

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

BUSINESS COUNCIL MINUTES

Date: Monday, December 9, 2013
Time: 9:00 a.m.
Location: DSS, 3433 S. Higuera, SLO, 3rd Floor, Room 358

Present: Kirk Coviello, Kathy Marcove, Andrew Moreno, John Cascamo, Dawn Hinchman

Excused: Thea Chase, Sara Kennedy, Phil Koziel, Kevin Kuhn, Verena Latona-Tahlman

Staff: Reva Bear, Chenoa Wilkerson, Sarah Hayter

Call to Order:

Chair Kirk Coviello called the meeting to order at 9:15 a.m. Quorum.

Public Comment:

No Public Comment

Action/Information/Discussion:

3.1 Approval of October 4, 2013, Minutes

A correction was noted to change the conference Ms. Hinchman attended from NIMS to HAAS Technical Education Center

Motion: Andrew Moreno
Second: John Cascamo

3.2 Review of Draft Labor Market Packet

Sarah Hayter provided current and previous months sample labor market press releases for review. Due to the Federal shutdown individual industry and labor force data for September was not released by the Employment Development Department (EDD) and will not be published. Due to the loss of September's data it was suggested to hold off releasing current report for one more month so can see patterns develop even though current month does show positive gains. It was noted the current Unemployment rates are better than EDD's year-ago estimates for this time. Reva Bear explained that we are doing these reports as a request from Bruce Ray and our WIBs Chairman Carl Dudley. Ms. Bear explained the Santa Barbara County WIB provides similar press releases. WIB staff understands they cannot answer many questions regarding the data as not to speculate but would be referring back to EDD. At direction of Chairman Kirk Coviello, Ms. Hayter will be tracking the EDD data to be able to address local concerns and will follow up and report trends as needed. Additionally, specific information regarding local jobs will be available as WIB staff

gains access to labor market software. Ms. Hayter would like to release press releases on same date the EDD data is released and suggested not using the draft samples as they are already old news.

Action Item: Release December Press Release and report at next meeting (due to availability of staff the December press release was not released and the first release will be released starting in January 2014).

3.3 WorkKeys Presentation

Ms. Bear noted that the Business Council previously discussed taking the WorkKeys assessments prior to this meeting. However, upon further research, she had WIB staff Ms. Hayter take the assessments so she could be versed to walk members through it, proctor the tests, and give more information. Ms. Hayter presented on her WorkKeys experience and provided Business Council members personalized log-ins and instructions so that they would be able to take the assessments if they so liked. The National Career Readiness Certificates (NCRC) includes taking and receiving qualifying scores on three (3) WorkKeys assessments: Applied Mathematics, Locating Information, and Reading for Information. Ms. Hayter noted the WorkKeys are proctored and we are only focusing on the three assessments which could give a job seeker the NCRC which is a portable credential that measures real world workplace abilities and skills assessments. The Business Council members are urged to take these assessments and will be considering where best to implement the WorkKeys assessment process in the local area. It was stated one would not want to use these assessments for everyone who walks into a one-stop and suggested use for a priority sector after training or dedicating some of the WorkKeys assessments as a match to a career pathways grants. It was noted that not all employers would be looking for employees that match a highest level score but employers would need to be educated in that. Ms. Hinchman noted these are used in many states as a high school graduation requirement. She suggested contact be made to other states. Discussion around if the skills measured in the assessment are measureable for what a job seeker would need to gain employment and a suggested use was in competitive jobs recruitments. It was noted these are a stackable credential if valuable from the employer point of view and industry recognized. John Cascamo noted the missing piece is industry recognition and that advocating educating industry with so many questions around the assessments such as is it an intelligence test, predictive of real ability, is it an academic verifier, etc. that he has mixed feelings and industry recognition being at heart of it.

Action Item: Ms. Hinchman will do outreach to industry sectors out of state and ask about their experience. Specifically, have they seen an improvement in the hiring practices as far as quality of individuals hired since they've implemented WorkKeys in the hiring process, how long they have been using it, will they continue using it, and who is actually administering the test?

3.4 Economic Strategy Support – Business Network Proposal

Andrew Moreno provided a preliminary Scope of Work hand out regarding the proposal of an on-line database network resource of companies in the county. This would be used for retention and recruitment of employees, business to business sales, business to business collaborations, identification of areas of industry concentration, business data for marketing and outreach purposes, and promotion of all county's industry clusters. There are existing database but they are not county-wide. This inventory would showcase all businesses in county and could be used in workforce development, training and provide links. There is also potential for a tri-county regional database through Ventura County EOC and Santa Barbara County's Senator Hannah-Beth Jackson.

Ms. Hinchman mentioned the STEM Collaborative has been in talks with Santa Barbara Education Office and stated they keep a database to get businesses involved with schools and suggested Mr. Moreno start with them. Mr. Moreno stated they want to merge existing databases into one and not start from scratch but merge them all into one comprehensive database. Ms. Bear acknowledged that the County committed to EVC to find a workforce nexus and have talked about coordinating with education and getting education at the table. This would potentially be entering into agreement in the January/February timeframe after further development of Scope.

Provider Reports:

4.1 Employer Services Report – Goodwill/Shoreline

Attachment 4.1 of agenda packet was discussed. This is pulled from the Scope of Work of the One-Stop Operator. It displays the number of employer visits, forums/workshops/presentations, employer recruitment and number of job-seekers interviewed. It displays new OJT contracts between period of July 1-September 30, 2013 which were limited as they were not entering into new contracts due to sequester and Federal shutdown however are now enrolling these and will see growth in this report next time. It was noted that the wage at hire is very low. The Rapid Response contract began November 1, 2013 due to the combined effects of the sequester and the Federal shutdown.

4.2 Business Outreach Services Report – EVC

Attachment 4.2 of agenda packet was discussed as the format has changed due to making accomplishments of the previous Scope of Work. It was noted and Ms. Bear apologized as the business names were accidentally left in the needs assessments. These are typically redacted and will be so in the future.

Action Item: A doodle will be sent out to help determine the new Business Council date and time.

Next Business Council Meeting:

TBD
Department of Social Services
3433 S. Higuera Street, Room TBD
San Luis Obispo, CA

Meeting adjourned at 10:27 a.m.