

WORKFORCE INVESTMENT BOARD
Of San Luis Obispo County

Meeting Minutes

Date: Thursday, November 3, 2011
Time: 8:00 AM
Location: Business and Career Center, 880 Industrial Way, SLO

Present: Betty Baker, Scott Black, Charles Headington, John Collins, Tracy Buckingham (for Lee Collins), Kirk Coviello, Carl Dudley, Aline Graham, Louise Matheny, Karen Woodling, Michael Manchak, Patrick McGuire, Grace Vanderheyden, Julianna Winninghoff, Kevin Kuhn, David Bender (for Julian Crocker) and Stacey White.

Excused: Claire Clark, Bruce Ray, Biz Steinberg and Carol Hatley

Staff: Nick Schultz (WIB Director), Nina Nagranti (for Susan Hoffman County Council), Reva Gonzales (DSS), Julie Stevens (DSS-Recorder), Rochelle Miller (DSS) and Peggy Ayers (DSS)

Guest: Kathy Marcove (Shoreline); Bill Barker (Shoreline); Laura Segura (Shoreline); Gabrielle Garcia (EDD); Jenn Kirn (Cuesta); Matthew Green (Cuesta); Lucy Bumanglag (EDD); Adriana Barbara (EDD); Thea Chase, Cuesta College; Samantha Harrison, Central Coast Career Readiness Consortium; Mary Ann Leffel, Monterey County Business Council and Art McDade, Metrix.

Call to Order

Chair Betty Baker called the meeting to order at 8:04 AM. Introductions were done around the room.

Public Comments

Nick Schultz announced there would be an addition to the agenda; Thea Chase of Cal Poly Center for Innovation & Entrepreneurship.

Consent Items

Motion to Approve the August 4, 2011 WIB meeting minutes.

Motion: Louise Matheny

Second: Mike Manchak

Motion passed unanimously

Action/Discussion/Information

1. Introduction of Kevin Kuhn – Nick Schultz announced new member Kevin Kuhn President of Sunbank LLC in Paso Robles, CA.
2. **Budget Update and Review** – Carl Dudley reported the budget is through September 30, 2011 and was reviewed by the FORC on October 25; there were no issues at that time.
3. **One-Stop Operator Update Report** – John Collins reported on the One-Stop Operator Performance Report (Handout); there were some layout changes,
 - “Success Story” of a woman who was laid off in June 2010, homeless due to not being able to make mortgage payments; enrolled in online courses and was hired at a rate of \$14/hr.
 - Major Projects: Veteran’s Employment Assistance Program (VEAP) and Good Prospects;
 - Facilitates, Programs & Partnerships: New Kiosk and Core Registration process; Hired new reception staff; was featured in three television programs;
 - The North County Career Center is not being fully utilized; John is trying to determine why when Paso has the highest population of job seekers.

- Report Card: Currently focusing on obtaining participants in work programs where they numbers are coming up short on their target;
- Budget: Met with County Auditors to review process and to eliminate any future findings from prior years monitoring; verbally told they were on track.

Betty Baker restated to the membership they need to follow SLO One-Stop on Facebook and Twitter.

4. **Youth Provider Update Report** – Matthew Green reported through the end of September 30, 2011.

- Cuesta served 32 in-school youth (18 were carry over) and 32 out-of-school youth (11 were carry over) for a total of 64 youth served.
- **Work Experience:** 21 youth have begun in either paid or unpaid work experience; developing three vendor contracts to provide one or more of the ten program elements for the youth program;
- Currently in the process of developing seven (7) vendor agreements, one being operational; other vendors are in process.

5. **Committee Reports:**

Employment Demand Services – Kirk Coviello reported for Claire Clark; between Outreach & Branding and Employment Demand Services Kirk and Claire discovered an overlap in goals so they will be combined to form one committee in which Claire will be Chair; the challenge will be getting the word out to Employers to utilize the resources we offer and using efficiently before they are in trouble and/or in need of employees.

FORC – Carl Dudley reported the October meeting the FORC tried its first teleconference meeting to which there was no quorum; was not a formal meeting but members who were in attendance reviewed the budget and audit information.

One Stop Leadership – Karen Woodling reported the One Stop Leadership reviewed the satisfaction survey results which are encouraging and positive.

Policy and Program – Louise Matheny reported the committee will be gearing up for the RFP process in December; update on the Paso Robles Job Fair, was a success. Louise believed the fair drew almost 300 serious job seekers; currently looking into a job fair in the South County this spring.

Youth Council – Patrick McGuire reported the Youth Council last met October 12; discussed developing the RFP; ongoing issues with membership; Tracy Buckingham will submit a formal letter in December for her to sit on the Council for Lee Collins; Jennifer Kirm also submitted a Youth membership application to be voted on at the next meeting.

EVC Update – Mike Manchak reported the Economic Strategy is progressing nicely; would like to thank and welcome Kevin Kuhn of Sunbank, who is a participant in the Specialized Manufacturing which is Highly Technical cluster group.

- Since the last meeting the EVC has hired Collaboration LLC to help refine implementation to achieve objective faster and keep participants engaged. There was a “win” at the County Planning and Building Department in which they will do an economic analysis of decision making before turning a project down; the economic analysis report will consist of jobs gained or loss, the economic impact, and the estimated amount of taxes would be so the public can see what the ramification will be of the decision or policy making; no other county in the states has done this as of yet. Hopefully, the economic analysis will pass before the San Luis Obispo Board of Supervisors in a couple of months.
- **Health Information Exchange (HEI) Update** – Met with and presented to a group of physicians which was successful and will follow up with a larger meeting to educate a larger group of people about HEI which is having medical records online; this opportunity will incorporate two clusters to work together, Healthcare and

Innovation through Infogard, a local company, was contracted by the Federal gov to test the security of HIE.

- Interns – Clusters discovered local business voiced a need for qualified interns to hire so they contacted Cal Poly and Cuesta Career Center to establish a job fair for only local business to hire interns; Cal Poly's job fair is scheduled for February 23 and Cuesta's will be in April, '12.
- Workforce Housing Survey – The Building Design Construction Group needs actual employer information on worker housing, such as location & pricing so they can better understand the need.
- Connectivity Survey – What the employers needs are for broadband; why is there a lack of?
- Business Assistant Team – Is an already establish team of people within the Planning and Building Department within the County to collaborate with an employer or company on getting their needs met and plans approved to stay in the county. Supervisor Adam Hill has been a great supporter.

Presentations:

- **Cal Poly Center for Innovation & Entrepreneurship presentation by Thea Chase**

Thea Chase is the Managing Director of the Center for Innovation & Entrepreneurship as well as the Director of Small Business Development Center for Innovation. The Small Business Development Center (SBDC) serves people who are trying establish a startup and/or entrepreneurs as well as if they are looking to expand already established businesses or in the need for help.

- Consultants will assist concerns & questions a person may have for establishing a start-up such as property questions or alternative finance questions, such as Angel Investors; offers general Business Consulting, such as who are your base customers, what service are you providing, what need are you filling, what is the distribution strategy; Specialty Consultants who can assist on legal issues and market research.
- Collaborated with Nick on offering a class called FastTrac, which will be a business plan training course, started Sept. 28 and will service San Luis Obispo County only.

If you are interested or have any questions, Thea's contact information is tachase@calpoly.edu or (805) 756-5172.

- **Central Coast Career Readiness Consortium presentation by Mary Ann Leffel and Samantha Harrison.**

Worldwide Interactive Network (WIN) Career Readiness is a Workkeys skills-based courseware designed to help students build on the skills necessary to get the job they want. It is used across the nation to build and certify students' skills; it includes ten career-oriented skill and proficiency areas critical for success in today's workplace. It provides foundational skills instruction for all Workkeys and pre-Workkeys skill levels; it ensures concept mastery not just test preparation.

Why is it important? WIN Career Readiness helps students build relevant real-world skills and gives them the competitive advantage in today's job market place.

WIN Courseware has 12 levels of pre-Workkeys; more than 1,200 hrs and 22,000 pages of electronic instruction; placement tests to determine current skill levels; WIN Career Center database for career exploration, self-discovery, post-secondary research, job readiness practice link and job research capabilities.

There is a cost and a person can take a test twice after that there is another charge for retaking it; average test time is 30-45 minutes; a Spanish version is also available; found there is no problems with local unions.

Areas of documented skill levels are:

1. Reading for Information;
2. Applied Mathematics;
3. Location Information

Level of Certificate Programs:

Bronze – demonstrates a skill level of eligibility for 30% of profiled jobs;
Silver - demonstrates a skill level of eligibility for 65% of profiled jobs;
Gold - demonstrates a skill level of eligibility for 90% of profiled jobs;
Platinum - demonstrates a skill level of eligibility for nearly 100% of profiled jobs;

For more information, please visit www.workkeys.com or www.cccrc-ca.org; contact Samantha Harris, Program Manager at sharrison@mcbc.biz, telephone (831) 582-3237.

- **Metrix presentation by Art McDade**

METRIX was designed to meet the current and emerging training service delivery needs of Workforce Investment Boards and their customers that require new skills, enhanced skills and training programs to prepare them for new employment opportunities.

1. Job Ready
2. Barriers
3. Job Skill upgrading

Offers eleven different tutorials 24 hrs/7 days a week and recommends courses for you to obtain skills needed for the job you want; a passing grade is 80% or higher; a student can review questions they missed and have an opportunity to retake it if they got below 80%; can be provided in multi-language capabilities such as Spanish or Mandarin Chinese versions for your convenience.

Future Discussion Items: None

Next Meeting: February 2, 2012, at 8:00-10:00 AM, Business & Career One-Stop, 880 Industrial Way, 3rd Floor, San Luis Obispo, CA

Adjournment

Meeting was adjourned at 10:17 AM