

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

**Wednesday, May 15, 2014 – 1:00 pm**

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

**I. ROLL CALL AND INTRODUCTION OF GUESTS**

Chair Miller called the meeting to order at 1:00 pm

Present: Anette Smith-Dohring, Carol Pepper-Kittredge, Christina Nicholson, David DeLeonardis, David Frazier, Jason Buckingham, Kevin Ferreira, Maggie Valenzuela, Michael Zimmerman, Paul Castro, Randy Wagner, Rick Larkey, Sherri Springer, Tim Cook, Tink Miller, Victor Wursten,

Absent: Al Holmes, Daniela Devitt, Eric Cooper, Jim Hegarty, Kathleen Burris, Kim Pellow, Laurel Brent-Bumb, Marcy Schmidt, Martha Escobedo, Panda Morgan, Vince Echeverria and William Reed

Miller announced that Debbie Stack has retired and resigned from the board, and reminded members of Brooks Lockhart name change to Eric Cooper.

Guests: Stewart Schurr, Leandra Wilson, Robin Mesman, Elizabeth Blakemore, Latanya Johnson, Lorna Magnussen, Mark Frayser, Mike Miller, Lynda Webb, Jenny Wilson, Paris Vanderpool, Michael Indiveri, Jay Onash, and Terrie Trombley

**II. APPROVAL OF AGENDA**

**Motion** to approve agenda by Smith-Dohring, second by Cook.

**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.

Miller requested that Item B be removed from Consent Agenda for correction

For Approval

A. Approval of Minutes from March 20, 2014 WIB Meeting

Informational

B. Review of Minutes from April 17, 2014 Executive & Finance Committee Meeting  
(removed – refer to III.a)

C. Attendance Log

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

**Motion** approved unanimously.

III.a. CONSENT AGENDA

B. Review of Minutes from April 17, 2014 Executive & Finance Committee Meeting

Request correction to item I – Martha Escodebo omitted from Absent (EC).

**Motion** to approve as revised by Larkey, second by Castro.

**Motion** approved unanimously.

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

Buckingham provided the following updates:

- The Agency was part of a regional application for Prop 39 and has been awarded. The application was for \$750,000; the award was \$500,000. Our portion of the grant is intended to serve approximately 15 participants that are going through the California Conservation Corp (CCC) and provide them with state approved pre-apprenticeship training curriculum to receive certification that would allow them to move on to regular apprenticeship programs or employment in the construction and energy efficiency areas. NSBIA, Rick Larkey's group, will be providing on-the-job training.
- SETA, SACTO, Golden Sierra, Yolo & North Central Counties will be participating in an Additional Assistance request to the state to create an early warning system for the six county region to alert us to potential layoffs. This would include outreach to 600 regional businesses as well as working closely with local economic development.
- SlingShot application is still in the planning stage with SETA, Golden Sierra, Yolo and North Central Counties. We have asked Valley Vision to do the coordination that includes convening of partners. The initial focus will be on three particular areas; 1) supporting start-ups and entrepreneurs; 2) youth employment (possible endowment for summer jobs) and mitigate basic skills gaps; and 3) skills building – enhancing career pathways and digital literacy. The first meeting is scheduled for May 29<sup>th</sup> – location TBD. The initial application is for planning dollars with the hope for implementation dollars to follow.
- Workforce Accelerator Fund (recent RFA released by State WIB). The narrative is very similar to the SlingShot; emphasis on developing strategy for “big ideas”, use in a way that your current WIA program won't allow, or to take an innovative or successful program and modify it for another population. Our “big idea” is called the Youth Accelerator Program – take disconnected youth 18-22, put them through a 32 hour program similar to ProEdge Forums, coupled with a virtual basic skills tools and provide exposure to industries in our target sectors (field trips, job shadowing, etc). Application is for roughly \$75,000 with a dollar for dollar match.

V. ELECTION OF WIB CHAIR AND VICE CHAIR

Zimmerman opened the election by stating that the per the WIB Bylaws section 4.22 the Nomination Committee has met, reviewed, and forwarded to the WIB the qualified candidate for Chair & Vice Chair.

The following Nominees were forwarded to the WIB on April 24<sup>th</sup>

Chair – Tink Miller

Vice Chair – Rick Larkey

Term to begin July 1, 2104

The election will be held by roll call vote per section 4.23 of the Bylaws.

Chair – Tink Miller; **Motion** approved unanimously by roll call vote.

Vice Chair – Rick Larkey; **Motion** approved unanimously by roll call vote.

Miller acknowledged David DeLeonardis, current Vice Chair, for his excellent service as Chair and Executive Committee member.

Magnussen recognized the Nomination Committee, Michael Zimmerman, Marcy Schmidt, and Tim Cook for their diligence in the election process.

VI. APPROVE TRANSFER OF FUNDS

Trombley stated that this was a routine request to transfer funds from Dislocated Worker to Adult to better serve the populations in El Dorado & Alpine counties. This transfer would be from Round 2 of 13/14 funding.

- K491016-01 El Dorado County
- K491016-02 Alpine County

**Motion** to approve transfer by Frazier, second by Nicholson.

**Motion** approved unanimously.

VII. APPROVAL OF FISCAL YEAR 2013/2014 BUDGET REVISION

Trombley stated that this budget revision has already been approved by the Finance Committee. Schedule 1 outlines the revisions that bring the budget into alignment with current spending as well as releasing sequestration dollars to be awarded.

**Motion** to approve budget revision by Castro, second by Zimmerman.

**Motion** approved unanimously.

VIII. APPROVAL OF FISCAL YEAR 2014/2015 DRAFT BUDGET

Trombley stated that this budget has already been approved by the Finance Committee. Trombley added that these figures are based on the assumption that the state will provide a waiver to extend the 2013/2014 Rapid Response funding into 2014/2015. The Adult, Dislocated Worker and Youth funding has been awarded; however, the Rapid Response is an estimate based on 2013/2014 award. Trombley added that we are confident that we can meet the 25% direct training requirement set by SB734 with 15% WIA and 10% leveraged funds. The Finance Committee has asked us to report out at each meeting regarding the status of direct training.

**Motion** to approve draft budget by DeLeonardis, second by Frazier.

**Motion** approved unanimously.

IX. APPROVAL OF WIBD13-02 RE-ENROLLMENT POLICY

Buckingham stated that while this has been an agency practice, this directive would ensure that the entire consortium including subcontractors would be administering the same rules in determining re-enrollment. This policy requires a period of time after a client successfully exits our program in which they can access additional services. The two year wait period was established based on a 12 month retention period and an additional 12 months where we would expect the client to demonstrate that they are working on retaining employment. At that point in time, if the client demonstrates their efforts we would consider re-enrollment. This would allow case managers/eligibility workers to decline re-enrollment based on previous performance in the program.

DeLeonardis asked if Golden Sierra ever refuses re-enrollment. Buckingham stated that while it doesn't happen that often it has been necessary. Buckingham added that the policy does have an "extenuating circumstances" clause that leaves room for interpretation on a case-by-case basis.

DeLeonardis asked if there was an appeals process. Buckingham said that the agency has a grievance procedure in place that would be used.

**Motion** to approve policy by Smith-Dohring, second by DeLeonardis.

**Motion** approved unanimously.

X. PARTNER PRESENTATION

- SHERRI SPRINGER, HAPPY KIDS PRESCHOOL AND CHILDCARE  
with Elizabeth Blakemore on the Economic Impact of High Quality Early Learning  
Programs and Current Legislative Proposals

Springer welcomed Elizabeth Blakemore, Local Early Care & Education Planning Council Coordinator.

Springer is the owner of Happy Kids Preschool and Childcare Center; 3 locations in El Dorado County opened in 1984 and in 1999 I received a contract through the Department of Education to run a state preschool and subsidized early care and education for 0-5 year olds. First 5 came to all the contractors in the county in 2007 and proposed a plan for us to pool our dollars and pool them out to other centers that met Title V. These efforts became an outreach to the county. Through these efforts I am now managing 7 sites, with 80 staff, serving approximately 450 children daily from South Lake Tahoe to Cameron Park. Our gross receipts were \$2,955,000 for 2013.

Elizabeth Blakemore stated that each county has a local Planning Council; the Council is a public-private partnership that consists of business, consumers and parents appointed by the Board of Supervisor as well as Superintendent of Schools. Our mission is to plan for affordable, accessible and quality early care and education services.

El Dorado County currently has 158 businesses providing services; down from 192 a few years ago. This is due in part to the difficulty to provide care and many parents can't afford it.

A few highlights include:

- Recent Economic Impacts Study - 48 million
- Return on Investment 7-10% annually (increased educational outcomes & graduation rates; decreases crime & improves health)
- Funding reduced by 30% over last 5 years
- No increase in reimbursement rate for 7 years
- Discussed impacts of SB 837 – Transitional Kindergarten Act; would not meet the needs of the child and could cause mass closures of centers
- Licensing Fee 10% proposed increase

*PowerPoint presentation available upon request*

#### XI. NAWB REPORT OUT

Miller stated that Supervisor Santiago, El Dorado County (Governing Body member), Jason Buckingham, Kevin Ferreira and herself attended the National Association of Workforce Boards (NAWB) Conference in Washington DC.

Ferreira: attended workshop where Boeing was asked what was so attractive about relocating to South Carolina; their response was that the state really rolled out the red carpet for them. State offered a training facility and instructors that Boeing would not have to pay for. The WIB would be the training center and provide a liaison with Boeing to define and meet Boeing's and their suppliers' workforce needs. My biggest takeaway from this was that corporations don't want to train a workforce; they want to buy people that are already trained. Smith-Dohring added that there were also tax and housing incentives; very holistic turnkey approach. Wagner asked what Boeing was willing to do to make that happen. Ferreira said that Boeing worked closely with WIB and training center to identify skills needed to develop training. In addition, the state utilized vacant state buildings for the training centers.

Smith-Dohring stated that this was a very strategic initiative on South Carolina's part at attracting business; they are so far ahead of us strategically at being able to attract businesses. Frazier expressed his concerns/dissatisfaction in the strategy as a whole. Smith-Dohring asked how this is any different than another major corporation moving out of California; until our leadership acknowledges this as a problem how do we address it. Larkey added that we are not only competing state to state but regionally within the state as well as internationally for a qualified workforce. Frazier said this is not good for our country economically. The state is the loser, while the shareholders gain in this process. The state loses income when the business moves out of the state and the state pays incentives for the business moving in, while the shareholders bear none of these costs. In closing, Larkey added that one key factor that drives economic development is higher value jobs; this strategy promotes economic growth by providing an environment where those individuals with the higher value jobs want to live and work.

Buckingham: heard an emphasis on increasing apprenticeships (both small & large), and an increased desire from Department of Labor for us to ask for flexibility. Pepper-Kittredge expressed some confusion on how we can have more apprenticeships without jobs. Buckingham said their goal is to double the number of apprenticeship programs nationwide. These apprenticeships come in many models; formalized programs such as trades and healthcare, as well as the ability to provide an apprenticeship for any occupation where training take a year in length (this could include education and on-the-job training). Smith-Dohring stated that she had been unclear about this also, but a good example for her was their nursing residency program; this is technically an internship where someone is being hired on the job while being trained and funds are being offered to offset the training. Larkey added that apprenticeship programs can be certified at either the federal or state level, and while the employer is providing the training there may be money to offset the employer costs as incentives.

Ferreira stated that the apprenticeships previously discussed are not organized labor they are the same model “earn while you learn”. There is approximately 10 billion dollars to fund these types programs. Larkey stated that they are looking for the community colleges to work with the employers to help develop these programs.

Miller: there was an emphasis on strategic planning, but what interested me was a new partnership with Department of Labor and Veterans to identify barriers and red tape that are preventing veterans from accessing services/resources. Their focus is to expedite how to get returning veterans into the pipeline to access training and jobs. Guest speakers included Secretary of Labor Perez who talked about the economic debates on increasing the minimum wage, as well as Arianna Huffington from the Huffington Post who touched on some very serious issues in a very entertaining way; she was a terrific speaker.

## XII. BOARD DEVELOPMENT: MODULE ONE

Magnussen asked if there was any input or questions on the material. Each module comes with a Desktop Reference Guide and typically takes 10-15 minutes; Module 1 – Toolkit for Elected Officials is a great resource.

DeLeonardis stated that it was a good brush up. He also expressed the benefits of group discussion such as those that occurred in the previous agenda item and noted that working the modules as a group may be productive. This could possibly be something a few members could explore. Wagner suggested an off-site.

Staff will explore options for the continued use of the modules as a board development tool.

## XIII. STATE PLAN UPDATE

- Sector Strategies

Advanced Manufacturing: Carol Pepper-Kittredge - no update

Construction:

Rick Larkey

- Job Development & Internship Committee: Job Fair, May 15<sup>th</sup>, 3:00-7:00 pm at McLellan; 30 employers & 14 others; for a total of 44 exhibitors; online – 250 registered.
- Communications & Coordination Committee: working on a directory of education providers for HR and hiring, and conversely due the same for the educators. Efforts also include a webpage & logo design.
- Certification & Curriculum Committee:
  - Engineering – met with Project Lead the Way to discuss engineering issues; we will be involving engineering associations to develop internships
  - Trades – MC3 Certification implementation
  - Energy – looking at 5-6 energy certificates
- Placer County Region Committee: trying to set up meetings; no update

Jason Buckingham – Prop 39 that has been previously discussed as well as Rick's reference to the MC3 certification.

Healthcare:

Anette Smith-Dohring – no update

Buckingham – Golden Sierra has received an NEG Healthcare award

XIV. WIA SERVICE PROVIDER PERFORMANCE

Buckingham referred to pages 21-27 in the agenda packet; contains integrated comments (i.e. timeframes and numerator/denominator). This is a reference for the board to review by center how service providers are doing based on enrollments, performance outcomes as well their impact on performance.

Highlights:

Pages 22-23 – Current Measure Timing contains timeframes

Page 24 – Overview of Consortium performance

Pages 25-27 – Breakout of performance by County/Site integrating numerator/denominator, in addition, giving you the % of funding awarded to that area, and the impact on performance. Some of the red areas are due to low enrollments, and may not have a huge impact on performance.

Frazier inquired if a rolling 4 quarter would smooth out the data. Buckingham would look into the program to see if it has those capabilities.

Buckingham said that the next analysis would be to look at the funding percentage and performance impact; these numbers should be relatively even.

Placer:	64% funding	78% impact
El Dorado:	36% funding	20.5% impact
Alpine	1% funding	1.5% impact

This data has identified that overall El Dorado's enrollments are low and that is something we should keep an eye on; in addition, any red zones consortium wide.

Frazier asked how the "plan" numbers were determined. Buckingham stated that these numbers are a result of the state's negotiation with the federal government for the WIA required performance measures, then the state takes into account demographics and other varied factors for each local area to define local numbers.

DeLeonardis inquired about page 24 – Average Earnings; is there a way to find the range. Buckingham doesn't believe the system can provide that level of breakout.

Wilson said that out-of-state, federal & self employment are not captured in the system; we have clients that fall into these categories. Would there be an opportunity for us to review before the report are released. Buckingham concurred that these three categories are not captured in the base wage files, but are updated with supplemental data that is part of the follow-up reported through FutureWorks..

Wagner inquired with the performance impact is there an intention for the jurisdictions to compete. Buckingham felt that there is no intention to compete, and that it is a comparison of funding levels to enrollments. Wagner stated that maybe the funding percentage was too high, and should have been based on the performance impact. Larkey noted that we need to compare apples with apples; we need to find other Alpines to compare Alpine against. Are we spending more than we should for the number of enrollments in that area?

Buckingham agreed that both were very good points. The intention was to have an indicator if some type of corrective action needed to take place.

Frazier added that if this were to evolve to more strategic thinking on allocation of dollars the snapshot caused him concern; he would like to see a rolling 4 quarters. Buckingham said that we could compare year to year.

Nicholson said that given that the tool works could we not do an analysis on what is working in one area and transfer over (referred to page 25) Auburn vs Roseville. Buckingham noted that Placer is currently doing a service redesign that will help address these discrepancies. However, traditionally the majority of case management in Placer County is handled in our Roseville location; with the service redesign this would be more balanced.



XV. WIA SERVICE PROVIDER UPDATES

- Alpine County Consortium – written report provided
- El Dorado County Consortium – Jenny Wilson
  - Working closely with Economic Development Department; participated in Elevate El Dorado; event where 250 brokers were invited to the table
  - 2 Business Walks – El Dorado Hills & El Camino
  - New full time business service representative
  - Working on One-Stop services; applied to be a GED testing site
  - Participating at Skills Trade Conference
  - Working with Community Corrections Collaborative to serve ex-offenders
  - Thanks to all of our partners; Welfare-to-Work
  - Customer survey – positive feedback regarding staff & services
  - Providing Next Skills workshops funded through DEI
  - Working closely with Veterans staff
  - Using EMSI program with our Economic Development to identify labor market
- Golden Sierra Job Training Agency
  - New website is active; has interactive versions of Business & Youth Resource Guide
  - Golden Sierra received a plaque for our nationwide leadership; we have increased our Virtual One-Stop (VOS) numbers more than any other area in the nation.
  - Participated in 3 Job Fairs; serving over 100 employers and 1,000 job seekers
  - Through our DEI program we have seen a notable increase in registered persons with disabilities; previously 8 ¼ of those served were persons with disability, that is now up to 10 ¾ ; 30 Ticket-to-Work tickets have been assigned
  - National Emergency Grant (NEG) - \$50,000 to serve 10 clients; veterans who have been trained in healthcare field but are still unemployed
  - Partnering with Truckee job center
  - Employer Events
    - Roseville 2014
    - Business Owner Survival Strategies (BOSS) Workshops – 17 attendees; 3 more scheduled
    - Several recruitment assistance events
    - Enable Energy – paid summer internship program
    - Lisa Jordan – employer forums (Roseville & Auburn); Expanding your Customer Base & Profitability; and Marketing your Business and Using Social Media
- PRIDE Industries – Vic Wursten; Doing well; enrollment are up

XVI. COMMITTEE UPDATES

- Business Services Committee – no update
- Executive & Finance Committees – met today; may cancel June 19<sup>th</sup> meeting
- Youth Council – meeting May 21<sup>st</sup> in El Dorado; will be reviewing Youth Resource Guide, Basic Skills service provider matrix and discuss board development

XVII. FUTURE AGENDA ITEMS/NEW BUSINESS

XVIII. NEXT MEETING – Thursday, July 17, 2014 – Folsom Lake College, El Dorado Center

XIX. ADJOURNMENT

**Motion** to adjourn by DeLeonardis.

Meeting adjourned at 3:05 pm.