

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

EXECUTIVE COMMITTEE MINUTES

Date: Wednesday, July 9, 2014
Time: 8:30 AM
Location: America's Job Center of California, 880 Industrial Way, 3rd Floor Conf. Room,
San Luis Obispo

Present: Carl Dudley, Louise Matheny, Patrick McGuire, Kirk Coviello
Excused: Grace Schoch-Manzano
Staff: Reva Bear, Felipe Gonzalez, Sarah Hayter, Dawn Boulanger, Lee Collins
Guest: Jenn Kirn (Cuesta), John Collins (Goodwill), Charlotte Johnson (Henkels & McCoy), John Rubin (Henkels & McCoy), David Ryal (Henkels & McCoy), Matthew Greene (Cuesta), Edward Clerkin (DSS), Dawn Hinchman (STEM)

Call to Order:

Chair Carl Dudley called the meeting to order at 8:30 A.M. **Quorum.**

Public Comment:

No Public Comment

Presentations:

3.1 WIB Website Presentation

Reva Bear began the presentation with a brief introduction and history of the WIB website and how there was a desire to have a website that would be easier to maintain. Ms. Bear shared that there was some controversy concerning the URL name (sloworkforce.com) and advised the committee that unless there was an intense desire to change the URL, it should remain the same since it was agreed and voted upon by the WIB. Edward Clerkin, the architect of the new website design, shared that during collaboration with WIA staff, there was a focus upon making the site as accessible as possible through as many devices as possible (i.e. laptops, tablets, and cell phones). Mr. Clerkin then began to demonstrate the new features that the website now has such as the varied photos of the county on a sidebar on the home page to the new announcements function above the events calendar. Mr. Clerkin urged the members to explore the new navigation of the website and its functionality. Another feature that was a large change was the addition of addendums to the Agenda and Minutes section of the Meetings tab. This section allows the WIA staff the ability to upload additional documents that may have not been present in the original Agenda packet or may have been requested by a committee for viewing and downloading. Mr. Clerkin also shared that there is now a function on the site called "Contact Us" which allows the user to send inquiries to the WIB Administrative Assistant for proper resource delivery.

3.2 LMI Presentation

Sarah Hayter began her presentation on Labor Market Information (LMI) by addressing the importance of building labor market literacy in an effort to assist the WIB in making more data driven decisions. LMI or Labor Market Data (LMD) are gathered from multiple sources and one source that is not used in this gathering is actual job postings because of the amount of duplicate postings a single job can create. Ms. Hayter explained that job postings provide a temporary glimpse of what the market is currently in need of but to get a more concrete set of long-term, investable outcomes, labor market data must be utilized. The state economic development department does in fact provide labor market information but a major shortcoming of that information lies in its suppression. This suppression is used to protect a business that either makes up eighty percent of the industry in their area or if is one of 3 or fewer businesses that makes up an industry. Therefore, in a small community such as San Luis Obispo County, data suppression can become a problem. Another problem is that there is no proprietor data or self-employment data available and very little occupation and program data. Multiple data gathering tools were researched and two tools were selected, EconoVue and EMSI Analyst. Today's presentation would be a look into EMSI Analyst and a main goal for the program is to remove the suppressions that one would find in state data. EMSI also creates program data that connects to actual jobs, business data that shows list of local businesses that are tied to each industry, occupation and program, and has predictive formatting which takes data from prior years and predicts trends.

Ms. Hayter proceeded to give the examples of how EMSI can answer questions ranging from identifying certain education gaps and the economic effects of the aging workforce to isolating which industries will have annual wages of over fifty thousand dollars a year. Patrick McGuire inquired as to whether or not this product information would be available to the public and expressed the need to have some sort of report or newsletter be created so that this information would be disseminated properly. After a bit of discussion, it was agreed that multiple avenues would be researched to find the best form of getting this information to the public.

Consent Items:

- 4.1 Approval of the June 11, 2014 Minutes.

Motion: Patrick McGuire
Second: Louise Matheny
Motion Passed Unanimously

- 4.2 Approve Appointments of Pam Avila, Mark Simonin, and Courtney Taylor to the Workforce Investment Board.

Motion: Patrick McGuire
Second: Louise Matheny
Motion Passed Unanimously

- 4.3 Approve Appointment of Dawn Hinchman to the Youth Council.

Motion: Patrick McGuire
Second: Louise Matheny
Motion Passed Unanimously

- 4.4 Approve provision of economic and workforce analysis by BW Research Partnership, Inc. in the amount of \$19,975 as recommended by Business Council approval on June 17, 2014.

Member McGuire asked for discussion over whether or not it was fiscally prudent to allocate the proposed funds when there were matters such as the closing of the 5-Cities One-Stop in the process of taking place. After discussion and assurance that the funds would be better utilized on the proposed provision, the issue was put to a vote.

Motion: Kirk Coviello
Second: Louise Matheny
Motion Passed Unanimously

Information/Discussion/Action Items:

- 5.1 Review and Approve PY 2014/15 Subgrant Agreement with the State of California for Receipt of WIA Youth funds in the amount of \$755,828.

Dawn Boulanger explained the significant decrease in funds comparatively from previous years and that the youth budget was decreased by six percent. A handout was included in the packet.

Motion: Patrick McGuire
Second: Louise Matheny
Motion Passed Unanimously

- 5.2 Review and Approve PY 14-15 One-Stop Operator Contract with Goodwill Industries in the amount of \$1,399,046 for WIA Adult, Dislocated Worker, and Youth Services.

A handout was reviewed by Ms. Boulanger and included in the agenda packet explaining the details of the allocations and decreases.

Motion: Patrick McGuire
Second: Louise Matheny
Motion Passed Unanimously

- 5.3 Review Administrative Staffing Report.

Ms. Bear began by presenting the graphical representation of the growth of the administrative staff over time. Over time and in response to monitoring concerns, the WIA unit has grown to the size it currently is and Ms. Bear explained that the number of administrative staff currently utilized by the WIB is standard for most WIBs. Ms. Bear admitted that the Department of Social Services (DSS) staff are the most expensive, in part due to the benefits the employees receive (which make up over fifty percent of the projected salary). Each board normally has an MIS administrator, an administrative assistant (necessary to be in compliance with the Brown Act and Maddy Act), a WIB director, and a business services person. Although the Administrative Entity costs are high, Ms. Bear included that there is value added in the form of items that are not charged to the WIB such as the new website, meeting materials, and reporting. Chair Dudley also

shared that DSS has been a great supporter of the work done by the WIB and that the WIB would find it difficult to function without the administrative entity's support.

Reports

Chairman's Report: Chair Dudley shared that an email was submitted requesting the full WIB meeting scheduled for August 7, 2014 be rescheduled to August 14, 2014. Felipe Gonzalez reported that the number of members confirmed was currently at nine and that once a sufficient number had confirmed to meet quorum requirements, the meeting would then be rescheduled officially. Chair Dudley asked all members in attendance of this meeting to confirm or deny attendance via email if they had not done so already.

Manager's Report: Ms. Bear presented the committee with two handouts. The first dealt with the Workforce Innovation and Opportunity Act or (WIOA). The changes that will occur as this new law is enacted will present many new opportunities but will also provide many challenges as well considering the fact that regulations for these acts can take approximately two to three years to become finalized. Some changes that will occur with the new act include a more streamlined WIB that does not require all one-stop partners to be present therefore fewer members needed for quorum and a more engaged WIB. The other handout was created by the Workforce Collaborative of California's Central Coast (W4C) and detailed courses of action that were going to be focused on this year such as a push to implement the Slingshot and WorkKeys programs.

One-Stop Leadership Report: In the absence of Member Grace Schoch-Manzano, Dawn Boulanger reported that the One-Stop Leadership had not met since the last Executive Committee Meeting but that they would be meeting on July 14, 2014. Ms. Boulanger also gave a rebranding update detailing that most rebranding to America's Job Center of California (AJCC) is complete.

Youth Council Report: Member McGuire reported that the Youth Council met on June 11, 2014 and received a presentation from the Economic Vitality Corporation (EVC) regarding cluster studies. The next meeting of the Youth Council is scheduled for August 13, 2014.

Business Council Report: Kirk Coviello shared that the last Business Council meeting contained a similar and more detailed LMI presentation given by Ms. Hayter. The recommendation for BW Research was also voted on at that meeting. The next Business Council meeting is scheduled on August 19, 2014. Member Coviello is considering attending the ACT WorkKeys Academy in Chicago in August if his schedule permits.

One-Stop Operator Reports:

6.1 Operator's (Goodwill) financial summary and performance summary was reviewed and discussed. John Collins shared that there were some reporting issues when dealing with the new CalJobs system and that the figures may need to be revisited. Jenn Kirn gave a verbal report regarding youth. Ninety-three youth were served this year and all targets were met.

6.2 A copy of the performance report for Henkels and McCoy GreenSmart Youth training was provided in the agenda packet for review. The program needed to serve 33 youth and at the moment; the program is serving 34 youth. Due to the timeline of when services began, no youth have been exited yet. The renewal of the Henkels and McCoy contract will be used to begin the exiting process for these youth.

Administrative Entity Updates

6.3 Fiscal Agent's Budget Update was reviewed and discussed by Lee Collins.

Next Executive Meeting: September 10, 2014
8:30 a.m.
America's Job Center of California
880 Industrial Way, 3rd Floor Conference Room
San Luis Obispo, CA

Meeting adjourned at 9:51 a.m.