

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

BUSINESS COUNCIL MINUTES

Date: Tuesday, June 17, 2014
Time: 9:00 a.m.
Location: DSS, 3433 S. Higuera, SLO, 3rd Floor, Room 356

Present: Kirk Coviello, Andrew Moreno, John Cascamo, Dawn Hinchman, Verena Latona-Tahlman, Phil Koziel

Excused: Kevin Kuhn, Kathy Marcove

Staff: Reva Bear, Sarah Hayter, Felipe Gonzalez

Call to Order:

Chair Kirk Coviello called the meeting to order at 9:16 a.m. Quorum.

Public Comment:

Prior to the presentations, Chair Coviello gave a brief recap of the budget approval that took place at the Executive Committee meeting on June 11, 2014, and shared his thoughts on the budget. He credited Reva Bear for her efforts in creating a level of efficiency and traction not seen before within the organization and urged members of the council to review the LWIA Roles and Responsibilities packet which is available on the Workforce Investment Board website. Chair Coviello also shared that he understood the reasons for the oversight costs associated with budget and although the figures are higher than most non-profit organizations, he assured the Business Council that Reva and her team would be researching grants to offset some of the costs associated with the large amount of oversight. The chair also asked the members of the support staff to create measures and protocol to train replacements in the event that a support staff member would leave that department. This would ensure continuity of service and efficiency. Member John Cascamo also shared that he had contributed his thoughts on the budget and felt that administrative overhead for the organization required further examination and that the staff salaries were disproportionately high. Member Cascamo thanked the member of the support staff for the work that they do and reiterated that his concerns laid mostly in closer examination of administrative overhead cost and not on the quality of work being done by the WIB Support/Administrative Entity staff. Member Dawn Hinchman shared that with the new state budget approval; there would most likely be more grant opportunities available.

Action/Information/Discussion:

- 3.1 Approval of April 15, 2014 Minutes
Motion: John Cascamo
Second: Dawn Hinchman
Abstentions: Phil Koziel, Verena Latona-Tahlman
Motion Passed Unanimously
- 3.2 Approve Recommendation of BW Research Partnership, Inc. for the provision of economic and workforce analysis in the amount of \$19,975.
Motion: Phillip Koziel
Second: Dawn Hinchman
Motion Passed Unanimously

Presentations:

4.1 Labor Market Information Presentation

Sarah Hayter began the presentation by explaining that Labor Market Information helps build stronger literacy in making data driven decisions. Labor Market is data collected from various public sources used to describe trends and projections within industries, occupations, and programs. State data is available but Ms. Hayter explained that although some tools do utilize state data as their primary data source, this data is not disclosed data and is suppressed. The reason for the suppression, Ms. Hayter explained, is that due to the 80-3 rule, where either one company comprises eighty percent of an industry or there are fewer than 3 businesses in an industry countywide, the information is suppressed to protect the businesses. Ms. Hayter went on to discuss that state data actually provided very little specific occupation data and program labor market data. To get a better and more complete look at our labor market, research into additional labor market tools was done and after reviewing three tools, it was decided to choose EconoVue and EMSI Analyst. EconoVue was developed by Urban Explorer and the Santa Clara WIB known as Work to Future, for the America's Job Center of California line staff. It shows patterns of growth and decline across sectors but only utilizes historical data. It pulls from four data sources including EDD, NETS, and two other job search programs. Ms. Hayter gave a demonstration of EconoVue while explaining how the AJCC line staff utilized the tool. A question that was voiced by the council was whether or not council members could access the information provided by EconoVue and Ms. Hayter explained that it was only available by IP address and that only AJCC staff and WIB Support Staff have access.

Ms. Hayter then continued her presentation by giving a detailed explanation of how EMSI Analyst worked and shared that EMSI pulls from 90 data sources and contains the predictive data which is lacking in EconoVue and covers national data and class of worker data. The census data provides demographic data; the Bureau of Economic Analysis provides proprietor data, program data, and EDD data as well. Ms. Hayter then demonstrated how EMSI can help answer specific and broad questions regarding training allocations based on the data provided by EMSI. The question was asked by the AJCC as to whether or not it should hold training for oil and gas careers. Handouts were provided on the analysis completed through EMSI and based on the analysis; the data concluded that the demand for the training was not great enough to allocate resources. John Cascamo asked if additional counties could be added to the analysis and Ms. Hayter shared that we were limited to six counties to compare but she assured member Cascamo that she would look into the contract and see if counties could be interchangeable for analysis. Ms. Hayter stressed the importance of looking at the percent change as opposed to the number of change when reading the data, as the percent change would give a more accurate representation of needs. Andrew Moreno requested to see if there could be a projection and comparative analysis of the EVC clusters run through EMSI and have the information provided at the next meeting. The council agreed that they would like to see information on this topic and on nursing projections as well.

4.2 Training Options Overview

Ms. Bear began her presentation by recapping what outcomes emerged from the Business Services Plan and the Strategic Plan and focused on two factors that would help better serve the demand side of the market: building labor market literacy and sharing that information with the WIB, and increasing the facility when working with training. Ms. Bear went on to give descriptions and details of the types of training that will be utilized moving forward including: Individual Training Accounts, on-the-job (OJT) training, customized training, cohort training, incumbent worker training, and apprenticeships. These descriptions were included in the PowerPoint presentation which was uploaded to the WIB website. Council members gave examples of potential training ideas that have worked in other areas and compared them to the types of training that are implemented in our area to see how feasible execution would be. Ms. Bear then expressed that Business Council members provide private industry input to assist in the service, design, and delivery strategy and act as ambassadors in their communities.

4.3 Layoff Aversion and Rapid Response Services Discussion

Due to time constraints, Ms. Bear informed the Business Council that this topic would be addressed at the following Business Council meeting and would focus on a shift in strategy.

Next Business Council Meeting:

August 19, 2014 at 9:00 AM
Department of Social Services
3433 S. Higuera Street, First Floor, Room 101
San Luis Obispo, CA

Meeting adjourned at 10:48 a.m.