

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

EXECUTIVE COMMITTEE MINUTES

Date: Wednesday, September 11, 2013
Time: 8:00 AM
Location: Business and Career One-Stop, 880 Industrial Way, 2nd Floor
Conf. Room, SLO

Present: Carl Dudley, Louise Matheny, Kirk Coviello, Patrick McGuire, Grace Schoch-Manzano,

Staff: Reva Bear, Dawn Boulanger, Lee Collins, Sarah Hayter, Tracy Schiro, Chenoa Wilkerson

Guest: John Collins (Goodwill), Bill Barker (Goodwill), Kathy Marcove (Goodwill), Jenn Kirn (Cuesta), Matthew Green (Cuesta), Dawn Hinchman

Call to Order

Chair Carl Dudley called the meeting to order at 8:01 A.M. **Quorum**.

Public Comment

John Collins expressed appreciation for the help DSS provided in working with Goodwill as it starts on the transitions. Transition programs can begin once funding is received from the Department of Corrections. This program will help to connect incarcerated individuals to One-Stop services in their home communities.

Goodwill applied for a grant from the Marclad Foundation to teach financial literacy in SLO County. John is confident the grant will be awarded in the near future.

Action/Information/Discussion

3.1 Approval of the July 10, 2013, Minutes

Motion: Kirk Coviello
Second: Grace Schoch-Manzano
Motion Passed Unanimously

3.2 **Review and Approve Negotiated WIA Performance Rates**

WIA Services Manager Reva Bear presented a summary of the Proposed Program Year (PY) 2013-2014 Performance Goals. Proposed rates have all increased, and in doing so, the State is looking to right-size performance. Several factors were shared during negotiations including: the County's move to an integrated service delivery model for the One-Stop; current practice of enrolling approximately 10% of unique customers into performance; implementing a priority of service policy due to sequestration; and lastly, the One-Stop operator is operating at a 95% capacity as a cost-cutting measure.

The State is proposing additional performance measures to take effect in FY 2015-2016 that better measure services provided by the WIA.

Ms. Bear also shared information on the cost per WIA participant based on the WIA Allocations for PY 11-12. This report compares San Luis Obispo County enrollments with those of comparison counties (counties with similar profiles) and the counties in the W4C six-county collaborative. Ms. Bear stated San Luis Obispo County remains competitive overall with other counties.

Motion: Patrick McGuire
Second: Louise Matheny
Motion Passed Unanimously

3.3 **Approve Transfer of \$142,000 in PY12-13 Carryover Funds from the Dislocated Worker to the Adult Fund Stream**

Ms. Bear stated final carry over numbers were reviewed and found to be over spent in the Adult program by \$5,200. There was an excess of \$198,000 in Dislocated Worker funds, \$374,000 in Youth funds and \$45,000 in Rapid Response funds. Rapid Response funds are typically not carried over, but because of sequestration the State has granted permission to do so. These funds are to be used for additional services to dislocated workers.

The Executive Committee previously gave permission to work with Cuesta College to determine how to spend \$200,000 and build back their budget in support of participant services. The Youth Council has discussed the remaining \$174,000 and has agreed to issue an RFP for services to out of school and transitioning youth.

Adult funds are over spent for two reasons: 1.) A formula that requires the operator to serve more adults than dislocated workers and 2.) Late invoicing in PY 11-12 that hit the PY12-13 funds. Late invoicing has been addressed with Goodwill and is not anticipated to be an issue in the future. Carry-over money will be moved from the Dislocated Worker to the Adult fund stream to offset the over expenditure and to have funding to carry people through the first quarter of PY13-14. The regional administrator has been advised and has discretion to approve the transfer of funds.

Motion: Grace Schoch-Manzano
Second: Kirk Coviello
Motion Passed Unanimously

3.4 **Adopt One-Stop Leadership Committee's Branding Recommendation**

Dawn Boulanger explained that on July 1, 2013, the California Workforce Investment Board (CWIB) launched a campaign to rebrand the One-Stop to the America's Job Center of California (AJCC). It is part of a national campaign led by the Dept. of Labor to unify name recognition of publically

funded workforce services throughout the country. Three options were explained regarding rebranding or co-branding.

The option to re-brand is to take on the AJCC brand name entirely; this option is very detailed and does not allow for much flexibility. Existing signage would have to be replaced. Goodwill provided estimate costs based on previous signage costs and reported that replacement signage for the SLO office is between \$1,500 and \$1,700. In the Five Cities office the cost is \$2,200 to \$2,500; however, this can potentially increase to \$5,000 if the landlord requires the sign to be back-lit.

If the co-branding option is chosen, then only the use of the tagline “Business and Career One-Stop of San Luis Obispo County, a proud partner of the America’s Job Center of California Network” is required. The AJCC logo would not be used and the current One-Stop name can be kept and then only the tagline would be used. Decals with the AJCC logo would be added to certain places in offices as well as to business cards.

The third option is co-brand with the logo and the tagline. Examples of materials, such as fax coversheets, business cards, etc., were handed out for staff review.

Sarah Hayter presented results of two surveys that gauged name recognition of the One-Stop throughout the community. Survey participants were identified as “customers” (DSS ERSs and customers of the One-Stop) and “employees” (One-Stop employees). The purpose of the survey was to gather a quick snap shot to get a perspective from both staff and customers to help make a branding decision. Opinions and comments made by survey participants were also shared.

A motion was made to adopt the re-branding option with August 15, 2014, chosen as the effective rebranding date.

Motion: Grace Schoch-Manzano

Second: Kirk Coviello

Motion to Approve as Presented

3.5 **Approve Appointment of Dawn Hinchman to the Business Council**

Motion: Kirk Coviello

Second: Grace Schoch-Manzano

Motion to Approve as Presented

Reports

Chairman Reports

Chair Dudley informed the Committee that PG&E will hold two information sessions on October 4, 2014, at the Energy Information Center in San Luis Obispo in preparation for its annual outage. These sessions will discuss positions that will be available during the outage beginning February 2014. PG&E has requested

assistance from One-Stop staff to assist job seekers with the preparation of résumés. This is a good opportunity to establish a relationship with the County's largest employer.

Chair Dudley stated he continues to meet with Ms. Bear and Vice-Chair Louise Matheny and reports these meetings are going well.

Committee Reports

One-Stop Leadership (OSL) – Ms. Schoch-Manzano stated the OSL met on July 8, 2013, and discussed clarifying the purpose of the Committee in light of the other meetings held at the One-Stop. An ad-hoc group was created to review and realign performance measures for reports so that these can be streamlined. The next OSL meeting is scheduled for November 11, 2013.

Youth Council – Carry over funds were discussed at the August 14, 2013, meeting. Patrick McGuire stated that the basic idea is to use the funds wisely while increasing the numbers. Topics included creating a mentorship program as well as a Youth Service Award for members in the community as a way to promote/increase awareness of the youth programs. Three youth members were in attendance at the meeting. Jennifer Kirn shared that the new John Muir Charter School trimester started on July 22, 2013, and currently there are 19 youth enrolled (approximately half are WIA youth) and another seven are on a waitlist.

Business Council – Kirk Coviello announced the committee met on August 2, 2013, and agreed that the general WIB is missing representation in some private industry areas. Members were therefore encouraged to do outreach work in the agricultural industry as well as at Chamber and Rotary meetings. A glossary is being produced to assist new members become familiar with WIB terms. The committee also talked about supporting the county-wide economic strategy.

Vendor Reports

Goodwill – Bill Barker reviewed the July 2013 invoice. The budget is under spent year-to-date through July, primarily due to sequester. The invoicing process is being changed to improve the cycle time of getting the invoice out. The focus is on getting the invoice out faster and for it to be made available for use at this meeting and by others who need the information. The County Auditor's office was consulted and approved the new process.

Kathy Marcove addressed the integration process and stated the focus is now on maintenance and continuous improvement. She reported job readiness workshops are going well and outreach efforts continue; the Job Seekers' Academy was on hold during this quarter due to sequester; and One-Stop staff is functioning at 95% and is taking 13 furlough days a year. Ms. Marcove announced that the One-Stop will have an MSW intern, Jennifer Merchant, who will support the One-Stop in revising and updating its standard operating procedures. Ms. Merchant may also be training staff on integration.

The Paso Robles Job Fair is scheduled for September 18, 2013, from 1:30 p.m. to 4:30 p.m. Ms. Matheny stated 30 employers, including Wal-Mart, will be participating

in the fair. On September 20, 2013, the EAC is presenting a seminar on Sexual Harassment Prevention for Managers, AB1825. The fee is \$35. A seminar is also scheduled for November.

Administrative Entity Updates

Fiscal Agent's Budget Update – Lee Collins presented the July report. He stated a total of .04% has been spent through the end of July. Other line items, including DSS Admin and Fiscal, are all very light for reasons previously described. WIB Set-Aside expenses were used for membership expenses. Everything else is moving along on pace.

Ms. Bear recently attended the California Workforce Association's Meeting of the Minds conference in Monterey and reports she learned many new things. Sessions included: focusing on priority sectors; using State training money for incumbent worker training, and sources for labor market information. Emphasis was placed on using data to make decisions.

Ms. Bear stated that in the coming months there will be a recommendation to secure consultant services to do an economic analysis of the area. The second part will be securing services to help with the process of identifying and focusing on a priority sector.

Lee Collins commented on the implementation of major changes coming in January 2014 to the CalWORKs program. A key piece is implementing an online assessment called Online Work Readiness Assessment, a 45-minute interactive instrument used to determine challenges or gaps in a worker's work readiness. Work also continues on the October 1, 2014, implementation of the Affordable Care Act.

Mr. Coviello thanked Ms. Bear for information she provided regarding on-the-job training options using different funding sources. He also commented on problems encountered when viewing/accepting appointments and invitations; DSS IT staff will be contacted regarding this.

Next Executive Meeting: October 9, 2013
8:00 – 9:00 AM
Business and Career Center One-Stop
880 Industrial Way, 2nd floor
San Luis Obispo, CA

Meeting adjourned at 9:20 a.m.