

**WORKFORCE INVESTMENT BOARD  
of San Luis Obispo County**

**BUSINESS COUNCIL MINUTES**

**Date:** Friday, October 4, 2013  
**Time:** 9:00 a.m.  
**Location:** DSS, 3433 S. Higuera, SLO, 3<sup>rd</sup> Floor, Room 358

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**Present:** Kirk Coviello, Sara Kennedy, Phil Koziel, Kevin Kuhn, Verena Latona-Tahlman, Kathy Marcove, Andrew Moreno, John Cascamo, Dawn Hinchman,  
**Excused:** Thea Chase  
**Staff:** Reva Bear, Dawn Boulanger, Chenoa Wilkerson, Sarah Hayter

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**Call to Order:**

Chair Kirk Coviello called the meeting to order at 9:08 a.m. Quorum.

**Public Comment:**

Chair Coviello thanked Reva Bear and Andrew Moreno for their participation in *Good Morning SLO*. A comment was made regarding the frequency of Business Council meetings and it was suggested that scheduling of future meetings should be reevaluated to help facilitate member attendance.

Action Item: A Doodle invitation will be sent to members.

Chair Coviello introduced new member Dawn Hinchman. Ms. Hinchman is with the Central Coast STEM Collaborative (CCSTEM), a regional alliance of the CA STEM Learning Network. STEM stands for **S**cience, **T**echnology, **E**ngineering and **M**ath. The objective is to partner businesses and industry with K-12 education. Ms. Hinchman stated that CCSTEM goals include professional development for teachers at Cal Poly as well as working with the Santa Barbara Office of Education with their Partners in Education. Ms. Hinchman provided informational handouts for members to review.

Chair Coviello next introduced Nancy Miller, Director of Career Technical Education with Lucia Mar Unified School District. Ms. Miller stated that in April 2012, the Lucia Mar Board adopted graduation requirements which stipulate that if students do not complete the required sequence of courses to get into the California State University and University of California post-secondary systems, they would then have to complete a career pathway to prepare for success at community colleges and/or to transition into careers.

**Action/Information/Discussion:**

- 3.1 Approval of August 2, 2013, Minutes  
The only correction was to change the "C" to "K" in Koziel.

Motion: Phil Koziel  
Second: Kevin Kuhn

Abstained: Kathy Marcove and John Cascamo  
Motion passed unanimously

### 3.2 Review of Draft Labor Market Packet

Sarah Hayter presented sample labor market reports that will be released by the WIB in upcoming months. The data come from two sources: State of California EDD and Monthly Labor Force Data for Cities and Designated Census Designated (CDP). The packet included sample labor market snapshots, charts, and a press release which would be released on a monthly basis. Ms. Bear explained that one of the goals of the WIB's Local Plan is to increase labor market literacy among staff and members. That includes subscribing to other labor market systems, including Economic Modeling Software (EMSI) and Econovue.

Ms. Bear consulted with EDD and has confirmed data can be used and put out under the WIB's logo. Member feedback was requested regarding the sample format. Staff will revise the report based on feedback received and present a new draft at the next meeting.

### 3.3 Receive Update on WIB Support for Countywide Economic Strategy

Andrew Moreno stated that the Economic Vitality Corporation (EVC) works closely with the economic clusters (manufacturing, knowledge and innovation, building design and construction, and tourism/hospitality). One key goal is: How to best align the WIB's mission and coordination with what the clusters need. This would be helpful in identifying needed workforce development training to meet employer needs. WIB staff is working with EVC to develop a scope of work and there may be something in writing by the next BC meeting.

### 3.4 Discuss Opportunities for Business to Connect with Education

Ms. Bear commented that the purpose of Business Council is to involve businesses with the work of the WIB. In this way, understanding sectors, skill gaps, employer demands versus what is being produced can be identified and addressed. This can be accomplished if connections are being made with education partners. Making informed decisions about allocations and resources is also very important.

Ms. Hinchman attended the HAAS Technical Education Center conference in 2011. As an example she provided a copy of machinist's certification credentials stating that this can be done at a high school level provided that the high school instructor has been certified by NIMS. CCSTEM is also looking at the WorkKeys work readiness assessment through ACT and the National Career Readiness Certificate, which are being used in five states including Michigan. Every high school student who takes the assessment is screened and could leave high school with a national career readiness certificate that is recognized nationally in all industries as a third-party assessment tool. Ms. Hinchman stated sample questions are available online and will email link to

Ms. Bear so that members may take the assessment before the next BC meeting. The WIB procured the tool several years ago and is considering their use locally.

### 3.5 Review Updated Business Services Plan

Ms. Bear announced that Kristin Flynn from Sierra Vista Regional Medical Center is being recommended for appointment to a business seat on the WIB at the October 9, 2013 Executive Committee meeting. Ms. Flynn will represent the allied health cluster. Ms. Bear has also received referrals for members representing the building and design construction and agricultural clusters and is working on those referrals.

Chair Coviello previously requested a glossary of WIB terms and a handout was provided to members for review. These documents will be available on the WIB website for future reference.

In reference to Goal B, Ms. Bear announced she will be interacting more with the clusters, will be attending EVC Board meetings and will work on building a relationship with EVC.

Goal C is to include starting a subscription to EMSI and possible procurement of consultant services for an economic and workforce analysis.

### 3.6 Approve Releasing a Request for Quote (RFQ) for Economic Analysis Services

Ms. Bear stated that one of the goals of the State's local planning process was to encourage local WIBs to make data-driven decision. However, the WIB did not procure a fresh economic analysis of the area as it wanted to conserve all available funding to minimize the effects of the sequester. Ms. Bear suggests that now is an appropriate time to move forward. A handout was provided to members and costs were estimated to be between \$10,000 and \$15,000. If approved, this item will be presented to the Executive Committee to get confirmation on the dollar amount.

Motion: Kevin Kuhn  
Second: Phil Koziel  
Motion passed unanimously

**Next Business Council Meeting:** TBD – December 2013  
9:00-10:30 a.m.  
Department of Social Services Room 358  
3433 S. Higuera Street, Room 358  
San Luis Obispo, CA

**Meeting adjourned at 10:35 a.m.**