

WORKFORCE INVESTMENT BOARD
Of San Luis Obispo County

Meeting Minutes

Date: Tuesday, January 25, 2011
Time: 8:00 AM
Location: Shoreline/Goodwill Industries, 880 Industrial Way, San Luis Obispo.

Present: Betty Baker, Adriana Barbara, Scott Black, Claire Clark, Kirk Coviello David Bender (for Julian Crocker), Carl Dudley, Kathy Eppright, Aline Graham, Charles Headington, Michael Manchak, Louise Matheny, Bruce Ray, Karen Woodling, Toni Sommer, Stacey White and Julianna Winninghoff

Excused: John Collins, Lee Collins, Patrick McGuire, John Myers, Eddy Quijano, Mark Stasinis, Biz Steinberg, Carol Hatley and Grace Vanderheyden

Staff: Reva Gonzales (DSS), Nick Schultz (WIB Director), Susan Hoffman (County Council) and Ed Clerkin (DSS-IT)

Guest: Kathy Marcove (Shoreline), Bill Barker (Shoreline), Matthew Green (Cuesta), Lucy Bumanglag (EDD), Jenn Kirn (Cuesta), Laura Segura (Shoreline) and Allison Shiavo (Shoreline)

Call to Order

Chair Betty Baker called the meeting to order at 8:03 AM.

Comment

No public comment

Consent Items

Motion to Approve the September 28, 2010 WIB meeting minutes. ***M/S/P M. Manchak / B. Ray***

Presentations:

- I. Ed Clerkin – WIB Website presentation. Ed Clerkin from DSS IT went over the features of the new WIB website. He showed members who were not familiar with the website, the new updated calendar features and how to download the attachments needed for meetings, the steps needed to download the agendas and their attachments, private vs. public views; the reasons for the attachment order, the various language translations and the use of the quick link. To ensure the website is current and up to each committee's standards, there will be a standing agenda item on all committees to make recommendations and communicate necessary changes.
- II. WIB Opportunities – Nick Schultz went over the opportunities the WIB could be taking advantage of.

Value Stream Mapping: Nick explained the goal of this project is to coordinate and link all of the county's training and employment resources

and their support through the One-Stop system. The process will help position the One-Stop brand within the county's larger economic strategy as the informational expert and facilitator of job-seeker and employer services that are consistently available within a documented time-frame and meet customer expectations. The process allows the system the ability to build their capacity to accomplish this by mapping their internal workings, and using those maps as a tool to communicate and build relationships with those potential partners who are not currently participating. The ability to define and demonstrate exactly where a potential partner fits into the existing system and how that interaction increases value for the potential partner, the existing partnership and the shared customer base is critical to the development of a strategy that will allow the One-Stop system to meet community needs now and into the future.

WIB Commitments:

RICOG, SLO Economic Strategy & Allied Health

In addition to County Economic Strategy RICOG focuses on these three regional industry clusters:

1. Sustainable Tourism & Agriculture
2. The Emerging Energy Economy
3. Green Building & Design Industry

Research Deliverables

1. **GIS mapping** of relevant employers and if available training and education resources and current and potential customers for each of the industry clusters.
2. **Database** of industry cluster employers, advisors and regional resources.
3. **Economic and workforce profile** of industry cluster employers within the region. Three reports would be developed for each of the industry clusters describing their current and expected economic impact in the region, including total employment, occupational opportunities, current and potential workforce needs and expectations for growth. These reports would serve as the foundation for the regional action plan. These profiles would be based on available economic data as well as the information gathered in the research methodology section.

Research Methodology

Beyond the economic data that will be gathered from secondary sources, data will be gathered through the following three collection methodologies.

1. **Stratified random survey of employers** - Using phone and web surveys, BW Research will complete 240 surveys with industry cluster employers across the region.
2. **Online web tool** to collect information from engaged stakeholders, this tool will be developed to allow stakeholders to provide feedback in a convenient and effective manner.
3. **Executive interviews** with prominent employers, industry experts and regional educators.

Employer Services, Communications Plan/Thematic Messaging and Business Services

Employer Services the System Offers:

- ✓ Job Posting
- ✓ Applicant Screening
- ✓ Assistance with Downsizing
- ✓ Space for recruitment, interviewing and job fairs
- ✓ Access to Labor Market Information (LMI)
- ✓ Information on financial incentives and work supports (i.e.: transportation, childcare for new hires)
- ✓ Training services for qualified job seekers or on-the-job training (OJT)

Communications Plan/Thematic Messaging - Why Stacy Daniel was hired as a contractor.

1. **Scope of Services** – Contractor will work collaboratively with the Workforce Investment Board (WIB) to develop an outreach message consistent with the WIB's mission to serve as a link among regional workforce development interests in business, job seeker services, and education.
2. **Service Specifications** – Contractor agrees to provide to the County the following special services and agrees to complete all work in consultation with the WIB Director:
 - a. Contractor will create collateral materials to increase public awareness and utilization of Workforce Investment Act services, including the One-Stop Career Centers.
 - b. Contractor will assess current and future needs of stakeholder groups via interviews with various stakeholders from the business, economic development, and government and social service sectors.
 - c. Contractor will develop an effective thematic message based on these interviews.
 - d. Contractor will create primary message descriptors for core audience segments.
 - e. Contractor will develop an audience and thematic message matrix.

Business Services

Business Service Unit is a joint effort by workforce development, local government and economic development interests. The BSU representatives convene weekly meetings with outreach staff and monthly County Level Team meetings with unique resource partners to identify specific employers' labor and capital needs and refer them to potential resources for assistance:

- employer needs in hiring and training employees
- applying for grants securing low interest loans
- related workforce development efforts
- development of fee-based services which use the One-Stop staff and technology (application management, interview coordination, room rental, specialized recruitment events, preliminary interviewing,

reference checks, pre-employment assessment testing, and specialized training sessions)

Comprehensive Regional Needs Assessment/Gap Analysis

To assess training needs of regional employers in the county's designated Clusters of Opportunity. The specific objectives of the study and process include:

- To understand and determine the skill, competency and training needs of regional employers within the Clusters of Opportunity for identified key positions.
- To identify the training programs and curriculum currently available in the region and assess the ability of the content and capacity of those programs to meet the needs of the employers within the clusters.
- To quantify the forecast of job availability and growth within the identified key positions within those industry clusters over the next 5 years.
- To assist in determining recommendations for how to best address the need in the region versus meeting that need through more effectively linking existing educational offerings through enhanced brokering, gap closure and linkage of the workforce training and supply and demand processes.
- To prepare reports of the findings in order to provide this information to the WIB and other training and linking service providers in order to begin to better match people to training programs and ultimately jobs.

Allied Health

Regional Action Plan

Plan will require direct contact with all WIB Directors to interview them about what ongoing initiatives are in place to achieve the objectives outlined in the CWA/BW Research Partners' Report. The organizational structure for implementation must be determined, and also we must gauge how much of this implementation is being done at the county level and how much is collaborative. We need to determine their willingness to participate on a regional Board of Directors, and also the available resources and their willingness to utilize them to further the development and projects of the Allied Health Partnership.

The Healthcare Providers, who have been participants in the collaborative, must be identified. During the research study, they identified the priority objectives and indicated a willingness to contribute to implementing them. Interviews must establish their willingness to participate in the establishment of a regional Board charged with orchestrating a regional collaborative approach to the regional objectives. The research should also determine their willingness to provide financial support, as well as what human resources they are willing to devote to the achievement of the identified objectives.

On the basis of the above research the equivalent of a regional working Board should be established with representation from all Workforce Investment Boards, leading Healthcare Providers throughout the region and leading Training Providers. This Board should be led by a Chairperson from one of the Regional WIBS, who will facilitate and coordinate its activities. This Board, in addition to a representative from each WIB, should have representation from key stakeholder. It should not be too large or cumbersome, but should be representative. Most of the implementation will be done by personnel of the representatives and not the Board itself. The Board will review all of the identified objectives and develop a strategic plan at the regional level through facilitated strategic planning sessions. It will establish task forces whose missions are to achieve the objectives identified in the CWA/BW Research Report and will charge each task force with developing its own strategic plan with a specific work plan for each of the identified initiatives. The Regional Board will also design a program for evaluating process, utilizing these work plans, and all participants in the process will ultimately be responsible to it. A regionally agreed upon process for evaluation and progress reports needs then to be presented at the county level and the process finalized.

The Board will also be responsible for soliciting and managing funding from its constituents, identifying external sources of grant moneys and other sponsorships and managing the process of soliciting this funding.

The Board should be prepared to meet at the county level to present regional action plans and engage local participants in local action plans with implementation responsibilities. The purpose of these meetings should be in part to prevent duplication of effort.

Task Forces -

- Inter-regional educational projects
- Coordinated Planning and research
- Develop Regional Career Pathways
- Create a Regional online health catalog
- Develop a program for regional summer youth employment
- Develop a regional outreach program for the at-risk and underserved population
- Create a common regional health assessment tool
- Requirements for future growth

Action/Discussion/Information

1. Budget Update and Review – Nick Schultz for Lee Collins, reported the budget through the end of December 31, 2010. We 37.1% into spent, target was 50%. No questions.
2. One-Stop Operator Update Report – Kathy Marcove reported for quarter ending September 30, 2010. Total customers visiting each center were **14,194**; number of **new customers** for the quarter were **1,469**; Adult Intensive and Training Services is at 80% enrolled; it is a good sign that there is **no** “Rapid Response Services” request at this time.

3. Youth Provider Update Report – Jenn Kirn reported for Matthew Green. In the second quarter, Cuesta enrolled 14 in-school youth and 4 out-of-school youth. To date the program has served 52 in-school youth 16 out-of-school youth. There were nine (9) youth are participating in work experiences.

4. Committee Reports:

Youth Council – Reva Gonzales reported for Patrick McGuire. The Youth Council has not met due to the RFP subcommittee meetings. RFP will be presented to the full WIB by their March meeting and presented to the San Luis Obispo County Board of Supervisors the first week of June.

Board Effectiveness – Louise Matheny reported the BEC has determined there are a total of eight (8) vacancies; five (5) for Business and three (3) for Labor. Nick indicated the WIB was re-certificated and in labor we are in compliance with two (2) filled Labor seats. According to Nick, Supervisor Frank Mecham requested the BEC try to recruit one (1) employer from the Paso Robles area.

One Stop Leadership – Karen reported the One Stop Leadership's January meeting was moved to February. She has nothing to report at this time.

EVC Update – Mike Manchak reported the Green Energy Cluster is a new cluster. There are now 6 clusters instead of 5. Christine Rogers 30 minute presentation to the BOS.

Central Coast Collaborative – Nick Schultz reported this collaborative consists of Monterey, Ventura, Santa Barbara and San Luis Obispo County opportunities of Ag & Tourism, Green Energy, Building and Design.

Outreach/Branding – Nick Schultz mentioned this in his presentation piece of Stacy Daniel will meet with employers to interview them regarding their hiring needs and increase public awareness of our services. The Board will approve her list of questions and materials before she is to go out and meets with various companies.

Future Discussion/Report Items: None

Next Meeting

March 22, 2011 at 8 AM located at Shoreline/Goodwill Industries, 880 Industrial Way, San Luis Obispo.

Adjournment

Meeting was adjourned at 10:08 AM