

Notice of Meeting & Agenda *Revised* November 8, 2023 3:00 p.m. – 5:00 p.m.

Note	e Location ⇒ ⇒ 2227 Capricorn Way, Santa Rosa Santa Rosa Room		
	s an in-person meeting. If you meet the criteria for AB2449 "just cause" for vi e contact staff 24 hours before the meeting at 707-565-8500 to confirm and r		
*Vote	Required		
Ι.	Introductions and Public Comment (3:00)	(Discussion)	
н.	Approve Minutes of July 12, 2023 and September 13, 2023 st (3:05)	(Action*)	
III.	Announcements (3:10)	(Discussion)	
IV.	WIB Operations (3:10) (Discussion)		
V .	Ad Hoc Committee Updates (3:20) (Discussion)		
	Membership		
	• Diversity, Equity, Inclusion, Belonging [DEIB]		
VI.	Job Link Operations (3:40)	(Discussion)	
VII.	Workforce Development Survey (4:20) (Presentation)		
VIII.	SRJC Perkins Grant Advisory Group (4:30) (Presentation)		
IX.	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.

Page 1 of 38

Sonoma County Workforce Investment Board

DRAFT Minutes of July 12, 2023

Members Present:	Brandy Evans, Judy Coffey, Brad Davis, Keith Diaz, Paul Duranczyk,
	Nancy Emanuele (via teleconference), Stephen Jackson*, Scott
	Kincaid*, John McEntagart, Ken Sprague, George Steffensen, Ananda
	Sweet, David Tam (via teleconference), Alena Wall and David Wayte
Absent:	Robin Bartholow, Ethan Brown, Erin Carlson, Susan Cooper, Kristina
	Holloway, Judy James, Chris Knerr, Anita Maldonado, Michael
	Pickens, Thomas Stuebner and Pedro Toledo
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

Transfer of Chair to Brandy Evans, thank you Stephen Jackson.

II. Approve Minutes of May 10, 2023

Reviewed the minutes and action items of May 10, 2023.

Motion to approve the May 10, 2023, minutes Brandy Evans /s/ Judy Coffey. (Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall). There were no abstentions or "nay" votes. The motion carried.

III. Announcements

No announcements

IV. Diversity, Equity, Inclusion, Belonging [DEIB]

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• GARE Conference Highlights

Katie Greaves reported five Employment & Training staff attended the GARE Statewide Convening in Oakland in June. There were planning sessions, noteworthy items, and a range of emotions. The general theme of GARE is building a multiracial democracy, a "bigger we." It is important to keep an eye on the goal and envision a different future. What is that future, and how do we want to build it?

Katie heard from different jurisdictions about examples of radical collaborations. These collaborations are different from our traditional government partnerships because they involve ceding power and inviting the voices of those who are most affected by the issues.

One example is a program in Watts, Los Angeles, that is building on the internal strengths of the community to address issues such as poverty and violence. Another example is a program in East Oakland that is leveraging resources from the community to provide healthcare and culinary training.

These partnerships are still in the early stages, but they have the potential to be very powerful. We need to think about how we can adopt this model of radical collaboration in our own work. This means checking our own biases and assumptions and being willing to give up some control to build more equitable and inclusive partnerships.

Michelle discussed how to implement different approaches to equity into existing systems. Michelle spoke with staff from the CA Department of Public Health who had created an equity toolkit. There was a session on the infrastructure bill and how it could be used to achieve more equitable outcomes through community investments and workforce opportunities.

Michelle attended the California Economic Recovery Fund (CERF) session. Regional projects within the Bay Area will be identified during these early phases. Michelle also noted that 25% of the funding can be provided up front to get projects started. This is not

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Page **2** of **13**

the usual way that funding is allocated, but it allows for more flexibility at the start of a grant partnership.

Lili mentioned concepts around the importance of being a *shareholder* of information, not a *gatekeeper*. She wants to work in partnership with neighbors and communities to bring solutions to the problems they face. Especially safety net programs that can work with committees to bring solutions to the community.

Michelle– Diversity Equity Inclusion Belonging (DEIB) ad hoc will be meeting again soon. Nothing new to report currently.

Brandy asked what the next steps are for the WIB? Katie responded that they are looking at the DEIB workgroups. The state is taking on diversity and inclusion as a goal. Sonoma County is at the forefront of this work under Michelle's leadership in the DEIB space. The goals they have are ambitious, and they are already ahead of other local areas within the state's workforce development boards. They are also working to decrease disparities in their program and outreach efforts. Michelle stated that the DEIB breakout questions from the WIB May created discussion around three main areas: membership, meetings, and outreach. The board can learn from GARE, the E&T division, and from the Office of Equity, to improve how meetings are run and structured. There are many goals and objectives to keep this work moving forward.

Stephen stated that they liked the idea of radical collaboration. He also said that there are a lot of organizations that already work together, but it would be great to engage more of the community to achieve a level of collaboration that could be called "radical." Stephen believes that immersion, training, and special needs are all important factors that could help to engage more people, especially those who are being served by these organizations. He is excited about the opportunity to make this happen.

Katie said that the next step for government is to have a more substantial collaboration with other agencies and the community. Katie asked, how do we get that voice? this is an ambitious goal for government, but it is one that is worth striving for.

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Page **3** of **13**

Brandy stated that this was an incredible opportunity. She suggested that, if funding becomes available, they could hold a convening to bring people together to discuss the work that the WIB does and has done. She said the WIB is leading on a lot of these conversations, and that the work they are doing is groundbreaking. She thanked the five people who attended the meeting for their feedback and participation.

Review the May 10 DEIB questions from small breakouts, discuss noted themes.
 Michelle discussed the some of the responses they received were about the new application question, how the meeting is ran, targeted populations, and elevating the voice of people from the community.

David asked what other types of groups the WIB could create. Michelle responded that they can have various convenings, councils, and they could create a lot of other groups around specific initiatives.

- Discussion of the membership was done by Michelle and Stephen.
 - Discuss goals. Items for review include board size, membership requirements, recruitment strategies, onboarding training, duration of terms, and any other items defined by the WIB Executive Committee. Get feedback from attendees.
 - Name the committee and set a time limit of 4-6 months (suggested). This will make it an ad hoc committee.
 - Call for members to volunteer for the committee.

Brandy said that the DEIB has sent a recommendation for a membership ad hoc. The group will review board size, recruitment strategy, duration of terms, and other items. Brandy would like to leave the nomination process with the Executive Committee. The committee will serve 4-6 months, but can be extended if needed. Brandy will join and encourages others to consider joining too, and it would be ideal to get some members from the DEIB committee to serve on both groups. The committee will bring

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Page **4** of **13**

recommendations to the executive committee, and then the WIB Executive Committee will take action.

Stephen stated that one thing that the DEIB can do to address diversity on the board and get input from everyone is to create a formal process. He also wants to encourage more training and evaluation of the WIB's work, including the impact of the DEIB. It was also noted that the WIB application has the new DEIB question. Stephen also volunteered to be on the Membership ad hoc.

Ananda Sweet thanked the staff and the people for all the work they have done and all the work they are still going to do.

V. Job Link Operations

Overview/regional update was rendered by Katie Greaves

- A. WIB Dashboard Since the fourth quarter just recently ended and data entry is still in progress, the 2022-23 Q4 dashboard has not yet been updated. Data for Q4 will be available at the September meeting.
- B. Grant Updates (P2E, RERP, Dislocated Worker (Quest), Healthcare Career Pathways
 w/ Opportunity Junction, Fox Home Health & WIB
 - Katie Greaves CERF We are the Bay Area representative for the California Economic Recovery Fund (CERF), Good Jobs for Equity. We are part of the Sonoma Marin subregional group, led by Jack Buckhorn, under the High Road Transition Collaborative.
 - Good Jobs for Equity is planning a convening in early November. The aims of the summit are to raise awareness of the TCH Hospital AI programs, showcase how the different parts work together, and encourage people to partner with workforce boards. The target audience for the Summit includes business leaders, labor leaders, public officials, philanthropies, and economic development professionals. The date of the summit is tentative, but it is likely to be from 9:00

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Page **5** of **13**

am to 3:00 pm. Governor Newsom is a potential speaker. This summit is key to advancing good jobs and equity in California. There will be breakout sessions on a variety of topics.

- The subregional kick-off meeting discussed how to get community feedback into the planning process. The meeting organizers wanted the participants to go back to their organizations and figure out how to get community voices into the CERF planning. (John) said that there is no plan to bring the group back together. Katie Greaves asked if anyone else from the WIB attended the meeting and suggested that they stay in contact with Jack Buckhorn to stay updated on the process.
- Pru Ratliff said they met with Maleese Warner from Santa Rosa Junior College regarding the RERP grant, which focuses on Early Childhood Education, and Advanced Manufacturing. We are developing a partnership with these organizations to add to the ETPL partnership. Maricruz. Brad stated there are 11 students so far for this, great response.
- Michelle reported on the Healthcare Career Pathways (HCP) program expanding into Sonoma County from the East Bay to help people with addressable barriers to enter allied healthcare through the CNA program. They have been meeting since November 2022 to secure an educational institution and have finally been able to partner with Fox Home Health and a local CBO to provide wraparound services to address barriers for participants. These services will include stipends, groceries, and meals. Sonoma Family Meal will be a partner to provide prepared meals. Adding the program to the ETPL will help to ensure training fund options.
- The WIB is working with North Bay Employment Connection (NBEC) counties to provide a CNA Upskilling Program. The first cohort of 10 students has just started in Marin, and the WIB is meeting with Ridgway Post Acute in Petaluma on the 26th to discuss training options. Micro-credentials can be earned in the following areas: preceptorship, RNA, and dementia care. The trainings are self-paced, and

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Page **6** of **13**

facilities can work with employers to increase pay once the training is complete. This is good for businesses because it will help them keep workers engaged and encourage them to stay and grow with the company.

- C. Other
 - John is moving to the CalWORKs program as a Section Manager for eligibility for SonomaWORKS and General Assistance program. John will help to create strong connections between CalWORKs clients and Job Link going forward.
 - Designation and Local Board Recertification
 The Subsequent Designation and Local Board Recertification application was submitted as of May 15th and High Performing Board certification as of April 27th. Michelle Revecho stated that the WIB submitted a request to the state for

approval to operate as its own, independent local workforce board.

D. Job Link Overview

John Paul – As the number of people coming to Job Link has increased, we need to find ways to provide good service while maintaining a good ratio of staff to clients. We have started drop-in resume days, which allow us to provide group services instead of one-on-one. We are also engaging partners and creating services with the One Stop Operator. We are glad that the word is spreading about Job Link, and we are working to be more efficient in our operations.

Brandy– How much technology do we have for the shortfall of hours and people or do we do much of that?

John Paul- Metrix Learning is the company. Skill up Sonoma. People can take the classes online that are helpful for customers. A lot of appointments on zoom to prevent people having to travel. Building our virtual connection with partners. John Paul said that if you have ideas we would love to hear them.

- E. Quarterly Updates
 - Justice Involved

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Page **7** of **13**

George Garcia, Employment & Training Program Coordinator working with Justice Involved individuals added that he is no longer stationed at the Justice Center, but he is still working with the counselor stationed there. Last quarter, they were able to help 40 people with referrals and enroll 10 of them into services. Some of the people are in training, while others are in the pipeline or in programs like On the Job Training (OJT) and Transitional Work Experience (TWEX).

Two people who participated in the TWEX program at the Repair Center are now working at Mary's Pizza Shack. One of them had not been employed in 10 years, but the TWEX program helped them build their confidence and apply for the job.

Brandy asked what happened to the other 30 people who came to Job Link. John Paul said that they often report the number of people who are enrolled in services, but there are also people who come in for one-time or short-term services. The on-site person is available to help people with a variety of needs, and sometimes they only need a short amount of assistance.

Katie explained the process being like a funnel where people come in for a onetouch service, but fewer enroll in services. Enrolling means that they may be placed in a job, receive tuition support, or other services. However, only a smaller number of people receive frequent services or case management.

David Wayte thanked them for their work and asked if they knew how many people had disabilities or received support from the Department of Rehabilitation.

• Homeless

Rotary Club Guest Speaker Regarding Mock Interviews was Antonio Vigil Job Link Mock Interviews, a unique way to support individual job seekers. Penny and Tom are guests today from the local Rotary.

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Page **8** of **13**

Eric said that this project is for people experiencing homelessness. Interviews are often the scariest part of the job search, especially for those who have been out of the workforce for a while. We can help with resumes, effective job search, and mock interviews.

All mock interviews have been online so far due to COVID-19. People are matched with interviewers in similar career fields. They have conducted 12 interview days so far, with 13 interviewees and 98 candidates interviewed. Eight agencies have referred clients, and 75% of the clients are experiencing homelessness.

Tom shared that the interviews are sometimes different because he acts more as a mentor. He helps the interviewees understand what to expect and how to answer common interview questions. He also encourages them to stay positive and use buzzwords.

Penny said that she often asks interview questions, but then the conversation evolves into a discussion about the interviewee's insecurities, needs, and what is holding them back. She encourages them to stay positive and focus on the skills they have learned in life that can be applied to a new job. She also tells them to research the company they are interviewing with and how they can be an asset.

Eric said that it is important to touch on transferable skills, which people often do not know how to articulate.

Antonio Vigil shared some testimonials from people who have benefited from the mock interview program.

Eric Rittenhouse shared a success story about a woman who was given a second interview after participating in the mock interview program. She was able successful in the second interview and was hired.

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Page **9** of **13**

WIB can help by for mock interviews. Two previous members of the board have done this.

Judy Coffey helped someone who was interested in a healthcare job by teaching them how to make eye contact and avoid looking down. After meeting with Judy and practicing these visual cues, the person was able to get the job. If you are interested in participating in the mock interview program, please reach out to Eric. John Paul said that they are working on a way to provide feedback to participants so that they know if they were successful in the interview and what they can work on if they were not.

Business Services Update given by Chris Willover

Chris from Business Services gave an update on the data for the past few months. In June, employers reached out to him in three ways: by calling him, visiting the One Stop Shop, or emailing Business Services. There was a total of 34 contacts, 26 of which were unique. This means that an average of one employer reached out to the WIB every day seeking services such as posting jobs, labor marketing, etc.

Job Link also placed 11 people in sub-employment programs, on-the-job training, or earn-while-you-learn programs in 2023. This is a solid number, with 6 active placements including Goodwill, Sonoma Family Meal, My Cell Phone Repair, and Mary's Pizza Shack. Two of the placements ended in June, and two new ones are in the pipeline. One new placement is with Goodwill, and one is with Mary's Pizza Shack.

Job Link also hosted an employer spotlight event on the third Thursday of each month. This event is a "job fair" where Job Link showcases its services to employers. The most recent employer spotlight event was for a care-giving agency that signed a contract with to use the One Stop Shop as a sit center. The agency does not have a physical office yet, so the WIB is providing space for

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Page **10** of **13**

interviews, hiring orientation, and onboarding. The agency has hired 30 people so far.

Chris Willover also met with Lili, the founder of Emerald Cities Academy. Job Link and Emerald Cities Academy will be hosting an e-contractor academy at the One Stop Shop. This academy will help employers learn how to hire and manage econtractors. Chris is also working on getting more employers and businesses involved in the WIB's services and space.

In June, Chris Willover presented about Job Link services to the Rotary Chamber of Commerce lunch. In August, he will be presenting Job Link's services to the Healdsburg Chamber of Commerce lunch.

There will be more information at the next meeting. We will be putting on a lunch and learn event for employers to learn about our free services for homeless and inclusive hiring programs.

SCYEC Update given by Pedro Guevarra

Pedro reported that the SCYEC program is halfway done and will end on August 3rd. There are 4 crews, and the intern is helping with the program activities. The program is working with more foster youth. He reviewed a list of project hosts. The work includes fire abatement, flood trail maintenance, learning about enforcement, and learning skills. The work is also beneficial to the participants.

The first SCYEC event was held at the Sonoma County Water Agency Education Center. The youth were very engaged and did some weed whacking work before the luncheon began. They also participated in the Bite of Reality, which is a financial literacy program that left participants feeling like they had learned a lot.

The final event, the Opportunity Fair, will be held at Job Link at the end of the month. There will be a mock interview workshop from 10:15am to 11am and from 11am to 12pm. These interviews help build confidence and are a great way for participants to practice their skills. There will also be a resource and job fair

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Page **11** of **13**

for participants at the event. The exhibitor list includes education partners such as Sonoma State University and Petaluma Adult School, as well as employers with open positions. There were not any healthcare employers at the last event, but Santa Rosa Community Health will be involved this year.

• One Stop Report Out given by Lili Roman Aguilar

The One Stop has been very active in the past 6 months. One highlight was the in-person JLSC event in May. This was a great opportunity to meet people in person, showcase the physical space, and discuss how to make the one-stop shop more robust in the new normal.

Job Link has also aligned its partnerships more closely along with increasing its co-located partners on-site. Treasure Island will be at Job Link once a month as well as SAY. Goodwill has agreed to do weekly resume clinics for the community on Wednesdays from 2-3pm. These clinics will start in a few weeks.

Job Link is also planning a youth job and resource fair on the last Friday of September from 2-6pm. This fair will target priority populations, such as BIPOC youth and LGBTQ+ youth. The WIB is working with Voices Images and the NAACP to make the fair inviting and to ensure that agencies are excited to help youth. This is a timely event, as there have been two recent incidents involving youth. The division's youth intern is also helping with the fair.

Job Link will be attending an event at Moorland Community on July 29th to establish rapport with the residents and support the community.

John Paul said that the WIB's partnership with Goodwill is beneficial because it allows WIB staff to see what services Goodwill provides and how they can weave their services together. He also said that Job Link has noticed an uptick in people requesting quick resume reviews. Job Link has been providing weekly resume reviews, but they were unable to keep up with the demand. Goodwill has

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Page **12** of **13**

volunteered to provide additional resume reviews, which will help meet the needs of the community.

VI. WIB Operations

Item is held until the next meeting due to low attendance.

VII. Adjourn 5:00 pm

Next meeting: September 13, 2023 in the Santa Rosa Room

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Page **13** of **13**

Sonoma County Workforce Investment Board

DRAFT Minutes of September 13, 2023

Members Present: Brandy Evans, Robin Bartholow, Ethan Brown, Erin Carlson, Judy
 Coffey, Keith Dias, Paul Duranczyk, Nancy Emanuele, Kristina
 Holloway, Judy James, Scott Kincaid, Chris Knerr, John McEntagart,
 Michael Pickens, Ken Sprague, George Steffensen, Thomas Stuebner,
 Ananda Sweet, David Tam, Pedro Toledo, Alena Wall, and David
 Wayte
 Absent: Susan Cooper, Brad Davis, Stephen Jackson, Anita Maldonado
 Staff: Katie Greaves, Pedro Guevara, John Paul, Pru Ratliff, Michelle
 Revecho, Chris Willover, and Maureen Fifer

*Attendees with asterisks arrived late or departed early.

I. Introductions and Public Comment

Katie reported Brian Purtill and Chuck Wade were approved by the Board of Supervisors as WIB members.

II. Approval of Minutes of July 12,2023

The minutes for July 12, 2023 were held for clerical corrections.

III. Announcements

Staff introduced new Economic Development Board Fellows, Lindsey Collins and Zachary Koblick De Leon. Zach is Workforce & Public Policy Fellow and Lindsey is the Research Fellow.

IV. WIB Operations

Introduced Maureen Fifer as the WIB Administrative Coordinator.

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Page 1 of 7

WIB 101 Refresher

Katie presented a mini WIB orientation to refresh what it means to be a workforce board role as a WIB member, and committees. Discussion included the following talking points.

- Have to have a Board and a One Stop. Board is to provide oversite of the American Job Center of California (AJCC) which is our One Stop.
- The Workforce Development Board's (WDB) role is to provide an oversight of WIOA, and the One Stop/ Job Link/ America's Job Center of California requirements. The board also has the responsibility to ensure that we are meeting the local needs of the community along with the One Stop Operator who keeps the partnerships on equal footing, and ensures we are providing quality services to the public. Policy guidelines are set by WDB, and we have done that to some success and other areas we have room to improve. The WBD has the responsibility to develop locally relevant career paths.
- The Employment Development Department office located at 606 Healdsburg Ave is an affiliate to AJCC
- We have local and regional plans that guide our strategies.
- On our website you can find our current by-laws.
- We ask that people participate in committees and meet attendance requirements.

Q. Member heard that WIOA is going into reauthorization, how does this affect us? Is it just a routine sort of thing?

A. Katie hears a lot of catastrophizing and we need to take it seriously. It would be a mistake to assume all will be the same.

V. SCYEC Program Report / Youth Panel

Lilian who is the PPEA and Pedro the Youth Coordinator gave give a recap, and there was a panel of Youths presenting.

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Page 2 of 7

- Recap of the Sonoma County Youth Ecology Program summer activities.
- Two crews will continue to work throughout the year.
- Started out with 32 participants, and some got promoted.
- There were 13 employers/project hosts.
- Q. What was the male and female ratio of participants?
- A. 32 participants and 8 were female.

Youth Panel Presentations

They shared about themselves and what they are currently doing and what their goals as professionals are and how their work experience went and finally their goals for the future.

Erik –Started in the My Pathways program. First job was physical labor for fire reduction. CCNB encouraged him to apply for a government position during his senior year in high school. Their staff consistently shared employment and not job-related advice and options. He is currently an E&T intern for Job Link scanning documents and helping in Resource Room. His goal is to acquire any full-time job where he is happy and doing things that take him out of his comfort zone – preferably in the government sector.

Kayla –First job was in a restaurant. Participated in My Pathways for 3 years and this got her started on a career path and she got a lot of support for her desire to be an artist. The program was the key and the door to fulfill her dream. Her goal is to have enough work to support herself in 5 years and have a fat portfolio.

Dio – Stared in the SCYEC program in 2014 as a crew member as one of only two females at the time. She then did an individual placement at the Boys and Girls Club for 1 year. Youth program was the key to the door for everything including applying to college and getting a job as a Medical Assistant with a local hospital. Her goal is to finish prerequisites to become a nurse which has been her dream

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Page 3 of 7

Isiah – Started doing outdoor work, then did My Pathways for a year and got an interview for maintenance worker at Regional Parks. Originally joined the program to get a high school diploma. He really likes where he is at and wants to grow in the program. He has tried welding and plumbing and wants to earn more certifications and keep trying new things.

Members of the WIB asked the youth participants questions.

Q. Have you had an opportunity to help others?

A. Yes, helping new people that come into the program.

A. Yes, mentoring younger siblings.

A. Yes, mentored other artists about how to make money as an artist and advised others how to handle themselves and advocate for themselves.

A. Yes, have mentored friends that have come to Job Link for help.

Q. What was it about the staff that helped you connect?

A. The immediate feeling of support with the focus is on you, and the message they are there to help you without judgement or rejection.

A. The environment is makes it easy to come back and get constructive criticism with no one yelling at you. The people are motivating and each of the crew members uplifted us.A. Having someone that checked up on me and how I was doing.

A. Camaraderie was excellent because there were so many things that sucked and we all experienced the suck together. There was a brotherhood and created a relationship.

Q. What suggestions do the youth participants have for employers or local programs? Where do employers find you, where should we be to find others like you?

A. Online presence is vital for this age group. Links through schools – a counselor was supportive and recommended one of the percipients to our program. Find a wat to get in front us - Youth Centers, Teen Centers and in school Counselors.

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Page 4 of 7

A. Don't underestimate someone based on their age, there is power in a new perspective.

Q. Which social media do you most use?

A. Instagram and TikTok - not Facebook for this age group.

Comments of praise for the youth included:

- Each of you is well spoken.
- Impressed how you have reached out to help others.
- You make us feel good about the youth coming up through the ranks now.

VI. Diversity, Equity, Inclusion, Belonging [DEIB]

Michelle stated there is nothing new to report on the WIB ad hoc at this time as the group has not met recently.

The Office of Equity has been sending out a survey to get a better understanding of what is being done about inclusion and belonging in committees.

We are currently recruiting for more members of the WIB Membership ad hoc committee. Please reach out to Michelle if you are interested in joining.

VII. Job Link Operations

Overview/Regional Update

- Katie shared the Board was given the designation as a High Performing Board.
- Last fiscal year we exceeded the 30% of local training funds used. We are over 36%, and the previous 2 years we were far under.

<u>Dashboard</u>

- Katie reviewed highlights of the WIB Dashboard. There was discussion of the living wage and housing elements in Sonoma County.
- John shared that traffic in Job Link is picking up.

Business Services

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Page 5 of 7

- Chris gave kudos to several employers including Goodwill Redwood Empire and Petaluma Health Center for being leading employers for our On the Job Training Program (OJT).
- The subsidized employment program has eight active clients and three more in progress. We are in the process of adding two new employers for OJT.
- Performed outreach at Windsor Chamber of Commerce.
- Performed outreach at SCOE meeting allowing outreach to 47 HR managers for 37 school districts and hiring at schools is not just teachers.
- Maureen will send out the email about the free Lunch and Learn in Santa Rosa inviting employers and business come and learn about hiring the homeless. Tracy of Goodwill will also be sharing experience about hiring homeless.
- Homeless and at-risk Job and Resource Fair in is being planning for Petaluma.

<u>One Stop Operator</u>

Liliana, the One stop Operator shared about the Moorland Neighborhood Event.

- Job link was invited to outreach in the Moorland neighborhood and it was an opportunity to deepen relationships with diverse communities.
- It is a community made up of 50% Latinx, 35% white, 9% Asian American and 3% African American, and is a diverse multi-cultural, multi-generational hub.
- Backpacks with school supplies were handed out at the event.
- Other agencies that were present included: CAP, Verity, Sheriff's Dept, Library, SAY and other local leaders.
- Scott shared he recently toured the Boys and Girls Club and suggested that it would be great to add to future events.

VIII. ETPL Policy

Pru presented the updated Eligible Training Provider List policy and responded to questions. These updates allow us to meet current State requirements and formalize our current policy.

Auxiliary aids, services, and versions are available to individuals with disabilities upon request

by calling (707) 565-8500.

Page 6 of 7

Motion to approve the updated Eligible Training Provider List Policy: Scott Kincaid /George Steffensen. (Stephen Jackson, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey, Susan Cooper, Brad Davis, Paul Duranczyk, Brandy Evans, Judy James, Scott Kincaid, Chris Knerr, Anita Maldonado, Michael Pickens, George Steffensen, Thomas Stuebner, Ananda Sweet, David Tam, David Wayte, and Alena Wall). Brian Purtill abstained. The motion carried.

IX. Adjourn 5:10 pm

Next meeting: November 8 in the Santa Rosa Room

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by calling (707) 565-8500.



<u>Workforce Investment Board - Sonoma County Job</u> <u>Link (joblinksonoma.org)</u>

WIB Meeting Calendar for 2024

Meeting dates subject to Change

	WIB Meeting	WIB Executive Committee	Labor Committee
	2 nd Wednesday Alternating Months	2 nd Wednesday Monthly	4 th Thursday Quarterly
January 2024	Wednesday 1/10/24 3:00 pm	Wednesday 1/10/24 2:00 pm	Thursday 1/25/24 2:00 pm
February 2024		Wednesday 2/14/24 4:00 pm	
March 2024	Wednesday 3/13/24 3:00 pm	Wednesday 3/13/24 2:00 pm	
April 2024		Wednesday 4/10/24 4:00 pm	Thursday 4/25/24 2:00 pm
May 2024	Wednesday 5/8/24 3:00 pm	Wednesday 5/8/24 2:00 pm	
June 2024		Wednesday 6/12/24 4:00 pm	
July 2024	Wednesday 7/10/24 3:00 pm	Wednesday 7/10/24 2:00 pm	Thursday 7/25/24 2:00 pm
August 2024		Wednesday 8/14/24 4:00 pm	
September 2024	Wednesday 9/11/24 3:00 pm	Wednesday 9/11/24 2:00 pm	
October 2024		Wednesday 10/9/24 4:00 pm	Thursday 10/24/24 2:00 pm
November 2024	Wednesday 11/13/24 3:00 pm	Wednesday 11/13/24 2:00 pm	
December 2024		Wednesday 12/11/24 4:00 pm	



Sonoma Workforce Investment Board



THANK YOU FOR EVERYTHING, STEPHEN!

We would like to express our gratitude for Stephen Jackson's service as WB Chair. His dedication and commitment to our cause have been truly inspiring and we are incredibly grateful for his many contributions.

As Chair, he consistently went above and beyond what is expected. He has always been willing to share his expertise, insights, and has been a strong advocate for the WIB and its programs. Stephen has been a valuable mentor to other board members, and has helped to create a supportive environment for our board.

With his outstanding leadership qualities, Stephen was able to effectively plan the board's meetings, and lead insightful discussions to inform several workforce initiatives.

We are truly grateful for his service as Chair. He has made a significant difference in our organization and in the lives of the people we serve.

November 2023



The Workforce Investment Board of Sonoma County Welcomes New Board Chair

The WIB of Sonoma County is pleased to announce the appointment of Brandy Evans as its new Board Chair. Brandy Evans will succeed Stephen Jackson.

Brandy is a highly accomplished financial leader and is the President & Chief Executive Officer for the last 9 years at Goodwill Industries of the Redwood Empire. Brandy is also a passionate advocate for the WIB.

"We are thrilled to welcome Brandy to the role of Board Chair," said WIB Director, Katie Greaves. "She is a visionary leader with a deep understanding of our industry and our mission. I am confident that she will help us to achieve our ambitious goals and make a positive impact on the community." Brandy began her duties as Board Chair in July, 2023.



(707) 565 5550 Page 23 of 38

JOB LINK BUSINESS SERVICES

By Chris Willover

Sonoma County Job Link is a free service that provides job seekers and employers with the resources they need to succeed. Job Link also offers a variety of free business services to help employers find and retain the best talent possible.

One of the most popular Job Link business services is the On-the-Job Training (OJT) program. This program provides employers with financial assistance to train new employees on specific skills. The OJT program can be used to train employees for a variety of positions, including entry-level, skilled, and professional jobs. See OJT Data on page 3

Job Link business services also offers a Layoff Prevention and Rapid Response service. This program provides employers with resources and assistance to avoid layoffs and help their employees through difficult economic times or business closures. The Layoff Prevention and Rapid Response service is a proactive, business-focused program designed to assist companies facing potential layoffs or plant closures, and to provide immediate on-site services to assist workers facing job loss.

Job Link's business services are free to all Sonoma County employers. To learn more about Job Link's business services or to get started, employers can visit the Job Link website, call Chris Willover the Business Services Coordinator at 707-565-2381 or email at cwillover@schsd.org.



AJCC Services in Q1

Job Link Traffic

Walk-In Visits per Month



Demographics of CalJOBS Registrants in Q1

Region, Race, * Ethnicity, Employment Status, & Education Level at Registration



*31% responded "I do not wish to answer."

Any questions? Please email slewiscrow@schsd.org |Page 1 Page 25 of 38

SONOMA COUNTY

Occupations by Forecasted Demand & Customer Interest

Top Occupations in Sonoma County

By JobsEQ Forecasted Demand Over the Next 5 Years*



*JobsEQ, 2023 Q2

Any questions? Please email slewiscrow@schsd.org |Page 2 Page 26 of 38

Job Link Business Services

Layoff Aversion

Number of Layoff Response Events Hosted





Youth Education & Employment Services

Youth Work Experience

Number of Youth & Young Adults Participating*



"My favorite part of this program was becoming part of a group & **learning how to work with others**. I also enjoy learning how to work with **new tools & machines**." - 2023 SCYEC Crew Member

Sonoma County Youth Ecology Corps (SCYEC)

Demographics of Participants in the 2022 SCYEC Program

	76% Male	21 Fem		3% Non-binary		77% Ages 18 to 21	23% Ages 22 to 2	4
63%		29%	9%		9%	69	6	3%
Hispanic or Latino/x		hite or ucasian	Multi-rac	ial	ative nerican	African Ai or Bl		Asian

Total does not equal 100%; youth could select all that apply. Multi-racial indicates that youth selected more than one category.

WIOA Levels of Service

Levels of Service Accessed in Q1 of the 2023-2024 Program Year



*September 2023 attendance data not yet available.

Any questions? Please email slewiscrow@schsd org Page 3 Page 27 of 38

WIOA Individualized Career Services

WIOA Adult Customers

Number of Individuals Enrolled



Training & Supportive Services

\$0

\$0

Average Paid:

Total Paid:

Priority Industries for Training & Supportive Services in 2023-24 Q1



5 4 14 26 \$596 \$2,335 \$3,203 \$2,616 \$2,982 \$9,339 \$44,841 \$68,025

> Any questions? Please email slewiscrow@schsd.org | Page 4 Page 28 of 38

WIOA Adults & Dislocated Workers - Enrollment & Wages



Note that customers may be included in multiple categories; totals do not equal 100%.

Compared to Previous Period: 🔺 Increase 🔻 Decrease 📕 No Change

Note: Number of unique cash aid customers includes those receiving Temporary Assistance for Needy Families (TANF)/CalWORKs/ SonomaWORKS, Social Security Disability Insurance (SSDI), Supplemental Security Income (SSI), or General Assistance (GA).

Living Wage in Sonoma County

Hourly Living Wage Rate

Adults Working Full Time in Sonoma County*



*Source: MIT Living Wage Calculator.

WIOA Customer Race & Ethnicity & Wage at Exit (2016-2023)

Race & Ethnicity

Active WIOA Enrolled Customers' Race** & Ethnicity



**34% responded "I do not wish to answer."

Average Wage at Program Exit

Hourly Wages of Customers Who Reported a Job at Exit



Page 30 of 38

**Note: Interpret data with caution; due to the small number of customers (n), outcomes may not be representative. Any questions? Please email slewiscrow@schsd.org |Page 6

WIOA Adult Performance Goals First Quarter 2023-2024

WIOA Adult & Dislocated Worker Performance



Enrolled WIOA Adults & Dislocated Workers Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.)

Median Quarterly Earnings



Median Quarterly Earnings for WIOA Adults & Dislocated Workers 2nd Quarter After Exit

Credential Attainment



WIOA Adults & Dislocated Workers Who Attain a Credential Within a Year of Exit

Employment Rate (2nd Quarter)



NIOA Adults & Dislocated Workers Employed During the 2nd Quarter After Exit

Employment Rate (4th Quarter)



NOA Adults & Dislocated Workers Employed During the 4th Quarter After Exit

WIOA Youth Performance Goals First Quarter 2023-2024

WIOA Youth Performance Rolling Four Quarters First Quarter 2023-2024 Performance Goal **Measurable Skill** Gains 58% 54% 0% Enrolled WIOA Youth Making Measurable Progress (I.e. Exam, Transcript, Report Card, etc.) **Median Quarterly** Credential Attainment **Earnings** 45% \$8k \$4k \$5,700 0% 0% WIOA Youth Who Successfully Median Quarterly Earnings for Completed a Training Program with a WIOA Youth 2nd Quarter After Exit Credential Within a Year of Exit **Employment**, Education, or **Employment, Education, or Training Placement (2nd Quarter) Training Placement (4th Quarter)** 75% 68% 70% 67% 50% 33%

WIOA Youth Employed or Enrolled in Education or Training During the 2nd Quarter After Exit WIOA Youth Employed or Enrolled in Education or Training During the 4th Quarter After Exit Progress Report to Sonoma WIB on initiatives serving WIOA priority populations

Initiative: Justice Involved Youth & Adults

Date: Nov WIB meeting, Data through Sept 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 September 2023			
Number enrolled to date in 2023	30	Includes any participant with justice involvement	
Training/supportive services funding utilized in 2023	\$37,336.90		
Outreach Activities	 Outreach via our partner agencies that are referring justice- involved individuals through our program for individuals who are unsheltered Ongoing communication with probation officers at DRC as well as with local jail staff to encourage referrals 		
Business Engagement	 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	 Job Search Creating and reviewing resumes Interview Prep Career assessments 		
Total individuals referred in 2023	64	Referrals received from Day Reporting Center, Probation Officers, CBOs, Health Services, walk-ins, etc.	
Total individuals employed at exit for time period June 2023 – Sept 2023	6	Participants obtained or retained employment in various industries and occupations.	

	Participants may continue to receive services and support, not necessarily exited yet	
Requests of WIB	Work experience placementsEnrichment activities (i.e. mock interviews)	

Initiative: Foster Youth

Date: November WIB meeting, through September 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.

in WIOA Title 1. 68% employed at program exit. 13% Enrolled in education and/or training	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 September 2023)			
Target for enrollment	30		
Number enrolled to date	32		
Training/supportive services funding utilized	 \$23,677.22 temporary work experience training 		
Non-discretionary funding utilized	 \$34,921.79 non-discretionary funding 		
Other grant funding leveraged			
Outreach Activities	 VOICES co-located at SAY's Career Hub once a month 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 participating in VOICES monthly outreach BBQ 		
Business Engagement	 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 		

	 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	 \$719 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	 Provide work experience opportunities for foster youth Promote youth programs in the community 	

Progress Report to Sonoma WIB on Initiatives Serving WIOA Priority Populations

Initiative: Unhoused Pilot

Date: November WIB Meeting, Data Through September 30, 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.

Update – Jun 1, 2023 to September 30, 2023		
Total individuals referred	 59 clients referred to Unhoused Pilot since March 16, 2023 Job Fair. 	
Target for enrollment		
Number enrolled to date	Active engagement with 39+ clients, 2 enrolled thus far	
Mock Interview Days	• 3 Mock Interview Days have been conducted since March 16, with a total of 28 clients interviewed.	
Obtained employment	 Despite substantial barriers requiring resolution, 12 clients referred since June 1 have obtained employment, with several more having applications pending. 	
Planned Petaluma Job and Resource Fair for participants experiencing homelessness or housing insecurity	 Local fair modeled after successful spring event with focus on participants from Petaluma, Rohnert Park, and south Sonoma County 100+ guests expected Transportation to the event will be provided Goodwill expected to donate 50+ clothing vouchers Local barbers and salons committed to providing 100+ haircuts Resumes will be written and printed at the event and at several transitional housing locations Mock interviews will be provided in advance of the event at COTS in Petaluma 30+ Employers and Providers-All tables were booked weeks in advance Event promoted broadly at agencies and providers of transitional housing insecurity 	

• Output/Outcome Goals: Need to define new outcome goals

Outreach activities	 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 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	 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	 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	 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.