

**GOLDEN SIERRA WORKFORCE BOARD
REGULAR MEETING
MINUTES**

Thursday, March 17, 2016 - 1:00 p.m.

**Brandman University
400 Sunrise Avenue, Suite 200
Roseville, CA 95661**

Mission: The Golden Sierra Workforce Board convenes industry leaders and key partners to identify workforce initiatives, create innovative solutions and measure the success of the systems' ability to meet industry and workforce needs.

I. ROLL CALL AND INTRODUCTION OF GUESTS

Quorum was established and the meeting was called to order by Chair Miller at 1:04 p.m.

Present: Tink Miller (Chair), Rick Larkey (Vice-Chair), Anette Smith-Dohring*, Bill Bettencourt, Carol Pepper-Kittredge*, Christina Nicholson, Daniela Devitt*, David DeLeonardis, Eric Cooper, John Tweedt, Kathleen Burris, Kevin Ferreira, Maggie Valenzuela, Marcy Schmidt, Martha Escobedo, Michael Zimmerman, Paul Castro, Randy Wagner, Stewart Schurr

Absent: Bob Ward, Jason Buckingham, Kim Pellow, Laurel Brent-Bumb, Mark Frayser, Sherri Springer, Victor Wursten

Guests: Kathy Spindola, Lorna Magnussen, Darlene Galipo, Kathleen Franklin, Cara Welch, David Luke, Gina Lujan, Robert Hyland, Felicia Busan

** Indicates arrival time*

II. APPROVAL OF AGENDA

Motion to approve agenda by Zimmerman, second by Wagner.

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.

A. Approval of Minutes from January 21, 2016 WB Meeting

B. Review of Minutes from February 18, 2016 EC/FC meeting

C. Attendance Log

Motion to approve consent agenda items A-C by DeLeonardis, second by Wagner.

Motion approved unanimously.

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

**Smith-Dohring arrived - 1:05 p.m.*

Magnussen announced that Kathy Spindola was leaving Golden Sierra to take a position with Placer County and wished her well in her new job. She introduced Kathleen Franklin who will be assisting while the recruitment is being conducted.

Schmidt announced that she had posters for the North State Building Industry Foundation's "Trades Job Fair" and all committee members were welcome to take one to post in their work place. The event will be held on April 12, 2016 from 9:00 a.m. to 12:00 p.m. at the Rocklin Event Center, 2650 Sunset Blvd., Rocklin, CA. There is still room for any businesses that would like to register for the event.

Schmidt also announced that the Employment Services Program is working with students from Sierra College, Sacramento State and other schools for summer internships. Board members can refer any interested students to the program. The program will pay for background checks, workers' compensation and wages. They are still need of training sites.

Nicholson announced that Whole Person Learning, in partnership with Placer County, is holding their 7th four-day Youth Development Institute training. The training will be held on April 4th, 11th, 18th and 21st. There is no cost for the training but participants are required to attend all four days. Youth or young adults may participate and will be paid a stipend if they attend all sessions. The focus of the training will be geared towards social workers, probation offices, and program managers.

V. APPROVE LWDB RECERTIFICATION APPLICATION WSD15-13

Magnussen stated that the item before the Board was the Golden Sierra Workforce Development Board's Recertification request for Program Year (PY) 2016-2018 in compliance with EDD Directive WSD15-13.

She stated that the recertification packet was quite similar to the initial year application submitted in April 2015 and approved by CWIB in July 2015 for PY 2015-2016; a few items had been clarified from the previous application as noted in the agenda packet memo. She explained that this process is restating the Board's compliance with WIOA membership as well as the WIOA implementation plan. A partially signed recertification will be submitted to the State by March 30, 2016 with a fully signed recertification submitted by the June 20, 2016 deadline. The packet will go to the Governing Body on April 6, 2016, for final approval.

Motion to approve LWDB Recertification Application WSD15-13 by Larkey, second by Schmidt.

Motion approved unanimously.

**Devitt arrived – 1:10 p.m.*

VI. APPROVE ADDITIONAL COST CENTER – PLACER SCHOOL FOR ADULTS

**Pepper-Kittredge arrived – 1:15 p.m.*

Galipo explained that staff is requesting the approval of an additional cost center to the Agency's annual budget. This cost center will support a pilot program which is a collaborative effort between Placer School for Adults and Golden Sierra Job Training Agency. The funding will cover the costs of one full-time equivalent serving Placer County to perform various activities and services in the County. The Executive and Finance Committees reviewed and approved the request at their last meeting.

DeLeonardis asked: 1) source of funding, 2) is this a cost reimbursement agreement, 3) would the contract be fully reimbursed over a 12 month period, and 4) if Ms. Galipo was comfortable with the terms of the agreement. Galipo explained that the funding was coming through the Placer Union High School District and that, as a great deal of planning had gone into this effort including working through the contract, staff felt very comfortable with the final product. She also explained that the actual terms of the agreement were between March 1, 2016 and June 30, 2017. Cooper asked what the other associated costs were in addition to staffing. Galipo stated the associated costs would be salary, benefits, supervision, travel and transportation, and technology. Schmidt asked if the intent of program was for general job development or focus on students graduating. Galipo acknowledged that the job development that will occur will benefit both students and Placer County residents. Wagner asked: 1) how the success of the program will be measured, 2) what criteria will be used to determine if the program should be extended, and 3) where future funding for the program would come from. Galipo explained that as it is a pilot program they want to be flexible with the metrics. They are looking at the number of business contacts that have been developed, the number of placements of internships, and full time placements to start. The continuation of the program will be determined by a combination between performance of the program and available funding. Future funding may include alternate sources, possibly an additional grant if necessary. This position is not designed to sustain itself as it does not generate any revenue.

Castro commented that the proposed program was a requirement of WIOA, and that this position is the success of the integration of both systems.

Motion to approve Additional Cost Center – Placer School for Adults by Castro, second by Smith-Dohring.

Motion approved unanimously.

VII. WORKFORCE INNOVATION & OPPORTUNITY ACT (WIOA)

- WIOA Matrix

Galipo noted that the latest changes to the Matrix are identified in the status column. Items in bold reflect activities that had been completed or had occurred since the last meeting.

Galipo further explained that ongoing meetings have been convened with various core partners to discuss planning and service delivery. Recent meetings have been focused on the vision and guiding principles, as well as MOUs. Core partners are now all aware of the MOU template that was released by the state. Galipo added that the programmatic piece of the MOUs needs to be completed by June 30, 2016. They have until December 2017 to complete the funding component which is called the Resource Sharing Agreement (RSA). There will be additional guidelines released about the funding component by this summer which will detail how it should be structured. Golden Sierra is continuing to meet with the regional partners, Sacramento Employment Training Agency (SETA) and Capital Area Investment Zone (CAIZ), to discuss a regional labor market study. They will use the information prepared by Valley Vision for the SlingShot study for local and regional planning.

DeLeonardis asked if the Workforce Board (WB) would have to approve the final MOUs. Galipo explained that this is a multiphase project. The WB would have to approve the initial MOUs and then review them to ensure they were in alignment with the Board's local plan. Larkey asked if all the regional policies between Golden Sierra, SETA and other CAIZ members will be included in the MOU. Galipo was unsure if there was any structure for a regional policy matrix. Magnussen stated that she believed there was a prior MOU developed for a regional Northern California grant. She believed that this may be used as a template to engage in the development of a regional MOU.

Smith-Dohring stated that she appreciates the fact that the makeup of the Board was reviewed and discussed. She knows that the private sector is represented, but wondered if the market sector representation reflected our regional economy. She asked if there is work being done to develop those sectors. She also stated that she doesn't see information about how we stay on top of labor market statistics, or how we can determine our labor or performance statistic rates. She wondered, as a structure of this Board, should we be looking at this. Part of the structure of WIOA is to move clients from poverty to gainful employment; this looks differently depending on your area, but she doesn't see that this document represents that. Miller believes that this will be further defined in the plan. Smith-Dohring wondered if WB membership should be reviewed to ensure that key sectors are represented. Cooper asked if the current database has a 'dashboard' that would reflect the status of current goals within a targeted area. Galipo acknowledged that this data only looks at Title I programs. It doesn't look at any of the other programs represented by the Board. DeLeonardis stated that it was his understanding that all core partners were subject to the same performance measures. All the partners should be reporting on the same performance measures. Miller stated that she believes that Smith-Dohring was hoping to have information that would allow looking beyond just the minimum results. Smith-Dohring concurred.

Smith-Dohring commented that what we need to know is the point of entry and the retention to ensure that we are moving the needle and focusing on job training that is effective to get people gainfully employed. DeLeonardis stated that Smith-Dohring raised a good point. We may be subject to very discreet performance measures but then how do they relate that to upward mobility. In addition, how is this verified? Smith-Dohring explained there is a difference between what is mandated reporting and what data we need to make informed decisions on the proper direction to go.

Larkey is concerned about how well we meet the employer's needs, and how we organize this information in some type of a career pathway dimension to see how well we are doing.

Pepper-Kittredge told the Board that there is discussion at upper levels, i.e. in the Chancellor's Office, EDD, etc. on how they bring all this information together and how to share. Policy and legislative activity are being pursued to allow this to happen; the key question is who will control it?

Cooper asked if LMID data that had been previously presented could be utilized. Miller stated that one of the issues is the timeliness of the data. She attended a recent pre-conference on strategic planning around WIOA where two other attendees from Federal Reserve Bank made a point of saying that they had some very timely data about economy and demographics to share and they have money to help workforce systems put things in place.

Pepper-Kittredge doubted that EDD had a way to track if a student gets a job in the field they were trained/educated in, and which pathway they actually took. All they know is if they are employed.

Welch, EDD LMID, stated that the EDD tracks employers and their tax information but not individuals. We can get County data based on industries and employers.

Smith-Dohring asked if there was a way that EDD, with a regional partner, could capture some of the data. EDD has this information, so who do we need to approach at EDD to see about obtaining this data.

Larkey said he had heard talk about a national cooperative agreement to share this information.

Escobedo will follow up to find out what reporting is available and who the appropriate contact would be.

Larkey added that several of the conference sessions he attended specifically addressed the need for defined career pathways; there was mention that a measure may be coming to demonstrate this. Larkey felt that we already had enough information to engage in conversations in the community to understand each other's systems. Miller expressed that this would be an appropriate task for a future Ad-Hoc group.

- Governing Body approval of WDB Bylaws and appointment of Workforce Development Board

Magnussen explained that on February 3, 2016, the Governing Body approved the new Workforce Development Board Bylaws and the appointment of the Local Workforce Development Board membership in compliance with WIOA SEC. 107(b) Membership and (c) Appointment, as defined in previously approved Bylaws Article III., Membership.

The Workforce Board will remain intact with a maximum of 26 members to serve the board; the current board is in compliance according to WIOA regulations. Member term dates would remain the same.

**Tweedt left – 1:22 p.m.*

VIII. HACKER LAB PRESENTATION

Gina Lujan – CEO of Hacker Lab

Magnussen introduced Gina Lujan of Hacker Lab.

Lujan explained that Hacker Lab is a hacker and maker space in Sacramento that has been opened for approximately 4 years. Hacker Lab was started to provide startup support and education on a grassroots level. As they opened their community they saw a lot of problems that needed to be solved, especially a lack of support for:

- Education
- Entrepreneurship
- Innovators
- Grass roots and local community

She explained that their community space had evolved greatly from when they first started. The Lab consists of 10,500 sq. feet of space with 4,500 sq. feet of “maker madness”. The organization is comprised of 50 volunteers and everything in the “space” is representative of these volunteers. Originally hacker spaces were just people working on technology and innovative ideas that no one knew about. Now, because we are in a new industrialization era and STEM work is so important, hacker spaces have become extremely important. So important that the White House has sent out many press releases talking about the “maker” movement and asking local and state governments, and colleges to participate in this movement. Hacker Lab innovates by outward work with the partners with the purpose of making the region better.

What they do and provide is:

- Maker Space - includes people doing many different things including art, fabricating things, using the laser cutter for cutting fabric, constructing of art installations for the City of Sacramento, etc.
- Co-working space - individuals occupying the same area working on their individual projects. They are entrepreneurs, independent contractors, and students. They might work alone at home, but want to work in a different setting where there is a sense of community. By working in the co-working space they can share ideas and leverage each other's skills.
- Incubator space - \$4 million of revenue raised from local business in 2015
- 13 small offices - Anyone can come in and use the space with none of the usual business startup costs. For the cost of the rent they have access to the "Maker Space" for business resources, classes and mentorships. 78 local jobs created in their "space" in 2015.
- Hack-a-thon – region's first public hack-a-thon. That is a way for someone to rapid prototype their idea in a marathon fashion over one weekend.
- Code for Hood – Held a Hack-a-thon for 140 youth.
- Education – 50 classes are offered including welding, coding, prototyping, sewing, woodworking, business, electronics and art.
- Government – Work with economic development and workforce development. Work with SETA, City of Sacramento.
- Corporations – Worked with Toyota, Northrup Grumman, VSP, Intel.
- Consulting on innovative ways of thinking.
- Product testing, exploration, and planning.
- Culture and community building.
- Innovation space design and planning.
- Education Strategic partnership to spark open innovation with Sierra College.

IX. SLINGSHOT UPDATE

Magnussen explained that the Capital Region SlingShot Compact: "Strengthening the Innovation Ecosystem" report was included in the Board Member's packet along with a memo from Buckingham. She stated that the document in the packet was the executive summary only. A link to the full version has also been provided.

Galipo informed the Board that the work groups are active and meeting regularly. She stated that Buckingham wanted the Board to know that our region is one of only two areas out of 11 that have actually completed and submitted their compact. She stated that she was unclear of the timeline and approval process for finalizing the compact but she believed that once it was approved we would be able to move forward in implementing some of the strategies included in the compact.

X. DAY AT THE CAPITOL REPORT OUT

Miller stated that she, Buckingham, Galipo, and Pepper-Kittredge attended the annual "Day at the Capitol". Pepper-Kittredge reported that there were very good conversations, meetings, and everyone was on message. The group met with Gaines chief of staff who was very engaged with wanting to know how programs were performed, etc. Galipo felt their attendance at the event was worth the effort as it gave them the opportunity to get their message out to stakeholders. She stated that from her unique programmatic perspective she believes we should be in contact with the district offices that work closer with the constituents. Providing them with written materials about our shared programs/opportunities would get them directly into the community. She will focus on this goal in the upcoming months.

Miller stated that a common theme she heard was that the elected or their staff are looking for data and outcomes that show the return on their investments. They want to know what the inputs and strategies are, and are very upfront about looking at this when they are considering legislation. The group also attended a meeting with Assemblyman Eduardo Garcia who is sponsoring AB 2642. The bill enacts the Removing Barriers to Employment Act, which would require the State Secretary of Labor and Workforce Development to create a grant program to provide funds to local Workforce Development Boards and community-based organizations working in partnership on proposals that will address the needs of individuals who have multiple barriers to employment.

XI. NAWB REPORT OUT

Five Board members Miller, Ferreira, Smith-Dohring, Larkey, and Galipo attended the annual NAWB Conference in Washington, DC. Written reports were furnished by Miller and Larkey.

Ferreira attended some apprenticeship workshops and heard a common message of retention issue relating to apprenticeship programs. He was asked at the workshop how the building industry manages this problem. He believes what works for them is, on average their programs are 4 years and there is advancement every 6 months during that time. So the person knows they will see a pay raise every 6 months for those 4 years. Plus if you don't have any upward mobility the program is worthless. They have training beyond the apprenticeship program, such as journeypersons training, as well as programs to allow them to become contractors. All this allows the trainee to keep moving upward in the chosen trade. He also attended a Veterans workshop. He was in the Marine Corp and is interested in advocating for returning veterans; he is President of Iron Workers which provides preferential treatment for veterans and works with a program called Helmets to Hard Hats. Between these sources he has 70,000 contractors at his disposal to place these veterans. There are lots of successful programs out there that the WDBs can connect with to help the transitioning veterans.

Miller stated that she received a bulletin from the Veterans Administration Benefits Office with information recently that reflects unemployment numbers have dropped below the national average for veterans.

Ferreira stated that in the medical and tech fields are realizing that education alone is not enough. With a Degree, they also need on-the-job training to help them get a job. This is an apprenticeship opportunity - earning and learning at the same time. The difference between apprenticeship programs here in the US and Europe is that they have total employer buy-in in Europe.

Pepper-Kittredge asked why there is such resistance from employers; it seems like it would be in the employer's benefit. Ferreira stated that in-house programs are considered an expense to the employer versus programs such as mine that are self-funded by the worker. Smith-Dohring stated that health care is looking to develop programs but are encountering multiple barriers such as state standards, current technology and learning styles.

Devitt noted that CEA is currently carrying the message to employers that in this economy there is a need to be more competitive and apprenticeships are a model to consider.

Smith-Dohring stated that she had attended the pre-conference on board governance; there was a lot of conversation around performance, outcomes and metrics. How do we as a Board define success for us? We should be looking at what success in 5 years looks like and doing some strategic planning. That way we can measure system progression. She discovered that CWA has developed training tools for Board members. She attended a health care industry specific workshop. In 2015 there were 20 million jobs in the health care industry with 7 million open. The health care industry is in a crisis in many clinical areas. One thing stood out to her, how to retain employees in the career pathway they were trained for.

Larkey stated that he came away with three themes that he heard over and over again: 1) the need to integrate between agencies and boards. We are all serving the same needs and there is incredible waste going on because we are not more integrated; 2) have to recognize that the employers are the primary customers. There are no jobs without this realization; 3) have to reorganize ourselves around career pathways and industry sectors.

Galipo enjoyed a presentation from a group from Wisconsin that has done the impossible by getting all 11 boards in the state to form a statewide business services team. They are now using the same processes and protocols throughout the state; this includes statewide data tracking of metrics. The effort took 5 years to accomplish but has been worth it.

Galipo also attended Virginia Hamilton's session on Human Center Design. She did a wonderful job at explaining a complex idea in a one hour session. DOL has a launch webinar scheduled for March 28th with a new class starting on April 26th. This will be a facilitated online community to help solve work related challenges.

Galipo closed with recommending that everyone look up Vivek Wadhwa (writes for Washington Post); he was an excellent speaker and has a great newsfeed. Several other attendees concurred. Miller noted that Larkey's written report included a link for Vivek Wadhwa.

Miller, in addition to her written report, stated that she had two additional things to add. She spoke about a booklet, funded through the Federal government that showed the nexus between stress at home and on the job performance, costing employers millions of dollars a year. It encouraged organizations to implement employee assistance programs and recognized the returns on the investment for supplying those kinds of programs.

XII. WIOA SERVICE PROVIDER UPDATES

Written reports were provided by all but PRIDE Industries. No discussion.

- Alpine County
- El Dorado County
- Golden Sierra Job Training Agency
- PRIDE Industries
- Business Engagement / Rapid Response

XIII. COMMITTEE UPDATES

- Executive Committee

Miller reported on the status of the Executive Committee (EC). The EC and Finance Committees have been combined and will continue in their current form for the duration of their term of June 30, 2016. The committee will be a transition Executive committee pending the Chair and Vice Chair elections scheduled for May 19, 2016. At the July 21, 2016 Workforce Board (WB) meeting, the new Chair will make recommendations for appointments of new Executive Committee members in alignment with the new Bylaws, and they will be appointed by the WB.

XIV. FUTURE AGENDA ITEMS/NEW BUSINESS

Devitt announced the California Employers Association has started a newsletter named *Workforce Matters* geared toward workforce development. She invited board members to submit articles for the newsletter; these should be submitted to Magnussen to avoid any Brown Act violations.

Magnussen reminded board members of upcoming April 1st due date for Form 700 and Ethics Training.

Smith-Dohring mentioned the upcoming Sac Metro Chamber Cap to Cap trip (April 8, 2016) and recommended getting engaged to carry your message.

Future agenda items:

- Election
- Career Pathways – health care – Anette Smith-Dohring and Deputy Sector Navigator (DSN) (requested by Larkey)

XV. NEXT MEETING

Thursday, May 19, 2016 – 1:00 PM, ~~Brandman University~~ [corrected – Sierra College]

XVI. ADJOURNMENT

Chair Miller adjourned the meeting at 2:55 p.m.