attendees met with local legislators in the afternoon.

Ferreira highlighted the session with Assemblyman Frank Bigelow. Representing the 5<sup>th</sup> Assembly District, Bigelow was very supportive of all issues surround workforce and economic development. He plans to talk with congressional members about getting WIA reauthorized. Staff members from Assemblywoman Beth Gaines office were in attendance, in addition to staff members from Senator Ted Gaines office. All legislators seemed receptive of the needs in workforce and were supportive.

Galipo concurred with Ferreira. She shared that material were provided to the legislators and their staff to provide education about the agency and the work it does in the community.

#### V. APPOINT NOMINATION COMMITTEE

According to the WIB Bylaws, the presiding officers of the WIB shall be called Chairperson and Vice Chairperson and shall have two year terms of office beginning July 1<sup>st</sup> of each even year and ending on June 30<sup>th</sup>, two years later. The terms for the current Chairperson and Vice Chairperson, Miller and DeLeonardis are ending.

The WIB Bylaws stipulate the following:

- No later than March of each election year, a nominating committee shall be appointed by the Chairperson.
- The committee shall consist of the Chairperson and three WIB members with as many counties being represented as possible.

Chair Miller asked for volunteers to sit on the committee. Cook, Schmidt and Zimmerman volunteered. Chair Miller will also serve on the committee as outlined in the bylaws, unless she is re-elected upon which she will recuse herself.

Upon approval, Magnussen will coordinate the meeting of the newly formed Nomination Committee. The election will take place at the WIB meeting on Thursday, May 15, 2014.

**Motion** to approve Miller, Cook, Schmidt and Zimmerman as the 2014 Nomination Committee by Larkey, second by Stack.

**Motion** approved unanimously.

#### VI. APPROVAL OF 2014/2015 MEETING SCHEDULE

The WIB currently meets on the third Thursdays of off months, 1 pm – 3pm. There was no discussion to change the current meeting schedule.

**Motion** to approve the current meeting schedule as the new 2014/2015 schedule by Lockhart, second by Cook.

**Motion** approved unanimously.

VII. APPROVAL WIBD10-02 WAIVER FOR YOUTH TESTING

Deputy Director Galipo shared that the WIB passed a directive to authorize the use of the Comprehensive Adult Student Assessment Systems (CASAS) Employability Competency System (ECS) as the primary assessment test for youth. After discussions with other local workforce investment areas, Galipo learned about other assessment that could prove valuable tools for the agency.

There are many assessments approved by the Department of Labor for the purpose of determining a youth participant's level of basic skills. One of those, which is currently unavailable to Golden Sierra youth service providers due to the directive WIBD10-02, is Wonderlic's General Assessment of Instructional Needs (GAIN).

An initial evaluation of GAIN indicates a number of potential benefits for the consortium including cost savings, a reduction in scoring errors, and the modernization of the assessment process. In order to determine whether or not those benefits can be realized staff is seeking approval by the Golden Sierra Workforce Investment Board granting a waiver to WIBD10-02 through June 30, 2015. Under this waiver, select youth service providers will be authorized to pilot and evaluate the advantages/disadvantages of the GAIN assessment as defined in the waiver. The results of the pilot study shall be reported to the WIB at a future date.

**Motion** to approve WIBD10-02 Waiver by Larkey, second by DeLeonardis.

**Motion** approved unanimously.

\*1:26 pm Pepper-Kittredge arrived

VIII. PARTNER PRESENTATION – KEVIN FERRIERA, BOARD OF EQUALIZATION, UNDERGROUND ECONOMY with RANDY SILVA & PETER WILLIAMS

Ferreira works for the Board of Equalization as a part of Operation Tax Recovery and Criminal Enforcement (TRaCE). According to Ferreira's presentation, California loses \$60-\$140 billion dollars annually to the Underground Economy. The Underground Economy offers an unfair, illegal advantage to those who fail to comply with the California's tax and labor laws. Nine billion dollars is uncollected in corporate, personal, and sales & use taxes each year. The estimated revenue loss and the industries affected are as follows:

<b>Industry</b>	<b>Estimated Revenue Loss</b>
<b>Prescription Drugs</b>	5.13 billion
<b>Movies</b>	3.27 billion
<b>Music</b>	1.64 billion
<b>Computer Software</b>	1.25 billion
<b>Electronic Equipment</b>	13 million
<b>Fashion</b>	615 million
<b>Cable/Satellite TV signals</b>	850 million
<b>Currency</b>	23.8 million

\*1:38 pm Devitt arrived

In addition to the industries above, revenue loss for illegal activities is also very costly. The illegal activities include: drug trafficking, prostitution, identity theft, gambling, cigarette and tobacco, and human trafficking. Labor violation is another area impacting the Underground Economy. Labor violations include failure to report and pay employment taxes on payroll, failure to purchase and/or maintain workers' compensation insurance, paying employees under the table and more.

TRaCE is a multi-agency collaborative consisting of:

- Department of Justice/Bureau of Investigation
- Department of Justice/Division of Law Enforcement
- Office of the Attorney General/Criminal Division
- Franchise Tax Board
- Employment Development Department
- Federal Bureau of Investigations
- Homeland Security Investigations

TRaCE is a pilot hosted by the Board of Equalization with a purpose to combat organized elements of the underground economy engaged in the manufacturing, importation, distribution and sale of pirated intellectual property, and other economic crimes resulting in the evasion of business, payroll and/or income taxes and human trafficking, to include but not limited to sexual and labor trafficking.

#### IX. PROJECT SLINGSHOT

Galipo referenced page 16 in the agenda packet which summarizes the project. In short, Project Slingshot is an opportunity for neighboring local workforce investment boards to get together and apply for seed funding to research and develop efforts to address larger scale workforce problems. The expectations of the project are outlined on page 16 of the agenda packet. The three challenges already identified are as follows:

1. Does participation in career-related work-based learning experiences during high school produce substantial and sustained improvement in the labor market prospects and transitions to adulthood of youth?
2. Is it possible to re-engineer layoff assistance/rapid response services to a comprehensive economic transition model that embraces layoff aversion?
3. How can the Workforce Investment Board in the region support the AB86 Adult Education Consortium Planning efforts in the region?

WIB members are encouraged to review the three identified challenges and make recommendations, express an opinion, determine priority level, or make a suggestion on reviewing a challenge that has not been identified, to assist with the development of the proposal.

Lockhart also sits on the San Bernardino WIB. He shared that this project was presented to their WIB a few weeks ago. He explained his understanding is there is no funding available for this project yet, however; planning now is important. He also emphasized the importance of local workforce areas coming together to apply for the funding.

Galipo shared that the agency is working with Sacramento Employment Training Agency (SETA) on this project. She agrees that collaboration is very important and was a part of the original intent of this project.

Larkey shared that this project is also being dealt with in community colleges and the Career Pathways Trust as they are trying to develop new metrics that measure success. He suggested we work with them to see if we can pull resources and efforts together.

Nicholson reminded WIB members of the ongoing issue with basic skills. The Youth Council has selected basic skills as focal points as a result of learning more than 70% of youth who graduate high school are basic skills deficient. Nicholson requested this issue be considered as a challenge as it impacts the region the agency serves and it impacts career pathways.

Pepper-Kittredge agrees that basic skills should be considered as an additional challenge. She used construction as an example. Some of the students are hands-on individuals who can learn through applied education, yet may have a difficult time testing. Valenzuela concurred with Nicholson and Pepper-Kittredge. She shared how important it is for youth in gaming and the food industries to be knowledgeable of basic skills. Basic skills are an integral part of every sector and therefore are important.

Galipo will share the idea of adding a section that is youth related and surrounds the issue of basic skills. WIB members are encouraged to contact Galipo or Buckingham if any ideas are birthed after the meeting. The California Workforce Investment Board (CWIB) is expected to release Request for Proposals in the next few months.

#### X. STATE PLAN UPDATE

- **Sector Strategies** – Sector stakeholders were asked to provide an update of the areas they represent. Pepper-Kittredge was asked to update WIB members on Advanced Manufacturing and Larkey was asked to provide an update on Construction. The following was reported:

##### Pepper-Kittredge:

Attended CWIB Advanced Manufacturing Committee meeting a while back and their plan has been adopted. From a local perspective, the college has been trying to work with staff to identify opportunities to partner and seek joint funding opportunities. Attended Prop 39 meeting with Buckingham and Indiveri at the Sacramento Employment Training Agency (SETA) to talk about a joint proposal; Has meeting with Chancellor's office to discuss Prop 39.

##### Larkey:

Passed out four handouts which provided a review of the construction industry. On January 15<sup>th</sup> there were 55 people who attended the meeting of the Construction and Energy Sectors Consortium. Their purpose is to meet the workforce and training needs of employers and members in the construction & energy industry. There are five driving elements to the Construction and Energy Collaborative and these are included on one of the handouts. Larkey provided an overview of the CTE standards related to construction and energy sectors. The next meeting of the committee is on Tuesday, March 25, 2014, 3:30pm – 5pm at the Mather Commerce Center in Rancho Cordova. The flyer handed out does not include the website, however that information will be sent to all WIM members after the meeting.

#### XI. BOARD RESOURCE – DOL TEN 24-13

Magnussen directed WIB members to page 22 of the agenda packet. This page includes information about tools for WIB members. Some of the information will be included in future WIB orientations and other information will be reserved for a Board retreat.

Resources include four main categories:

- Workforce Board Leader: Contribution Tools
- WIA 101 Online Training: An Introduction in 8 Modules
- WIA Governance: Training the Trainer Curriculum
- Workforce Systems Strategies

Magnussen is going to forward the document with active links and is asking WIB members to complete Module One of WIA 101. It takes about half an hour and includes helpful and topical information related to WIB membership. Magnussen asked that this be completed prior to the next meeting in order to share feedback on the experience of using the tool. She encouraged WIB members to check out the other categories prior to the next meeting as well.

## XII. WIA SERVICE PROVIDER PERFORMANCE

The agency recently purchased a subscription to the FutureWorks system. This system allows the agency to provide dashboard-type reports with current One-Stop performance. The data in these reports will assist the WIB in meeting its obligation to review One-Stop operators annually.

Galipo provided an overview of the report, including the meanings of the color coding (Red, Yellow and Green for exceeding a measure, meeting a measure, or failing to meet a measure). The report covers all three populations served by the agency: Adult, Dislocated Worker, and Youth. Each population has three measures. Adults and Dislocated Workers are measured by those who entered employment, retention, and earnings. Youth are measured by placement, certificate/degree, and literacy/numeracy. There is a goal for each population and each measure. The report shows the goal and actual outcomes. For example, under Adults, the goal is 72.5%. This indicates 72.5% of adults who go through our programs should enter employment. The actual outcome shows where we are thus far. In this case, the outcome for all providers in the Adult category is 73.2% which means the overall goal was achieved by 101.0%.

Schmidt stated it would be helpful to see client numbers. The outcome is affected and looks differently if there are 2 clients or 20 per center. Galipo agreed client numbers would be helpful, including a numerator and denominator.

Stack requested time frames by quarter, if possible.

Frazier requested a space between each population, or a blank row, to make the report easier to read. He also requested client totals be added to the report.

This tool is still new to staff. They are working gathering the right information that would be most helpful to share. This is intended to be a high level summary and tools like this will be provided periodically to help the WIB monitor the One-Stop Operators

## XIII. WIA SERVICE PROVIDERS UPDATES

- **Alpine County Consortium** – Report was submitted as a handout. Alpine is actively working in the One-Stop and in the community building new relationships with businesses and educators. They had 99 visits to the One-Stop since November 2013 and they are continuing with their collaboration with workforce development professionals from Douglas County, Carson City, and the Washoe Tribe.

- **El Dorado County Consortium** – The following was reported:
  - In February, 18 different job search workshops were offered; 8 were in Spanish
  - Since the last WIB meeting, 992 individuals have visited the Placerville and Tahoe One-Stop Centers
  - Placerville One-Stop continues to move forward with the rollout of NextSkills; Four staff members have been trained
  - Placerville One-Stop is in process of being certified as GED testing site
  - Participated in a job fair in South Lake Tahoe two nights ago and will be participating in the Tri-County Job Fair this week
  - Three former youth participants have been secured regular employment.
  
- **Golden Sierra Job Training Agency** – The following was reported:
  - Participating in the Tri-County Job Fair tomorrow
  - Held five healthcare recruitment events; serving 70 participants
  - Continues to administer the DEI award targeting job seekers for those with disabilities. Offered two asset development workshops under the award and hosted by Bank of the West. The workshops covered topics such as budgeting, financial planning and credit review and monitoring
  - Offered two Wellness Planning workshops; a two-day event focusing on mental health topics. Received lots of positive reviews about the workshops
  - Offered a workshop series where Sac Business Journal came and shared information on how to use their publication to increase exposure and networking opportunities and expand customer base. More than 30 employers benefited from this.
  - EDD presented labor law and tax workshop for 35 employers at the Roseville One-Stop
  - Between January and March the agency had contact with 120 local businesses, providing them information about On-the-Job-Training and the Business Resource Guide
  - Great summer initiatives coming up; Youth- new partnership with Sierra College underway to expose youth to a variety of career technical education tracks and expose them to basic math and reading to increase literacy and numeracy
  - Funding awarded to SedCorp to provide B.O.S.S. (Business Owners Survival Strategies) workshops in Placer and El Dorado Counties
  
- **PRIDE Industries** – Things are going well overall. There was a lag in program participant enrollment last quarter but made up for it this quarter.

#### XIV. COMMITTEE UPDATES

- **Business Services Committee** – The committee has a new mission statement and is currently working on a resource tool for staff, WIB members and partners. This tool will be used to help businesses connect with agencies and organizations to help them meet their needs and succeed. The next meeting of the committee is on Wednesday, March 26, 2014 at the Roseville Chamber of Commerce.

- **Executive & Finance Committees** – The committee has not met jointly in a while, however the committees are schedule to meet jointly on Thursday, April 17, 2014.
- **Youth Council** – The Council has decided to focus on the area of basic skills. At the last meeting on Wednesday, March 19, 2014 Council members reported detailed information about local basic skills providers. The Council hopes to add links to the electronic Business Resource Guide for site visitors to have links to organizations and agencies that can help them. While conducting research, Council members discovered GCFlearnfree.org, an online tool that offers free training, presentations and ways to improve skills in various areas, including work readiness and life skills. The next meeting of the Youth Council is on Wednesday, May 21, 2014.

XV. FUTURE AGENDA ITEMS / NEW BUSINESS - None

XVI. NEXT MEETING – Thursday, May 15, 2014 – Brandman University

XVII. ADJOURNMENT

**Motion** to adjourn by Miller.

Meeting adjourned at 3:05 pm.