

Notice of Meeting & Agenda January 10, 2024 3:00 p.m. – 5:00 p.m.

2227 Capricorn Way, Santa Rosa

Note Location ⇒ ⇒

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

l.	Introductions and Public Comment (3:00)	(Discussion)
II.	Approve Minutes of November 8, 2023* (3:05)	(Action*)
III.	Announcements (3:20)	(Discussion)
IV.	WIB Operations (3:15)	(Discussion)
V.	Ad Hoc Committee Updates (3:50)	(Discussion)
	 Membership 	
	Diversity, Equity, Inclusion, Belonging [DEIB]	
VI.	Job Link Operations (4:05)	(Discussion)
VII.	Community Economic Rreciliency Fund (4:40)	(Presentation)
	 North Bay Sub-Regional Table Update 	
VIII.	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 November 8, 2023

Members Present: Brandy Evans, Robin Bartholow, Ethan Brown, Judy Coffey, Susan

Cooper, Brad Davis, Keith Dias, Nancy Emanuele, Kristina Holloway,

Stephen Jackson, Judy James, Scott Kincaid, John McEntagart, Michael

Pickens, Brian Purtill, Ken Sprague, George Steffensen, David Tam,

and David Wayte

Absent: Erin Carlson, Paul Duranczyk, Chris Knerr, Anita Maldonado, Thomas

Stuebner, Ananda Sweet, Pedro Toledo, Alena Wall

Staff: Michelle Revecho, Maureen Fifer, Pedro Guevara, John Paul, Carol

McHale, Pru Ratliff, Liliana Roman, Chris Willover, Lilian Vieyra Torres,

Antonio Vigil, and Judy Oates

I. Introductions and Public Comment

Duane Dewitt of Roseland spoke as a member of the public. He asked for someone from the City of Santa Rosa or from County of Sonoma to step up and champion the work to be done on the polluted area by Sebastopol Road. There was a grant for this work six years ago and he would like to see this work continued.

II. Approval of Minutes of July 12,2023 and September 13, 2023

Motion to approve Minutes of July 12, 2023: Keith Dias /s/ John McEntagart. Approved (Brandy Evans, Ethan Brown, Judy Coffey, Susan Cooper, Brad Davis, Keith Dias, Nancy Emanuele, Kristina Holloway, Stephen Jackson, Judy James, Scott Kincaid, John McEntagart, Michael Pickens, Brian Purtill, Ken Sprague, George Steffensen, David Tam, and David Wayte) Robin Bartholow abstained. There were no "nay" votes. The motion carried.

^{*}Attendees with asterisks arrived late or departed early.

Motion to approve Minutes of September 13, 2023: Judy Coffey /s/ George Steffensen.

Approved (Brandy Evans, Robin Bartholow, Ethan Brown, Judy Coffey, Susan Cooper, Keith Dias, Nancy Emanuele, Kristina Holloway, Stephen Jackson, Judy James, Scott Kincaid, John McEntagart, Michael Pickens, Brian Purtill, Ken Sprague, George Steffensen, David Tam, and David Wayte, Brad Davis abstained. There were no "nay" votes. The motion carried.

III. Announcements

The 2024 WIB calendar listing meeting dates is included in the agenda packet. Members are encouraged to save the dates on their calendars.

The latest edition of WIB Newsletter is included in the agenda packet. This was also emailed to members. All are encouraged to read it.

IV. WIB Operations

Local WIB certification through 2025 was approved by Employment Development
 Department.

Grant Updates

- Student Training & Employment Program (STEP) Grant: Zach reported on the application for this grant submitted September 30. If received it would allow for a collaboration of Fox Home health, WIB, Department of Rehabilitation, and Social Advocates for Youth on a student trained education program that offers workplace training for youth members of the workforce with disabilities. It was submitted September 30. Will report when we know if this program will be approved/funded.
- Healthcare Career Pathways w/ Opportunity Junction: Fox Home Health has been
 doing a cohort with WIBs in the East Bay and Contra Costa County and staff is
 working to bring this opportunity to Sonoma County to help clients with addressable
 barriers.

- Early Childhood Education Program (ECE) The WIB is collaborating with Santa Rosa Junior College (SRJC) Manufacturing and Technical on the ECE apprentice program. There are five clients enrolled in the current course and staff is trying to find them work experience at local day care centers.
 ECE will be providing an orientation to recruit students for the spring semester including a tour and overview of the program. So far, there are thirteen students interested in the next offering.
- Prison to Employment (P2E) There are currently 19 people enrolled in this
 program. Staff members recently had the opportunity to tour the Day Reporting
 Center. They will soon be reaching out to individuals who are about to be released to
 inform them about our services.
- QUEST This program provides culinary training and is a collaboration with Sonoma
 Family Meal. This course includes 10 weeks of training in cooking and hospitality and
 then employed placement in a restaurant. There will be a small cohort with three
 individuals to start in December, then two full cohorts in February and June.
- Other Stephen Jackson shared that Health Care classes are now being offered at Elsie Allen. Elsie Allen and Casa Grande high schools are now offering education pathway for youth.

V. Ad Hoc Committee Updates

- Membership
 - The group has met once and has recruited additional members.
 - Members include: Brandy, Stephen, John, Judy, and Robin. Staff includes Michelle
 Revecho, Carol McHale, Maureen Fifer and Judy Oates.
 - Items identified to work on include: review membership process of other WIBs;
 decide how to review applications, recruitment, selections process with a DEIB lens;
 review current membership. Other items may be added as part of discussions.
- Diversity, Equity, Inclusion, Belonging [DEIB]

- No report at this time. Will meet and report after Membership Ad Hoc has met so goals can be aligned. There will be some overlap with these two groups.
- Michelle shared that the County Equity Committee has been training members for anti-racist; result accountability; and accountability measures. She will share more on these items in a future meeting.

VI. Job Link Operations

Dashboard

The report is included in the agenda packet. Please notice the number of individual services that are noted.

Job Link Overview

John introduced Carol McHale as the new Job Link Manager.

Gold Resolution

Terry shared that October is Disabilities Awareness Month and that the Board of Supervisors awarded a Gold Resolution received by Job Link for our work with individuals with disabilities. Our collaborative work with the Department of Rehabilitation, Youth, and Homeless in this area were highlighted and staff and partners were thanked for their work.

One Stop Operator

Lili reported on survey on the October Youth Opportunity Fair held on site in the Santa Rosa Room and Resource Center.

- o 89 youth participated.
- o How did they hear about it?
 - 50% reported learning about it from their high school.
 - 25% reported they heard from their college and career center.
 - Others reported learning about it from social media and the Resource Center.

- All respondents, totaling 100%, expressed a desire for more similar opportunities.
- Five youth were successfully hired during the fair, and an additional fifteen referrals were made to Job Link services, encompassing both job placement and justice-involved services.
- We are planning to offer more job opportunities at the upcoming fair. If you
 have connections with companies that hire youth, please reach out to Lilian
 Vieyra Torres

WIB members expressed their appreciation of the work by staff collaborating with others for events like this. Recommendations for the future included:

- o Find ways to reach youth other than schools. More social media.
- o Consider creating a program to have previous attendees be ambassadors for new attendees.
- o Staff to reach out to summer school attendees next year.
- o Look at advertising at the event at SRJC.
- o Include youth at Petaluma city schools.

Business Services

The first *Lunch and Learn – Hiring the Homeless* event was hosted at Job Link.

Regional employers were invited and Mary's Pizza Shack donated the food. It was advertised through social media and the Human Services newsletter. The idea was to brainstorm and plan how to support the homeless population with employment needs. Discussion items included transportation, resumes, interview preparedness, and how this could be done with zero overhead expenses. Most services can be accessed through Job Link and partner agencies.

There was good buy in from local employers. Five employers committed to hiring from our homeless community through our programs and partners. Two individuals committed to doing mock interviews with job seekers to help their confidence and

provide advice. There were several compliments on the reach of the Homeless program and the wrap around services they provide.

Youth Report

- o Social Advocated for Youth (SAY) is combining with TLC which may bring program changes. Staff will share more as we know more. At this time, we do not expect it will affect our youth services contract with SAY.
- o Staff is preparing the Request for Proposals (RFP) for program design. The RFP will be posted in January for the annual program.
- o The Request for Qualifications for the Sonoma County Youth Ecology Program has been released and responses are due in December.

Homelessness Program Updates

- o Antonio thanked all for the help with the lunch and learn and job fairs. This work is all about collaboration with community partners including the WIB.
- o There is a Homeless Job and Resource Fair scheduled in Petaluma on November 16. With the help of our partners and supporters we plan to offer lunch, gift cards, and prizes. There will be additional Homeless Job and Resources fairs in Santa Rosa and Sonoma Valley over the next few months.
- o Funding for Homeless events.
 - Part of our funding is through the community development block grant.
 - Donations have been very important.
 - Donations previously received have included Cliff bars, water, socks, and gift cards.
 - Steve Herron has done fundraising and donated personally.
 - Department of Rehabilitation donated the rental fee for the event site in Petaluma.
 - Goodwill has donated clothing vouchers and gift cards.
 - A member of the public donated 23 haircuts before the Petaluma event.

- The HSD Department has donated banners and other items.
- o How you can donate/sponsor.
 - Items needed include:
 - \$25 gift cards.
 - Gift baskets to give or raffle.
 - Coffee. We have the pots but need coffee to brew for 150 people.
 - Snacks.
 - Items to keep warm.
 - Items to go into the backpacks that were donated. Rain ponchos, hygiene items, camping type items.
 - Donations can also be done via check or online through Micahs Hugs.
 - You can reach out to Sarahi Martin at <u>sarmartin@schsd.org</u> for more information about donation/sponsorship opportunities.
 - https://www.micahshugs.org/donate
 - PayPal: <u>michelle@micahshugs.org</u>
 - Venmo: @michashugs
- Q. What is Micahs Hugs?
- A. A legitimate non-profit source used to accept donations via check and online.

 Reference Homeless Employment Project when donating. Funds donated and not used for the event will be used to purchase items people need to go to work.
- Quarterly Updates These reports are included in the agenda packet. Please feel free to ask questions or reach out to staff if you have any questions.

VII. Workforce Development Survey

Zack reported on the Economic Development Board biannual survey to evaluate workforce realities from the view of business owners. They gave businesses two weeks to respond and received 168 responses. A brief sample of the findings follow.

- 63 percent of businesses are experiencing hiring difficulties.
- 50 percent of businesses reported an inadequate number of applicants.
- Employers do not expect lay offs in the near future and anticipate more hiring.
- Not offering telework shrinks candidate pools.
- Housing in Sonoma County is an issue.
- The number one desired skill is interpersonal skills.
- Key resources for employer services to use to find qualified applicants include:
 - o EDB
 - o Job Link
 - o Sonoma County Connections
- Key resources for job seekers seeking skills are:
 - o SRJC certificate programs, work habits, etc.
 - o Work based learning opportunities by CTE, Job Link, SRJC, SSU, and Empire College.
- Key Resources for higher education:
 - o SRJC, SSU, and CTE.
- Q. Who was the survey sent to?
- A. There is a list at the Economic Development Board who they have worked with in the past and advertise on Facebook and LinkedIn.
- Q. Do you work with the city Chambers?
- A. That is a good idea for the next survey.
- Q. Will you consider sending to Human Resources types of groups next time? They tend to know a lot about what is happening in industries.
- A. That is a good idea for the next survey.
- Q. Do we know if the jobs that are difficult to fill have a living wage?
- A. That was not asked. Good point to follow up on during next survey.

- Q. Can members receive copies of this presentation?
- A. Yes

VIII. SRJC Perkins Grant Advisory Group

- The Perkins grant seeks to build CTE career pathways and programs of study from secondary to post-secondary to employment.
- Items the Perkins grant allows payment for include:
 - Instructional equipment
 - Industry recognized certification exams
 - Student expenses for special populations
 - 5% administration costs
- 2023-24 Funding covered costs included:
 - Nursing Program hospital bed, crash cart, IV simulation bundles
 - Fire live fire training props
 - Vet Tech lending library, dental models
- Comprehensive Local Needs Advisory Committee
 - Provide guidance in expenses/investment for two-year period
 - Guide CTE investment aligning with local in demand sectors and access to all CTE student to programs
 - Stakeholders include:
 - Teachers, Counselors
 - Representatives of CTE Programs
 - Members of Regional or local workforce boards
 - Parents and students
 - Agencies serving homeless and at-risk youth
 - Native American tribes, organizations

Q. The dental and nursing programs are newer. How do you decide what to purchase for those programs?

A. Based on what we hear from the medical community that works in these areas and what funds are available. Moving into 2024/26 funding and excited to see what the community needs this edition of the grant. Expect the budget to have about \$2 million for program funds.

IX. Adjourn 5:00 pm

Next meeting: January 10 in the Santa Rosa Room

Petaluma Health Center Executive Named for Diversity in Business Awards



NORTH BAY BUSINESS JOURNAL October 27, 2023

Pedro Toledo

Chief administrative officer, Petaluma Health Center, 1179 N McDowell Blvd., Petaluma, CA 94954; 707-559-7500 Diversity: LGBTQIA+, Latino

What is a personal achievement you are most proud of? Serving on the California Citizen's Redistricting Commission allowed me to meaningfully ensure that all people — especially historically excluded and marginalized communities — have an opportunity to elect candidates of their choice. Latino and other historically excluded groups' voices continue to be underrepresented and unheard in government. In order to measurably and lastingly widen the circle of opportunity for more people, it is imperative that historically excluded communities be allowed a voice and seat at the table where decisions are made.

I am so proud that through fair and transparent redistricting via the California Citizen's Redistricting Commission, California's State and Federal legislators better reflect the rich diversity of our incredible state. The old adage says representation matters, but I encourage us to now think of it in a new manner: Representatives matter.

What were the biggest obstacles you faced in your career and how did you overcome them? Approximately 85% of Petaluma Health Center's more than 560 employees live and work in the communities we serve. These communities were some of the hardest hit during the pandemic, with a very disproportionate impact on Latinos and people of color.

Petaluma Health Center employees and their families have directly experienced the health and economic devastations of the virus; as well as conditions that predated the pandemic. Research has found that higher wages are correlated with improved health outcomes. Therefore, Petaluma Health Center is deeply committed to providing all our employees with a living wage that can contribute to reducing health disparities.

What have you learned about your leadership and how will it change the way you lead going forward? Over the years in clinic executive leadership, I've learned to embrace employee, patient, and community input. Diverse and inclusive input helps to improve employee engagement and patient care.

What are you most proud of regarding the achievements of your organization, your work and/or your community activities? I am most proud of the work our amazing team of health care professionals has been able to do over the last 10 years to expand access to medical, dental, mental and behavioral health care for underserved communities.





WIB NEWS

Empowering California's Youth: Career-Connected Learning and Youth Apprenticeships

By Maureen Fifer

In today's fast-paced world, preparing young individuals for future career success is paramount. California is taking proactive measures to connect its diverse youth to promising career pathways through innovative programs such as Career-Connected Learning and Youth Apprenticeships.

Career-Connected Learning is an educational approach that extends beyond traditional classrooms, integrating real-world experiences and industry exposure into the curriculum. Through robust partnerships between schools, businesses, and community organizations, California aims to facilitate a smooth transition from education to the workforce. These programs, including internships and mentorships, offer students opportunities to explore diverse careers, gain hands-on experience, and develop valuable skills desired by employers.

Youth Apprenticeship programs elevate Career-Connected Learning by providing a structured pathway for students to earn academic credentials while gaining practical work experience. California recognizes the potential of these apprenticeships in addressing the skills gap and creating a workforce aligned with industry needs. Collaborating with businesses and trade organizations allows young people to explore various career paths, fostering skills in manufacturing, healthcare, information technology, and green energy.



Benefits for Students:

Enhanced understanding of how education connects to the real world, making learning more relevant.

Development of a wide range of essential soft and technical skills for workplace success.

Exposure to different industries reduces career indecision, saving time and money in higher education decisions.

Benefits for Employers:

Access to a direct pipeline of skilled and motivated young talent tailored to industry needs.

Youth Apprenticeship programs contribute to building a diverse and inclusive workforce.

Active participation demonstrates a commitment to community development and the education-to-employment pipeline.

In summary, these initiatives not only bridge the gap between education and the workforce but also provide a win-win situation for students and businesses, creating a more skilled, diverse, and motivated workforce for California's future.

Youth Resource and Job Fair: Be the Change

By Liliana Roman-Aguilar

Job Link successfully organized a Youth Resource and Job Fair, themed 'Be the Change!' on September 22. The event aimed to provide resources to youth aged 16-24 and connect them with employment opportunities. The fair featured the presence of various agencies, recognized as trusted messengers, actively working with priority youth populations, including BIPOC, LGBTQIA+, unsheltered individuals, those with low income, foster youth, and more.

The partners did an amazing job of engaging the youth that participated, here are some quotes:

"We got 3 youth that signed up for our Good4Youth Program" - **Goodwill**

"We found some great candidates for our Youth Promotors program" - Latino Services Provider "We had several people interested in volunteering with us! Two young ladies left their resumes which will be followed up on for potential enrollment in Department of Rehabilitation's Student Services Program and possibly for Work Experience" —

And the Job Link Youth Program Outcomes:

15 referrals from the Youth Fair.

Department of Rehabilitation

- 1 youth utilized the Youth Program services- short term shelter (SAY) and was consequently employed with CCNB and Whole Foods.
- 2 other youth are working with Job Link Youth Program, they are justice involved and need help with job search.



In a dedicated effort to make the event youth-centered, youth-led, and amplifying youth voices, our Job Link youth intern, Erik, played a crucial role in creating the flyer and contributed significantly to the planning and design of the marketing materials. Kudos to Erik for his outstanding contributions!

To ensure the event's alignment with its youth-centric goals, we encouraged participating agencies to bring along youth representatives who could share their success stories in utilizing the services and engage directly with other youth attendees.



Petaluma Job Fair for the Unhoused

By Antonio Vigil

The 2nd Job and Resource Fair for the unhoused or at risk, held at the Petaluma Community Center on November 16, 2023, was a success. Highlights include:

- 200 guests and 30 providers/employers attended, with a notable presence of Spanish speakers.
- Community volunteers played a crucial role in the event's success.
- A participant from the March event shared a success story, now employed and pursuing a Class A truck driving license with Job Link's assistance.
- Outstanding collaboration from partners, including DOR covering the Community Center expenses and Goodwill distributing 100 clothing vouchers.
- Various sponsors' donations provided a hot lunch, snacks, and over \$4500 in gift cards.
- A buzzing resume clinic was set up, actively supporting job seekers.
- Antonio's Unit, led by Eric and Chris, ensured the event's seamless flow.
- Special thanks to Sylvia and the Iglesia Cristiana SE for donating bags filled with goodies.
- Petaluma Enterprises expressed intent to hire four candidates from the fair.
- Thanks to Judy C. and John M. for generous contributions.
- The positive impact of Job Fairs and referrals is evident, and we remain committed to making a difference.















LUNCH AND LEARN TO HIRE THE HOMELESS

By Carol McHale

On October 25th, Job Link hosted a Lunch and Learn event dedicated to hiring individuals experiencing homelessness. The gathering aimed to showcase the array of free business services provided by Job Link, demonstrating their role in connecting businesses with top talent and fostering growth.

Job Link's own Antonio Vigil, Chris Willover, and Dawn Montgomery played pivotal roles in the event, shedding light on their experiences and advocacy for hiring unhoused individuals. Testimonials from community workgroup members and employers, such as Tracey Feick from Goodwill Redwood Empire, Eileen Morris from COTS, and Chase Williamson from Mary's Pizza, were warmly received. The team highlighted various facets and advantages of Job Link's services and incentives, showcasing how they empower businesses to hire individuals experiencing homelessness.

Antonio shared the project's inception journey, highlighting John Paul's support, creative ideas, and the evolution from job fairs for individuals to the present-day Lunch and Learn event for businesses. Chris delved into the operational details of the programs, emphasizing tangible benefits such as incentives and tax credits for businesses. Dawn underscored the commendable efforts of Job Link's counselors in preparing individuals for workforce entry or reentry. Notably, five employers have already completed the necessary paperwork to become an "employer of record."

The event's success was further enhanced by the generous donation from Mary's Pizza Shack, providing all attendees with a delightful lunch featuring pasta and pizza.

If you are interested or know someone who may be interested in Job Link's Business Services, please contact Chris Willover directly at (707) 565-2381.











PY 2022 WIOA Local Workforce Development Area Performance Tables

Sonoma County Workforce Investment Board

Title I Adult

Service Type	Participants Served	Participants Exited	Percent Training- Related Employment	Percent Enrolled in More than One Core Program
Career Services	414	306	N/A	N/A
Training Services	98	62	N/A	N/A
Total Local Area	414	306	14.7%	7.2%

Performance	Employment Rate (Q2)	Employment Rate (Q4)	Median Earnings	Credential Rate	Measurable Skill Gains
Negotiated Target	64.0%	64.0%	\$7,800	72.0%	55.0%
Total Local Area	64.2%	60.0%	\$7,651	71.4%	58.5%

Title I Dislocated Worker

Service Type	Participants Served	Participants Exited	Percent Training- Related Employment	Percent Enrolled in More than One Core Program
Career Services	60	45	N/A	N/A
Training Services	25	20	N/A	N/A
Total Local Area	60	45	15.8%	53.3%

Performance	Employment Rate (Q2)	Employment Rate (Q4)	Median Earnings	Credential Rate	Measurable Skill Gains
Negotiated Target	68.0%	66.5%	\$8,508	68.6%	65.0%
Total Local Area	60.0%	74.0%	\$9,284	74.2%	68.2%

Title I Youth

Service Type	Participants Served	Participants Exited	Percent Training- Related Employment	Percent Enrolled in More than One Core Program
Career Services	61	30	N/A	N/A
Training Services	10	<4	N/A	N/A
Total Local Area	61	30	40.0%	3.3%

Performance	Youth Employment / Education/ Training Rate (Q2)	Youth Employment / Education/ Training Rate (Q4)	Median Earnings	Credential Rate	Measurable Skill Gains
Negotiated Target	68.0%	75.0%	\$5,700	45.0%	57.8%
Total Local Area	72.0%	74.1%	\$7,545	-	60.0%