

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

Notice of Meeting & Agenda
July 12, 2023
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.

“The Mission of the WIB, as a partnership of innovative business and community leaders, is to provide vision, direction, and coordination of a system that enables Sonoma County to have the most effective workforce attainable.”

***Vote Required**

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|------|--|-----------------------------|
| I. | Introductions and Public Comment (3:00) | <i>(Discussion)</i> |
| II. | Approve Minutes of May 10, 2022* (3:05) | <i>(Action*)</i> |
| III. | Announcements (3:10) | <i>(Discussion)</i> |
| IV. | Diversity, Equity, Inclusion, Belonging [DEIB] (3:15) | <i>(Discussion/Action*)</i> |
| V. | Job Link Operations (3:50) | <i>(Discussion)</i> |
| VI. | WIB Operations (4:50) | <i>(Discussion)</i> |
| VII. | 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 May 10, 2023

Members Present: Brandy Evans, Robin Bartholow, Ethan Brown, Erin Carlson, Keith Dias, Paul Duranczyk, Nancy Emanuele, Kristina Holloway, Judy James, Scott Kincaid, Chris Knerr, Michael Pickens, Ken Sprague George Steffensen, Thomas Stuebner, David Tam, Pedro Toledo (via teleconference), Alena Wall, and David Wayte

Absent: Judy Coffey, Susan Cooper, Brad Davis, Stephen Jackson, John McEntagart, Anita Maldonado, and Ananda Sweet

Staff: Katie Greaves, Fabiola Garcia Almonaci, Kate Fosburgh, Pedro Guevara, Sarah Lewis-Crow, John Paul, Pru Ratliff, Michelle Revecho, Katie Stohlmann, Ashley Taylor, Chris Willover, and Judy Oates

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

I. Introductions and Public Comment

None

II. Approve Minutes of May 8, 2023

Reviewed the minutes and action items of May 8, 2023.

Motion to approve the May 8, 2023 minutes: Chris Knerr /s/ Scott Kincaid. (Brandy Evans, Robin Bartholow, Ethan Brown, Erin Carlson, Keith Dias, Paul Duranczyk, Kristina Holloway, Judy James, Scott Kincaid, Chris Knerr, Michael Pickens, Ken Sprague George Steffensen, Thomas Stuebner, David Tam, Pedro Toledo (via teleconference), Alena Wall, and David Wayte). There were no abstentions or “nay” votes. The motion carried.

III. Announcements

Sonoma County Mayors’ Committee will be hosting their annual awards event for employers who hire people with disabilities October 18 at the Becoming Independent site. More details will be shared as the date nears.

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Ashley Taylor was introduced as the new Information Systems Manager for the Sonoma County Human Services, Employment and Training Division.

Nina Cheek who has been an Economic Development Board Fellow has been hired by the CTE Foundation.

IV. Job Link Operations

- *Dashboard.* Katie led a review of the dashboard report noting increases in some of the numbers as workshops and resume clinics resume.
- *Job and Resource Fair for Unhoused.* Antonio provide a review of the services and events of the first resource fair in our area for this population. Highlights included:
 - Held March 22.
 - Held resume clinic before event at various sites to prepare attendees to meet with employers.
 - Rotary provided food for over 300 event attendees.
 - Rotary, Goodwill and SAVS provided gift cards for attendees.
 - 22 employers were in attendance.
 - One of the people hired on site was justice involved.
 - Staff was interviewed about the event and there was a segment on CBS news sharing about the even the struggles faced by the unhouses searching for employment.
 - Mary's Pizza hosted staff and event volunteers after the event to thank them for their work on this community event.
 - Shared how Mary's Pizza has worked with staff on hiring members of the unhoused population.
 - Transportation from homeless encampments to the event was provided.
 - Staff will present about the success of this event at the California Workforce Association conference next month.
 - Cost of the even was about \$15K provided through various resources. Staff will continue to fundraise for future events.
- *Staff Report: Business Services*

Chris shared staff have been busy with the following events.

 - Working with Mary's Pizza, Petaluma Health Center, and My Cell Phone Repair

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Inc. for on-the-job training opportunities.

- Business Services participated in two job fairs. One at Santa Rosa Junior College and one at Sonoma County Airport.
- Presentation at large scale engagement events including the education and CTE meeting at the Builders Exchange and Sonoma Connects.
- Staff Report: Grants

Pru reported Job Link is working on the Regional Equity and Recovery Partnership (RERP) with Santa Rosa Junior College Early Childhood Education and Advanced Manufacturing programs creating a cohort for ECE that will include a monthly stipend to participate in career building workshops.
- Staff Report: One Stop
 - Lili shared that the One Stop is hosting an in person gathering on May 11. She invited WIB members and the public to come on a tour of the site and join the Job Link Steering Committee in networking and meeting the One Stop staff and partners.
 - Focus is reconnecting, collaborating and bringing back workshops.
 - The Job Link Steering committee will meet after the event and have discussion about space and services post-pandemic. We want to meet people where they are at.
 - WIB member asked if we can set up for a tour for WIB members before or after an upcoming meeting. Several others also expressed interest. Lili will work with Michelle to offer a tour connected to a WIB meeting at a future date.
- Staff Report: Youth
 - Lilian shared the SCYEC program is gearing up for the summer session. The program will begin mid-June and continue to the first week of August. Partners will include the Sonoma County Water Agency, Ag and Open Space District, City of Santa Rosa, and others. We will be looking for volunteers for the Bite of Reality which is an event we do with Redwood Credit Union to help youth learn about budgeting. There will also be mock interview opportunities.

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- Staff is onboarding our second Job Link youth intern doing administrative and clerical work as well as special projects. We hope to expand this opportunity to other county division and bring in more youth over time.
- Ask of the WIB – we are looking for a car wrapping business that would work with an intern. Please reach out to Lilian or Pedro if you can help us make this connection.
- Staff Report: Other
 - John shared that Job Link is working with Sonoma Family Meals in Petaluma for training opportunities.
 - They started by supplying meals during disasters to supplying meals for low income people and school meals. They are building program to provide culinary training as a cohort for 17 students in their kitchen in Petaluma. They plan to do two cohorts a year. The courses will be 8 weeks and wages on completion will be \$22 per hour or more.
 - They are working with 20 local employers who will hire people who complete their program.
 - Job Link is assisting by providing on-the-job services to employers, lending laptops for classes, resume assistance, mock interviews, and recruiting participants.

Keith Dias, Scott Kincaid, Ken Sprague, Thomas Stuebner left.

Nancy Emanuele joined.

V. Job Quality Framework

Michelle reported on the initiative from the Regional RPI 5.0 grant around establishing a regional Job Quality Framework. This is a continuation of conversations that staff have with clients on working conditions, positive working cultures, predictable hours and paid time off and opportunities to learn new skills across regions and industries.

- Once we get more grant participants for worker training we will have focus groups so workers can weigh in on what is important to them and what they are looking for
- You will see can see studies online about job quality such as MIT's living wage calculator. This is a great tool for businesses and community members looking for work or planning their careers.

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- This ties in with equity because a career is how you build assets and generational income. The worker voice is important just as the culture of the companies.
- The criteria for Job Quality in the North Bay is: Self-Sufficient Wages, Benefits, Working Conditions, Positive Culture and Skills Development.

Are there questions? Do you see it will a good tool or recommend? Members agreed they like this tool and would use it.

Special thanks and acknowledgement to Sarah for her work on the Dashboard that allows us to look at this type of data.

Erin Carlson, Judy James Left

VI. Diversity, Equity, Inclusion, Belonging (DEIB)

Michelle provided an update of the work of the committee. Meetings are occurring more often and progress is made. We are interested in impact and not just intentions. We hope to normalize and operationalize these concepts. As we move forward we sometimes we have to go back and refine.

Reviewed the mission statement, goals and objectives of the group for buy in.

Diversity, Equity, Inclusion & Belonging Ad Hoc Mission Statement: To co-design and maintain a local workforce system that cultivates accessibility and success for historically underserved, under-resourced, and marginalized individuals to foster belonging.

* Diversity: Each individual is unique, and groups of individuals reflect multiple dimensions of differences including: race, ethnicity, gender, class, sexual orientation, age, physical abilities, religious beliefs, political beliefs, cognitive styles, and much more. Valuing diversity means embracing and celebrating the rich dimensions of difference that exist in groups and ensuring diverse representation.

(Interaction Institute for Social Change and adapted from Diversity Initiatives Campaign, The Diversity Project)

Met in small groups to answer the DEIB question ourselves and discuss how it will assist in selection of new WIB members. Reported out highlights from conversations.

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- Like having the option to discuss what applicants do about DEIB on a personal level.
- Like knowing how people feel about DEIB on a personal as well as professional level.
- Discussing the question helped realized my organization is already very diverse.
- Good idea to get this question out and part of the discussion during member recruitment.
- Interpreted the question to mean in the work I personally do and feel we may want more description on if we want this to be more about work, life or organization or cover all three.
- Found it difficult to answer but there is a lot of value in these answers.
- There are no right or wrong answers.
- Answers are different depending where a person is in their DEIB journey.
- Found answers are different depending on the type of work/industry and where they live.
- Reminder that disabilities are a type of DEIB.
- Excellent presentation and discussion.
- We want different types of representation on the Board and this openness of the question allows a better opportunity for understand what people represent.

Nancy Emanuele, Pedro Toledo left.

- This question is a good start. We can use on the application now as a starting point and improve needed.

Motion to approve the addition of this DEIB question to the WIB application, knowing it will be reviewed and updated and improved as needed: Alena Wall /s/ David Wayte. (Brandy Evans, Robin Bartholow, Ethan Brown, Paul Duranczyk, Kristina Holloway, Chris Knerr, Michael Pickens, George Steffensen, David Tam, Alena Wall, and David Wayte). There were no abstentions or “nay” votes.

VII. Adjourn 5:09 pm

Next meeting: July 12, 2023 in the Santa Rosa Room

Progress Report to Sonoma WIB on initiatives serving WIOA priority populations

Initiative: Justice Involved Youth & Adults

Date: March WIB meeting, Data through May 2023

- ▶ Partnership with Sonoma County Probation and Sherriff’s Departments, CBOs and Human Services Departments
- ▶ Funding: AB 109 grant funds, WIOA formula funds
- ▶ Staffing: E&T Program Coordinator supported with grant funds; All ETC staff time absorbed by P2E and WIOA formula funds
- ▶ Target: 60 job seekers per program year with justice system involvement enrolled/served in Adult/DW/other
- ▶ Process Objectives: Referral process developed and institutionalized. Participants enrolled in WIOA, receiving individualized services. Project is steered by collaborative involving Day Reporting Center staff, Sergeant at MADF, Job Link, CBOs, employers, and participant representative. Job Link Business Services provides Job Development services as needed.
- ▶ Output/Outcome Goals: 100 individuals referred to Job Link. 60% successfully enrolled in WIOA services. 60% employed at program exit.

Update through May 2023		
Number enrolled to date in 2023	10	Includes any participant with justice involvement
Training/supportive services funding utilized in 2023	\$3,956.90	
Outreach Activities	<ul style="list-style-type: none"> • Outreach via our partner agencies that are referring justice-involved individuals through our program for individuals who are unsheltered • Outreach conducted during monthly virtual PACT meetings (Parole and Community Team) in January, February, and March to inform parolees about Job Link services • Ongoing communication with probation officers at DRC as well as with local jail staff to encourage referrals 	
Business Engagement	<ul style="list-style-type: none"> • Identifying and connecting with employers who are hiring and are second chance employers to help connect job seekers with these employers through Job Link’s business services team, as well as through the partnership with the business services program manager at the Economic Development Board. 	
Service Provided	<ul style="list-style-type: none"> • Job Search • Creating and reviewing resumes • Interview Prep • Career assessments 	
Total individuals referred in 2023	40	Referrals received from Day Reporting Center, Probation Officers, CBOs, Health Services, walk-ins, etc.

Total individuals employed at exit for time period Jan 2023 – May 2023	4	<p>Participants obtained or retained employment in various industries and occupations.</p> <p>Participants may continue to receive services and support, not necessarily exited yet</p>
Requests of WIB	<ul style="list-style-type: none"> • Work experience placements • Enrichment activities (i.e. mock interviews) 	

Progress Report to Sonoma WIB on Initiatives Serving WIOA Priority Populations

Initiative: Unhoused Pilot

Date: March WIB Meeting, Data Through May 2023

- ▶ Partnership with local community providers serving unhoused individuals
- ▶ Funding: WIOA formula funds, P2E grant, outside donations
- ▶ Staffing: All staff time absorbed by WIOA formula funds
- ▶ Timeframe: Ongoing
- ▶ Target: Need to define new target
- ▶ Process Objectives: Referral process developed and institutionalized. Participants enrolled in WIOA, receiving individualized services. Project is steered by collaborative involving Job Link, CBOs, employers, and participant representative. Business Services provides Job Development services as needed. Additional funding developed to cover disallowed expenses. Other grants, e.g. P2E are leveraged on a routine basis.
- ▶ Output/Outcome Goals: Need to define new outcome goals

Update – through May 2023	
Total individuals referred	<ul style="list-style-type: none"> • 43 clients referred to Unhoused Pilot since March 16, 2023 Job Fair.
Target for enrollment	
Number enrolled to date	<ul style="list-style-type: none"> • Active engagement with 20+ clients, 5 enrolled thus far
Mock Interview Days	<ul style="list-style-type: none"> • 2 Mock Interview Days have been conducted since March 16, with a total of 21 clients interviewed.
Obtained Employment	<ul style="list-style-type: none"> • Despite substantial barriers requiring resolution, 8 clients referred since March 16 have obtained employment, with several more having applications pending.
Homeless Job and Resource Fair Outcomes	<ul style="list-style-type: none"> • 353 guests attended • Regional event with attendance from all parts of Sonoma County • Goodwill donated 70+ Clothing vouchers • 40+ resumes written and printed at the event • 50+ Employers and Providers-All tables were booked weeks in advance • Outstanding regional media coverage. • Keynote speaker: Supervisor Chris Coursey
Outreach Activities	<ul style="list-style-type: none"> • On June 1st presented at California Workforce Association (CWA) state wide conference. Hosted a workshop on Sonoma County Homeless Employment Program. 40+ Attended workshop • Selected to present at annual CWDA conference in October around Homeless Employment Program. • Reestablished partnership with YWCA, Living Room and FJC as collaborators in HEP. Training new staff about program/referral process

	<ul style="list-style-type: none"> • CBS Bay Area ran success story of HEP participant: https://www.cbsnews.com/sanfrancisco/news/homeless-guerneville-man-career-path-help-sonoma-county/ • Provided Resume Clinics producing resumes on site at 5 partner agencies serving clients experiencing homelessness.
Business Engagement	<ul style="list-style-type: none"> • March-May 2023: 5 OJT/TWEX placements directly from HEP clients. Employers include Mary's Pizza Shack, Goodwill Redwood Empire, Santa Rosa Optometry • 2 unhoused placed at Sonoma Family Meal Culinary Training Program. • Partnered with Streets Teams Enterprises to provide beautification specialist opportunities to HEP participants. 2+ placements those far.
Supportive Services provided	<ul style="list-style-type: none"> • Gift cards, gas cards, bus tickets, work clothing and shoes, car repairs, Live Scan fees • Implementation of CFET and P2E funding for supportive services.
Requests of WIB	<ul style="list-style-type: none"> • Provide Temporary Work Experience (TWEX) opportunities • Participate in enrichment activities (i.e. mock interviews) • Help with fundraising to continue offering gift cards or funds for immediate needs as referrals start work such as work boots, transportation assistance.

Progress Report to Sonoma WIB on initiatives serving WIOA priority populations

Initiative: Foster Youth

Date: March WIB meeting, Data through June 30, 2023

- ▶ Partnership with Family, Youth & Children’s Services, CBOs, employers
- ▶ Funding: Realignment funding (“STAY”), WIOA formula funds
- ▶ Staffing: All staff time absorbed by TANF funding
- ▶ Timeframe: TANF funding is continuous, STAY funding is also continuous depending on utilization and outcomes.
- ▶ Target: 30 Foster Youth per program year enrolled/served in WIOA Title 1 or other employment services program through Job Link.
- ▶ Process Objectives: Referral process developed and institutionalized. Participants enrolled in WIOA or other employment services program through Job Link, receiving individualized services. Project is steered by collaborative involving Job Link, CBOs, employers, and participant representative. Business Services provides Job Development services as needed. Additional funding developed to cover disallowed expenses. Other grants, e.g. P2E are leveraged on a routine basis.
- ▶ Output/Outcome Goals: 15 foster youth referred to Job Link by CBOs. 50% successfully enrolled in WIOA Title 1. 68% employed at program exit. 13% Enrolled in education and/or training

Update – (through May 2023)	
Target for enrollment July 2022 through June 2023	30
Number enrolled to date	30
Training/supportive services funding utilized Non-discretionary funding utilized Other grant funding leveraged	<ul style="list-style-type: none"> • \$23,677.22 temporary work experience training • \$34,921.79 non-discretionary funding
Outreach Activities	<ul style="list-style-type: none"> • SAY staff are co-located in many Santa Rosa high schools, Juvenile Probation Camp, VOICES, Teen Services Sonoma, and the Sonoma Valley Boys & Girls Club. Their Street Outreach Team connects homeless young people to services. • HSD staff also in regular communication with FYC Division regarding opportunities for foster youth. • CCNB/HSD increasing outreach to CBO’s and in social media to increase programs enrollment • Job Link staff connected with CASA of Sonoma County and will be presenting to staff in the coming weeks to talk about MPP and SCYEC • Youth program staff participated in VOICES monthly outreach BBQ
Business Engagement	<ul style="list-style-type: none"> • Job Link Business Services & Youth Programs staff have connected with numerous (10+) businesses/agencies open to hiring young people, including foster youth, on a permanent or temporary basis

	<ul style="list-style-type: none"> • First youth/foster youth intern hired at Job Link completed work experience placement. • One STAY participating in Regional Parks Internships • Increase in STAY enrollments in SCYEC
Supportive Services provided	<ul style="list-style-type: none"> • \$619 supportive services funding (work/interview clothing; transportation; post-secondary education materials)
Total individuals employed at exit	N/A
Other exits	N/A
Requests of WIB	<ul style="list-style-type: none"> • Provide work experience opportunities for foster youth • Participate in youth enrichment events (e.g., mock interviews) • Promote youth programs in the community