

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

**Notice of Meeting & Agenda
May 8, 2024
3:00 p.m. – 5:00 p.m.**

Note Location ⇨ ⇨

2227 Capricorn Way, Santa Rosa
Santa Rosa Room

This is an in-person meeting. If you meet the criteria for AB2449 “just cause” for virtual attendance please contact staff 24 hours before the meeting at 707-565-8500 to confirm and receive a zoom link.

***Vote Required**

- | | | |
|-------|---|-------------------------|
| I. | Introductions and Public Comment (3:00) | <i>(Discussion)</i> |
| II. | Approve Minutes of March 13, 2024* (3:05) | <i>(Action*)</i> |
| III. | Announcements (3:10) | <i>(Discussion)</i> |
| IV. | WIB Operations (3:15) | <i>(Discussion)</i> |
| V. | Ad Hoc Committee Updates (3:45) | <i>(Discussion)</i> |
| | <ul style="list-style-type: none">• Membership• DEIB | |
| VI. | DEIB Item (3:55) | <i>(Discussion)</i> |
| VII. | SkillUp Sonoma (4:10) | <i>(Discussion)</i> |
| VIII. | Job Link Operations (4:15) | <i>(Discussion)</i> |
| IX. | WIB Strategic Meeting / Retreat (4:45) | <i>(Discussion)</i> |
| X. | Adjourn (5:00) | |

Open Meetings: *Except as expressly authorized under the Brown Act, all meetings are open to attendance by interested members of the public.*

*If WIB members are **unable to attend**, please **call (707)565-8500 prior to the meeting** to leave a message stating you are unavailable.*

Meeting Materials: *Materials related to an item on this Agenda submitted to the WIB after distribution of the agenda packet are available for public inspection in the WIB Administrative Office at 2227 Capricorn Way, Suite 100, Santa Rosa during normal business hours.*

Accommodation: *If you have a disability which requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please call (707) 565-8500 at least 72 hours prior to the meeting, to facilitate arrangements for accommodation.*

Sonoma County Workforce Investment Board

DRAFT Minutes of March 13, 2024

- Members Present:** Brandy Evans, Ethan Brown, Judy Coffey, Erin Carlson, Brad Davis, Keith Dias, Nancy Emanuele, Kristina Holloway, Stephen Jackson, Scott Kincaid, John McEntagart, Michael Pickens, Brian Purtill, George Steffensen, Thomas Stuebner (Zoom), Ananda Sweet, David Tam (Zoom), Pedro Toledo, and Alena Wall
- Absent:** Susan Cooper, Paul Duranczyk, Judy James, Chris Knerr, Ken Sprague, and, David Wayte
- Staff:** Katie Greaves, Michelle Revecho, Pedro Guevara, Carol McHale, Liliana Roman, Katie Stohlmann, Ashely Taylor, Lilian Vieyra Torres, Chris Willover, and Judy Oates

***Attendees with asterisks arrived late or departed early.**

I. Introductions and Public Comment

Scott Kincaid announced that CTE will be hosting the “Spark the Future” fundraiser on April 25th at The Backdrop in Santa Rosa from 4:30 pm to 8:30 pm and he encouraged others to attend.

Ananda Sweet highlighted an article in the Press Democrat about the childcare health initiative and urged others to give it a read.”

II. Approval of Minutes of January 10, 2024

Motion to approve Minutes of January 10, 2023: Alena Wall /s/ Judy Coffey.

Approved (Brandy Evans, Ethan Brown, Judy Coffey, Erin Carlson, Brad Davis, Keith Dias, Nancy Emanuele, Kristina Holloway, Stephen Jackson, Scott Kincaid, John McEntagart, Michael Pickens, Brian Purtill, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, and Alena Wall). George Steffensen abstained. There were no “nay” votes. The motion carried.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

III. Announcements

None.

IV. WIB Operations

- WIOA Local Workforce Development Areas Performance Report
 - We are held accountable for four basic measures: 1) short term performance measures, 2) long term performance measure, 3) median earnings, and 4) training.
 - The groups that we serve are Adult, Dislocated Worker (also adult based), and Youth.
 - The State negotiates Local Areas Performance target outcomes with us. We reviewed our performance against these measures and discussed how target outcomes are adjusted over time. Ashley will provide a report on the statistical adjustments at the May meeting.

Q. How do you come up with the target numbers?

A. Based on previous year actuals and the median of that group. We do not pick and choose clients to meet certain numbers so we try to stay realistic when agreeing to targets.

Q. So these are the results of the Job Link training programs?

A. Yes, looking at median earning when someone exits that training service and is working.

- Homeless Veterans Grant

Carol reported that a team comprised of staff and Economic Development Board members applied for a 3-year grant to serve homeless veterans seeking almost \$520K annually.
- Prison To Employment (P2E)

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

Las week we convened a learning session on PTE in Napa with our counterparts in the NBEC areas. We discussed best practices serving justice involved individuals, identified what works well, areas needing reinforcement and those requiring improvement. Also, we explored strategies for coordinating our service delivery. Attendees included staff from WIBs, courts, probation and sheriff offices. We conducted service mapping for each area.

Q. Alena requested access to the service map created, as Kaiser could use it in their planning to identify gaps in the community.

A. Carol will transfer this information from her notes and share it accordingly.

V. Ad Hoc Committee Updates

- Membership

Stephen shared the Membership Committee's approved recommendations with the Executive Committee.

- 1) The Membership Committee will convene as necessary to recruit for WIB seat vacancies and review new applications.
- 2) The number of WIB seats on the Board will be a set number of 29 to make it more efficient to manage vacancies.

Applications recommended by the committee were approved at today's WIB Executive meeting and will be moved to the Board of Supervisors for approval in June.

- Diversity, Equity, Inclusion, Belonging [DEIB]

Michelle provided an update from the January 16 WIB DEIB meeting. The group is currently focusing on its goal of Data and Accountability. To achieve this, we will delve deeper into the demographics of our 2021/2022 data, as well as gather more current information on the make-up of clients. In the future, we plan to enhance our report outs by incorporating education or training sessions rather than solely providing updates on committee work. Links to the DEIB WIB training that we have done so far will be

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

provided, and staff is looking at some recommendations to share with interested members to review on their own time via the SkillUp Sonoma website which is available for free use by clients, board members and staff.

Katie encouraged all to take a moment to review the SkillUp Sonoma site as there are 18,000 free training modules available, many with pre and post tests, and some certifications available.

VI. Youth Program

- My Pathways Procurement for Youth Contracts

Brandy stepped out to avoid any perceived conflict of interest as Goodwill applied for the opportunity. Stephen took over as Chair for the section of the meeting.

Lilian informed us that a Request for Proposals was issued in January for at least one service provider for the My Pathway Program which operates year-round. Three proposals were submitted for review. Each proposal detailed the program's approach to providing services for youth training and work experience. We requested information on their ability to serve all youth populations countywide, quality of program design, organizational/financial structure, reporting and performance, and requested letters of support among other details on how their plans would support youth. The approved contracts will go to the Board of Supervisors for approval June 4. After careful consideration and based on the proposal scores, the Review Committee recommended funding Goodwill of the Redwood Empire and Petaluma People Services Center to provide services for the youth programs.

Q. is there a difference in what the kids are getting from each provider as they are being awarded different amounts?

A. They will be comparable. Once the providers are approved, youth programs staff will work with the agencies on their final amounts for the programs and the number of youths each will serve.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

Q. What is one doing more than the other that makes them maximize funding more?

A. The work readiness training information they had in their proposal.

Q. Why are we looking at two providers instead of one?

A. This time we are looking to maximize our outreach to youth and extend our reach. These proposers have partnerships in all areas of the county to ensure youth across the county are served.

Q. Will both serve all the county and area with the same program?–

A. The services will be very similar and they will have some overlap, but partnerships will allow each to reach more within different areas.

Q. Will any of the services be in Spanish?

A. Yes, bilingual services are available for all youth

Q. Will this work with the homeless and foster youth?

A. Yes, we are targeting out of school youth not working nor in school, current and former foster youth, students with disability and CalWORKs clients.

Katie shared the panel that did the review of proposals was made up of three external individuals with knowledge of the program and how it works. They included a retired WIB Director, a retired section manager from the Human Services programs, and an individual from outside county employment; staff was not a part of this process. They were able to provide a very objective review of the applications.

Q. Who received funding during the last round of youth program funding?

A. Social Advocates for Youth

Q. What is the total amount each will receive?

A. The final amounts will be adjusted when the item goes to the Board of Supervisors for approval.

Q. When will the funding begin for the providers?

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

A. This would be for July 1

Q. So today we are asking for approval of a total amount to be distributed to the approved providers based on what staff decides is needed for their works and program?

A. Yes

Q. There were two options to receive bonus points for Upstream work. Did they receive the points for the same programs, or did they have different program offerings that helped them receive the points?

A. Yes, and they were different.

Motion to approve and accept the Review Committee’s recommendation to fund both Goodwill of the Redwood Empire and Petaluma People Services Center to provide My Pathway Program services countywide: Mike Pickens /s/ Keith Dias. Approved (Ethan Brown, Judy Coffey, Erin Carlson, Brad Davis, Keith Dias, Nancy Emanuele, Kristina Holloway, Scott Kincaid, John McEntagart, Michael Pickens, Brian Purtill, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, and Alena Wall). Brandy Evans and Stephen Jackson abstained. There were no “nay” votes. The motion carried.

Katie shared that this item will receive approval by the Board of Supervisors on June 4 and there will be another opportunity for public comment.

Brandy rejoined the meeting.

- Current Fiscal Year Contract

Staff shared that Social Advocates for Youth (SAY) filed for bankruptcy in February. We received information for County Counsel and managers that allows us to provide service to the end of this fiscal year. We are requesting a bridge contract for Petaluma People Services Center (PPSC) to take over this contract effective March 15 to the end of this fiscal year. PPSC was a subcontractor to SAY for MPP and are already working with the youth in this caseload and providing services.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

Q Are there services that PPSC is offering that were not available with SAY?

A. No, we would be asking them to continue the current services.

Q. Was a competitive bid request sent out for the service?

A. No, but they were a part of the original bid process so we are allowed to use them.

Q. Will PPSC take over the SAY site, or just the work with the youth?

A. Just the work with the youth to complete our contract through the end of the current fiscal year.

Motion to approve Petaluma People Services to assume the current My Pathways Program contract through the end of the fiscal year. Ananda Sweet /s/ Alena Wall.

Approved (Brandy Evans, Ethan Brown, Judy Coffey, Erin Carlson, Brad Davis, Keith Dias, Nancy Emanuele, Scott Kincaid, John McEntagart, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, Pedro Toledo, and Alena Wall). Brian Purtill, Kristina Holloway, and Stephen Jackson abstained. There were no “nay” votes. The motion carried.

VII. Early Childhood Education Apprenticeship

Jasmin Demil presented in place of Maleese Warner today.

- The first cohort began in August 2023 with eleven new apprentices. Only two were expected so we were pleased with the interest and number of applicants.
- Work placements started throughout the semester as apprentices took required classes. Within eight months we have registered 40 Early Childhood Education apprentices. They are placed in areas throughout the county. Each has new positions that earn more than they did before starting the program. Each individual has either completed or is currently undertaking credit coursework towards certificate completion.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

- Job Link has supported the cohort with On-the-Job training funds for the employers. The grant they are using is limited.
- Next cohort is summer 2024 and they already have 14 apprentices lined up.

Comments from members included the following.

- Keith asked if they had looked at reaching out to the trades for support? Many of their workers need childcare at different hours and would be interested in offering support if the hours were flexible. We are also experienced in apprenticeships and can give support and advice on how to grow the program. John agreed.
- Katie gave kudos to the program for the speed it progressed, the collaboration they have, and the sustainability they are gaining.
- Stephen shared that high schools are doing pathway programs and this may be something to work with them on.

VIII. WARN Notice

In response to a request at the January WIB meeting Chris Willover presented the WARN Notice process and Job Link's Rapid Response efforts.

- WARN Notice – The Worker Adjustment and Re-Training Notification Act- requires employers to give employees, state, and local representatives 60-day notice before a plant closing or mass lay off.
- Rapid Response program is delivered by state and local workforce agencies alongside America's Job Center of California, offering support to minimize disruptions caused by lay offs or closures. Assists affected workers with job search and support, and with companies to potentially avert layoffs through early intervention.
- Chris is the Rapid Response Coordinator. When Job Link staff receive a WARN notice that a business is closing, Job Link does a "Rapid Response" action that includes outreach and communication about our services to the business and affected workers. This includes assistance with creating resumes and cover letters for employees that

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

are searching for new positions. The goal is to have their workers not be unemployed for very long. The Rapid Response Team that comes to the job site includes a bilingual training councilor, a representative from EDD and an insurance representative to walk them through options when losing their health insurance.

- Sonoma County Trends in 2023 and 2024
 - 53 layoffs or closures since January 2023
 - 10 of those events have been reported via WARN Notice
 - Largest event was Wilhelm LLC which affected 274 staff members
 - Second largest event was La Tortilla Factory with 132 layoffs
 - Industries affected include manufacturing, education, hospitality, and “box” stores
- In January 2024, the unemployment rate in Sonoma County was 4.5%, while in California it stood at 5.7%, and for the nation, it was 4.1% for the same timeframe.
- Local economists are predicting a positive economic outlook and no recession within the next 18 months.

Q. What happened with agriculture locally with the bird flu issues?

A. At this time Chris does not have any information about layoffs or closures due to those events. Pedro shared that Petaluma Health worked with some workers from that industry and assisted getting them Medi-Cal benefits.

IX. Job Link Operations

- Dashboard
 - Katie led a review of the dashboard, highlighting some trends, including the following:
 - The number of dislocated workers is trending upward.
 - Wages are trending down, but that could be due to people exiting some programs.
 - Increase in the WIOA justice involved clients.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

- Job Link Overview
 - Lilitiana Roman shared today will be her last meeting reporting as the One Stop Operator as she has accepted the position of Field Representative for District 3 under Chris Coursey. She is currently working with staff on a transition plan for her duties.
 - The Job Link Steering Committee will meet March 14. Carol asked for a WIB member to volunteer to participate in this committee. They meeting on the third Thursday each month for one hour. Once a quarter they meet in person. Please reach out to her if you are interested in participating. Katie encouraged interested members to attend a meeting.
 - Carol asked the WIB to review the quarterly reports on programs that are included in the agenda packet. She highlighted the QUEST grant that allowed Job Link to contract with Sonoma Family Meals to provide bilingual culinary training and job readiness for 30 clients. Nancy Emanuele shared that Petaluma School has an ELL program and currently have a large number of Haitian clients who are working in a similar bilingual program with Sonoma Family Meals
 - The Farmworker Resource Fair took place March 3rd and was well received with over 325 attendees. They had booths for service providers including the Mexican Consulate, Aztec dancers performed, raffles, and food vendors. Please see the article in the WIB newsletter for more details about this event.
 - The next Unhoused Job Fair will be held at the fairgrounds in Santa Rosa on March 20.

X. WIB Strategic Meeting / Retreat

The Chair shared that the Executive Committee is looking at planning a WIB retreat in the fall. We will be creating and sending out a survey to gather feedback on items such as: subjects of interest to discuss, best time, length of meeting, and other items.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

XI. Structure Feedback for Membership/Board

Brandy shared that the Executive Committee has been reviewing term length and possible term limits for members. We are gathering information about members, and how members feel about making changes. The committee will create a survey to gather additional information and feedback for updated guidelines.

XII. Adjourn (4:52)

Next meeting: May 8th in the Santa Rosa Room

Auxiliary aids, services, and versions are available to individuals with disabilities upon request by calling (707) 565-8500.

PY 22

WIOA Performance Scores

Presented by E&T's Report
Development Team

How is Performance Determined?

WIOA performance is determined by the proportion of actual performance compared to the adjusted negotiated goal.

For further guidance, read [WSD19-11](#).

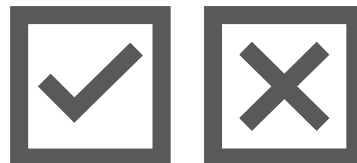
Adult

Employment 2nd Quarter After Exit Adult

GOAL: **64%** of participants

RESULTS: **64.2%** of participants

*Our performance score is **100.3%***

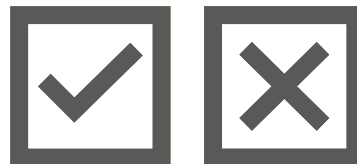


Employment 4th Quarter After Exit Adult

GOAL: **56.7%** of participants

RESULTS: **60%** of participants

*Our performance score is **105.8%***



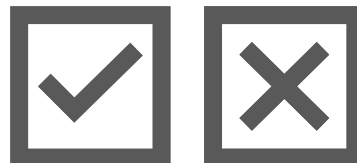
Median Earnings

Adult

GOAL: **\$4803.12** in the 2nd quarter after exit

RESULTS: **\$7,651** in the 2nd quarter after exit

*Our performance score is **159.2%***



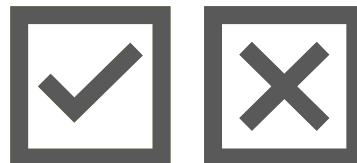
Credential Attainment

Adult

GOAL: **56.4%** of eligible participants

RESULTS: **71.4%** of eligible participants

*Our performance score is **126.5%***



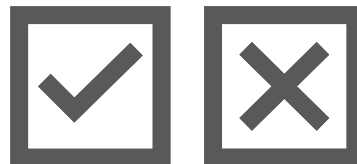
Measurable Skill Gain

Adult

GOAL: **77.4%** of eligible participants

RESULTS: **58.5%** of eligible participants

*Our performance score is **75.5%***



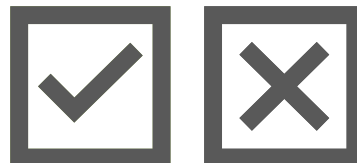
Dislocated Worker

Employment 2nd Quarter After Exit Dislocated Worker

GOAL: **73.7%** of participants

RESULTS: **60%** of participants

*Our performance score is **81.4%***

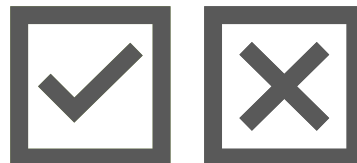


Employment 4th Quarter After Exit Dislocated Worker

GOAL: **61.9%** of participants

RESULTS: **74%** of participants

*Our performance score is **119.5%***



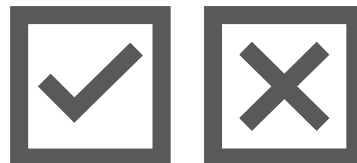
Median Earnings

Dislocated Worker

GOAL: **\$9,032.38** of participants

RESULTS: **\$9,284** of dislocated worker participants

*Our performance score is **102.7%***



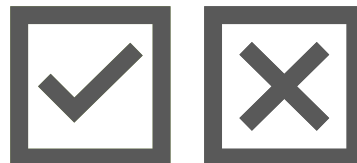
Credential Attainment

Dislocated Worker

GOAL: **65.9%** of participants

RESULTS: **74.2%** of participants

*Our performance score is **112.5%***



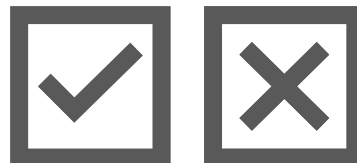
Measurable Skill Gain

Dislocated Worker

GOAL: **54.2%** of participants

RESULTS: **68.2%** of participants

*Our performance score is **125.8%***



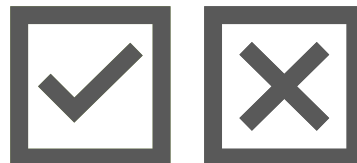
Youth

Employment 2nd Quarter After Exit Youth

GOAL: **67%** of adult participants

RESULTS: **72%** of adult participants

*Our performance score is **107.4%***

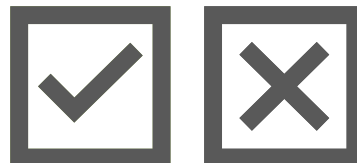


Employment 4th Quarter After Exit Youth

GOAL: **68.9%** of adult participants

RESULTS: **74.1%** of adult participants

*Our performance score is **107.5%***



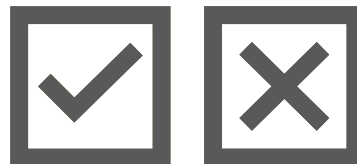
Median Earnings

Youth

GOAL: **\$4,164.51** of adult participants

RESULTS: **\$7,545** of adult participants

*Our performance score is **181.1%***



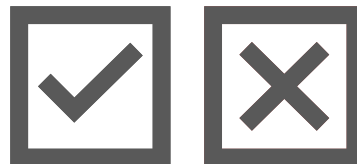
Credential Attainment

Youth

GOAL: **52.4%** of adult participants

RESULTS: **0%** of adult participants

*Our performance score is **0%***



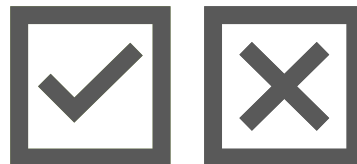
Measurable Skill Gain

Youth

GOAL: **81.3%** of adult participants

RESULTS: **60%** of adult participants

*Our performance score is **73.8%***



WIB Retreat - Fall 2024

As Sonoma County Workforce Investment Board members, we are committed to addressing workforce challenges throughout Sonoma County supporting our vision of a robust local workforce with the skills needed for today and tomorrow.

Nothing is the same as it was pre-pandemic. With that in mind, the WIB Executive Committee is entertaining the idea of hosting a retreat to refresh, reset and reunite our vision, mission and strategic direction this Fall. We invite all members to weigh in.

We welcome your comments. Please fill out this questionnaire.

We would like to receive your input no later than May 24th.

Thank you.

* Required

1. PLEASE NOTE: ON A SCALE OF 1 TO 5, 1 IS THE LOWEST 5 IS THE HIGHEST.

Please rate the importance of improving your understanding of the work of the Workforce Investment Board.

*

1	2	3	4	5
---	---	---	---	---

2. Please share the likelihood of your attendance to an all-day, 10:00AM-4:00PM, retreat. *

1	2	3	4	5
---	---	---	---	---

3. Which of the following topics are of interest... *

Workforce Investment Board Strategic Direction

Funding Initiatives - Past and Present

What is our role with JobLink?

Key Workforce areas of development?

Sonoma County Areas of Workforce Development concern? ..

immigration trends and labor force participation?

Workforce issues in terms of Diversity and Equity?

WIB member recruiting?

WIB succession planning?

4. Are there any other topics that you would like to suggest? *

5. Do you require any accommodation to fully participate in the retreat? *

6. Would you like to join the planning efforts? If yes, please provide your name and contact information. *

7. Please share any additional comments or suggestions *

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

