

SONOMA COUNTY
 **WORKFORCE
INVESTMENT BOARD**

**Notice of Meeting & Agenda
November 13, 2024
3:00 p.m. – 5:00 p.m.**

Note Location ⇔ ⇔

2227 Capricorn Way, Santa Rosa
Santa Rosa Room

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

***Vote Required**

- | | | |
|-------|--|-------------------------|
| I. | Introductions and Public Comment (3:00) | <i>(Discussion)</i> |
| II. | Approve Minutes of September 11, 2024* (3:05) | <i>(Action*)</i> |
| III. | Announcements (3:10) | <i>(Discussion)</i> |
| IV. | Job Market and Demographic Updates Report (3:20) | <i>(Presentation)</i> |
| V. | WIB Operations (3:40) | <i>(Discussion)</i> |
| VI. | WIB Retreat (4:10) | <i>(Action*)</i> |
| VII. | Ad Hoc Committee Updates (4:30) | <i>(Discussion)</i> |
| | <ul style="list-style-type: none">• Membership/Nominating• Diversity, Equity, Inclusion, Belonging [DEIB] | |
| VIII. | DEIB Item (4:35) | <i>(Discussion)</i> |
| IX. | Job Link Operations (4:45) | <i>(Discussion)</i> |
| X. | Adjourn (5:00) | |

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

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

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

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

Sonoma County Workforce Investment Board

DRAFT Minutes of September 11, 2024

Members Present: Brandy Evans, Ethan Brown, Erin Carlson, Judy Coffey, Brad Davis, Keith Dias, Paul Duranczyk, Louis Ganzler, Kristina Holloway, Stephen Jackson, Judy James*, Scott Kincaid, Cynthia King, Chris Knerr, John McEntagart, Michael Pickens, Brian Purtill, Ken Sprague, George Steffensen, Thomas Stuebner, Ananda Sweet, Pedro Toledo, and Alena Wall

Absent: Lauren Bodsworth and David Tam

Other Attendees: Ernest Salonga, Randal Weaver, and Jose Landaverde

Staff: Katie Greaves, Michelle Revecho, Carol McHale, Sarah Lewis Crow, Ashely Taylor, George Garcia, Jack Kampmann, and Judy Oates

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

I. Introductions and Public Comment

The group had a moment of silence to acknowledge/remember the anniversary of September 11, 2001.

II. Approval of Minutes of July 10, 2024

Motion to approve Minutes of July 10, 2024: Ananda Sweet /s/ John McEntagart.

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

III. Announcements

Brandy acknowledged the retirements of Nancy Emanuele and Keith Dias.

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Jack shared the announcement that the Economic Development Board has changed their name to the Economic Development Collaborative (EDC).

WIB Director Katie Greaves shared that she has been working as the Human Services Employment & Training Director and the Human Services Economic Assistance (EA) Director in the months since the EA Director retired. She has made the decision to accept the full-time position of Economic Assistance Director going forward. The Employment & Training Department is recruiting a new Director who will also be the new WIB Director. Katie will be recognized for her work and contributions to the WIB at the November meeting.

Michelle shared Sonoma County received an appropriation to purchase additional arch chargers for electric vehicles that can be relocated as needed and used as a resource during emergencies. The funds will be used to purchase the equipment and part of the funding was used for the Electric Vehicle Infrastructure Training Program (EVITP) to install and maintain this equipment. John McEntagart of IBEW shared how this funding is being used to support the training of those that work on this type of equipment. This is a certified education program available for journeyman electricians who have completed their five-year training course. Journeyman electricians can supplement their education/experience with this training to be able to work on these types of specialized projects.

Judy James arrived.

IV. Job Tracker Report

Jack presented highlights from the Job Market Tracker report for Sonoma County including the following notes.

- Job posting requiring higher education are down.
- The top three hiring sectors in Sonoma County are health care providers, retail chains, and higher education.
- Manufacturing hiring remains lower than previous years.
- The hospitality industry is hitting a lull in the numbers it is hiring.

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- Sonoma County has not kept up with other areas in attracting big technology firms and other large businesses. Healthcare is the biggest beacon for this area.

Q. There is a challenge to having young workers ready for the healthcare industry.

Finding youth people with training beyond high school is a challenge. What do you hear about that?

- A. There is a trend of young people in Sonoma County moving to more urban environments. Pay is higher in those areas and there is a more vibrant social scene.

Q. Are local hospitals having issues finding employees?

- A. Alena shared that Kaiser nursing vacancy is under 2 percent. They are in a good position due to the size of their hospitals and what they can offer employees.

Q. Are there less opportunities for employment for those with Bachelor Degrees or higher in Sonoma County?

- A. Healthcare is the in-demand industry that tends to have a higher requirement for education now. Agriculture and Tourism also do a lot of hiring and those fields do not demand as many bachelor degrees in the reported openings.

Q. Are you seeing a push to eliminate college degrees as a job requirement?

- A. Some. There are more people moving into the trades for a higher wage in the construction industry. Tourism is still a big industry as well. Will be interesting to see how remote work affects these trends over time and with that option if people move more into rural or urban areas.

The Junior College is offering a lot of workshops to develop skills for certifications.

This is newer data so we are not sure what the trend will become for this.

Q. Do you expect unemployed to remain low?

- A. There is a lot of demand for workers right now so it is a job seekers market.

Q. Do you have information on the wage ranges for the jobs the county does not have enough workers to fill?

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- A. The lower wage jobs are the easier to fill at this time. Careers that pay over \$95,000 a year are harder to fill right now.

V. WIB Operations

- Dashboard Report

Sarah led an interactive review of the dashboard report and highlighted the updates and trends.

- Please note Sarah's contact information is at the bottom of the report if you want to reach out to ask her questions after the meeting.
- Top three industries using Training and Supportive Services are Healthcare, Construction, and Hospitality. If we look at the top five industries for services we would also include Transportation/Warehousing and Education.
- Noted and discussed the hourly living wage rate.

Q. How long are people typically on unemployment?

A. It varies by individual.

Q. Are most of the Job Link clients looking for a career change or seeking their first job?

Can we look at the age range for those seeing their first employment?

A. This is something staff is looking into and will report on in the future.

Q. Noted a big jump for WIOA numbers – so we have an idea why that occurred?

A. Carol responded that new grants available in that timeframe would allow for why we were able to offer additional services at that time. We are now starting to face the loss of certain other grants that we received during COVID that are sunsetting. We will be looking at applying for new grants going forward as our regular funding does not appear to be increasing and the need in the community has not decreased.

Q. Does Job Link choose the career paths for clients?

A. They help them look at opportunities and types of training available to them.

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Q. What is available for those interested in construction?

A. The North Bay Trades Introduction Program is a great resource. The 120-hour class introduces them to all the trade opportunities and shows their commitment to get involved in this training.

Q. What type of child care assistance is available?

A. Carol shared that there is a contract with the Four Cs that was utilized before COVID. This is the last report that will show it in the WIOA funding table as even though clients can receive this service it no longer is allocated through the WIOA accounts.

Q. What is Temporary Work Experience?

A. Carol shared this is an opportunity through the WIOA adult program where Job Link will set up a contract with a business and a trainee client to cover wages for them in an internship or apprenticeship.

Q. Where did the funding for homeless youth go for the youth at Social Advocates for Youth when they closed?

A. Staff shared the youth in the program were moved to a new provider and or were given other options. Petaluma People Services and Goodwill received the balance of the youth contract as of July when Social Advocated for Youth closed.

Q. Can we compare the percent of race and ethnicities in the programs to the percent of population of Sonoma County? Can we also compare the unemployment rate of those populations?

A. Yes. Staff will add that to the next report.

Q. Why do so many people not respond to the race and ethnicity questions?

A. This is a personal preference for a variety of reasons. Staff are doing training regarding "Why we ask" around this question in an effort for them to make clients feel more comfortable sharing this information. With this additional information and

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transparency into how we use the information we hope to see more responses to these questions going forward.

Q. Why are people leaving the program at a pay rate lower than the cost of living in this area?

A. There are a lot of factors to consider. Depending on the type of job they may be at the first level of a job they can grow with. Sometimes this number does not take into consideration the benefits like paid time off and healthcare.

- WIOA Update

Michelle shared that WIOA goals are currently being negotiated and staff will report on the results of that at a future WIB meeting.

VI. Ad Hoc Committee Updates

- Membership/Nominating

This group will reconvene after the WIB Retreat to discuss newly received applications and how to assign currently unoccupied seats on the WIB.

- Diversity, Equity, Inclusion, Belonging [DEIB]

This group has not met since the July WIB meeting so there is no report at this time. WIB members are encouraged to reach out to Stephen or Michelle if they are interested in joining this committee and sharing their ideas at the next meeting.

VII. DEIB Standing Item

Michelle did a review and level setting exercise to bring WIB members up to date on the DEIB work done by the WIB since 2021.

- Learning goals set by the group.
 - Regular presentations to the WIB.
 - DEIB training of WIB members.
- Creation of the WIB DEIB Ad Hoc Committee and the work they have addressed.

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- Community members can get involved with the WIB.
- Recommended the Executive Committee to create the Membership Ad Hoc Committee that has reviewed materials, members, and made additional recommendations.
- Updated WIB orientation materials to include information on DEIB and ensure that new WIB members have access to our trainings, reports and other materials.
- Formed and add a question in WIB membership application about commitment to and work around DEIB.
- Discussion on topics aligning DEIB with other efforts.
- Standing item on WIBE and WIB agendas.
- Track data to create accountability with data review and requests for information.
- Next step and actions.
 - Please consider joining this group as we moving into the next steps of this work. Please contact Michelle at mrevecho@schsd.org to be added to the committee.

VIII. Homeless Employment Group Program

Chris Willover is the new chair of the Job Link Homeless Employment Group. They meet every other month and are planning the next large job fair in 2025. The Department of Rehabilitation has offered to help find and finance a venue for the event. The team is looking at ways to track attendees of events like this and the Second Chance job fair to show how attendees get connected through the event to our office and employment services.

IX. Second Chance Job Fair

George reported that Job Link put on the Second Chance Job Fair on July 17th . This was a first event of this nature to be hosted in the jail in our county.

- 24 agencies, including Job Link, and Sonoma County Detention Facility staff collaborated to plan and execute this event.

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- 72 incarcerated individuals, most of whom were within 60 days of release, were able to meet with staff at the tables that included service providers and employers.
- Before the event two Job Link staff members worked with 25 individuals to create resumes they could share with employers at the event.
- Two event attendees have reached out to George after the event and are in the pipeline to receive services as they are released. George will give them a warm hand off to job counselors and/or others at Job Link when they come to the office.
- The feedback from attendees, service providers and jail staff has been very positive and they plan to do another event in the future. Staff is also planning to offer other job-related services at the Sonoma County Detention Facility in the future.

Q. Has Job Link offered resume building classes/events at Juvenile Hall?

A. No, but if they are over 18 they can be referred to Job Link.

Lilian shared that after seeing the success of the adult Second Chance job fair Juvenile Hall is working with the Boys & Girls Club to creating something similar.

X. Job Link Operations

- Carol shared that Clara Flor Vera has been hired as the new WIB Analyst for Adult programs.
- One Stop Operator:
 - Carol reported that Patti Andrews has been working as the One Stop Operator and leading the Job Link Steering Committee meetings with partner staff. We will be recruiting for a permanent person for this position in the upcoming months.
 - Staff continue to develop the workshops for clients.
 - Job Link is partnering with the Sonoma WORKS program staff to help their clients transition into the workforce through workshops provided by Goodwill.
- Monitoring

The Job Link programs will be monitored by the State in two weeks.

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- Grant reports:
 - *Regional Equity and Recovery Partnership (RERP)*
 Job Link is working with Santa Rosa Junior College for the Early Childhood Education (ECE) and Advanced Manufacturing apprenticeship programs.
 - The ECE program will pause for the summer.
 - There are currently 11 people signed up for the Fall session of the Advanced Manufacturing program.
 - *Sonoma Family Meal Cohort (Dislocated Worker - QUEST)*
 The culinary job training program working with Sonoma Family Meal is the focus of our QUEST grant. The program is free for participants with Job Link administering the funding. Current clients of this training are completing the final training from this grant, but Job Link has requested an extension to continue this training and we hope to hear about that soon.

Success: The funding has allowed us to train 30 students so far. One of the first students to complete the training speaks three languages and was hired at the end of their course as a worker and now is a translator for some of the newer students who are refugees with a language barrier.
- Youth Update
 - Lilian reported that the summer Youth Program of Sonoma County Youth Ecology Corps (SCYEC) has just ended for the season.
 - 32 youth participated in the training and work program for a total of 4 crews to serve Sonoma County Water Agency; Agriculture and Open Space; and other sponsors located in the county. Youth are from low income families, foster care, and some face homelessness.
 - 16 youth, making up 2 crews, will continue to work on sponsored projects through the Fall.

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- Staff shared photos of the youth working at various sites and handling a variety of equipment doing work that supports the environment and community.
- Staff shared about the enrichment events embedded into the summer program.
 - The program started with a kickoff luncheon with team building activities.
 - Bite of Reality is a financial literacy workshop put on by Redwood Credit Union. Youth use an app that created a scenario and a budget listing types of real-life style expenses for an assigned family size for the day.
 - The Opportunity Fair is held near the end of the program where kids are exposed to mock interviews, potential employers, and various service providers. The staff and youth thank all the WIB members who participated in the mock interviews as this experience is so valuable to them as they prepare to seek employment.
- Internship

There is a Job Link intern position available as part of the youth work program. Our current Job Link intern who has worked with staff applied for and received a permanent position here in our office. That position is now again available for youth to apply for to gain office work skills.

Q. Is the number of participants in this program limited by the available funding?

A. Yes. The amount of funding we receive for the program is supplemented by the host locations that request our crews to do work for them. If you know of someone who can use these crews and the type of work they do at their site please have them reach out to Lilian about becoming a host for the work program.

XI. WIB Strategic Meeting / Retreat

The following items were noted as updates for the WIB Retreat planning.

- Date is October 2nd.

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- The meeting will start promptly at 9:30 am with attendees being encouraged to arrive early for networking. There will be a 30-minute lunch break at noon. The end time will be 2:30 pm.
- The meeting will be led by a professional facilitator and the primary objective is an increased understanding of role and responsibilities of the WIB and its members, goals for the group, and a deeper connection of WIB members with their colleagues.
- Presentations will include a WIB 101; economic and demographic information; strategic planning; initiatives; committee work; as well as grant and funding information.
- There will be a form for members to complete to ask for feedback on the event at the end of the day.
- Members were asked to respond to the email regarding food restrictions for the lunch/refreshments. Staff will send a reminder email asking for this information.
- There will be a request of members to look at joining a committee after the retreat.
- Thank you to the Retreat Planning Committee for the input on the content and plan for the day.

XII. Adjourn (4:55)

Next meeting: November 13th in the Santa Rosa Room

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Website Link: [Workforce Investment Board - Sonoma County Job Link \(joblinksonoma.org\)](http://joblinksonoma.org)

WIB Meeting Calendar for 2025

Meeting dates subject to Change

	WIB Meeting	WIB Executive Committee
	<i>2nd Wednesday Alternating Months</i>	<i>2nd Wednesday Monthly</i>
January 2025	Wednesday 1/8/25 3:00 pm	Wednesday 1/8/25 2:00 pm
February 2025		Wednesday 2/12/25 4:00 pm
March 2025	Wednesday 3/12/25 3:00 pm	Wednesday 3/12/25 2:00 pm
April 2025		Wednesday 4/9/25 4:00 pm
May 2025	Wednesday 5/14/25 3:00 pm	Wednesday 5/14/25 2:00 pm
June 2025		Wednesday 6/11/25 4:00 pm
July 2025	Wednesday 7/9/25 3:00 pm	Wednesday 7/9/25 2:00 pm
August 2025		Wednesday 8/13/25 4:00 pm
September 2025	Wednesday 9/10/25 3:00 pm	Wednesday 9/10/25 2:00 pm
October 2025		Wednesday 10/8/25 4:00 pm
November 2025	Wednesday 11/12/25 3:00 pm	Wednesday 11/12/25 2:00 pm
December 2025		Wednesday 12/10/25 4:00 pm

Progress Report to Sonoma WIB on initiatives serving WIOA priority populations

Initiative: One Stop Operations

Date: WIB meeting, through November 2024

- ▶ Partnership with Job Link Steering Committee partners, total of 20 mandatory and non-mandatory partners
- ▶ Staffing: OSO position is in the process of reactivation. Will be going to the Board of Supervisors for approval in December
- ▶ Timeframe: WIOA funding is continuous.
- ▶ Target: aligning, coordinating and integrating programs and services to achieve scale and impact while providing the needed services to customers. Ensuring streamlined operations of the AJCC.
- ▶ Process Objectives: A post-covid, fully integrated AJCC by 2024-2025.
- ▶ Output/Outcome Goals: Engage, support, create workshops with JLSC partners at the AJCC.

Update – (through November 2024)	
Target for enrollment	NA. AJCC traffic and workshop data is captured via the WIB Dashboard.
Number enrolled to date	NA
Training/supportive services funding utilized Non-discretionary funding utilized Other grant funding leveraged	<ul style="list-style-type: none"> • No grant funding utilized • No grant funding utilized
Workshops	<ul style="list-style-type: none"> • Attached is a list of current workshops at the One Stop • Many of the workshops offered are new or newly reactivated post-COVID. While attendance has varied, it is increasing.
Outreach Activities	<ul style="list-style-type: none"> • Tabling and outreach have been limited because of staffing, lacking a specific One Stop Operator •
Business Engagement	<ul style="list-style-type: none"> • Job Link Business Services & OSO cross-collaborate, share updates regarding EDD partner needs, hiring events, AJCC updates and Job Posting materials. • Youth Fair 2024 committee to help identify businesses that can hire youth
JLSC Projects	<ul style="list-style-type: none"> • The Job Link Partner Brochure is available which includes JLSC partners contact information with QR codes. Utilized external for customers at the AJCC. • Completed Partner Presentation 2024 Calendar; beginning to create the 2025 Presentation calendar • Updated the 2024 Co-located Partner Form to include Treasure Island. Describes the dates/times/services of each co-located partner at the AJCC.
Supportive Services provided	N/A
Total individuals employed at exit	N/A
Other exits	N/A
Requests of WIB	<ul style="list-style-type: none"> • TBD

ONE-STOP

Workshop Offerings

Job Link-Provided Workshops

- WIOA Orientation (Weekly) - Available in English and Spanish
- Training Information Session (Monthly)
- Write-Your-Resume (Weekly)
- Mastering Your Job Search (Weekly)
- Interview Practice Clinic (Biweekly)
- Taller de Búsqueda de Empleo (Spanish Job Search) (Semi-monthly)
 - In partnership with CHD

Partner-Provided Workshops

- Anyone Can Make A Budget (Goodwill) (Semi-monthly)
- Time Management (Goodwill) (Semi-monthly)
- Networking for Job Seekers (DOR) (When available)
- Resumes That Work (EDD) (Virtual, Monthly)
- Ace the Interview (EDD) (Virtual, Monthly)
- Cover Letters Made Simple (EDD) (Virtual, Monthly)

Resume Support

- Resumes with Goodwill (Weekly)
- Resumes with DOR (Semi-monthly)

ONE-STOP

Workshop Offerings

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>28</p> <p>10:00am Write-Your-Resume Workshop; Computer Lab B</p>	<p>29</p>	<p>30</p> <p>10:00am Mastering Your Job Search ; Healdsburg Room</p> <p>2:00pm Resume Help Goodwill; Resource Center</p>	<p>31</p> <p>11:00am Spanish Orientation; Healdsburg Room</p> <p>1:00pm English Orientation; Petaluma Room</p>	<p>Nov 1</p>
<p>4</p> <p>10:00am Write-Your-Resume Workshop; Computer Lab B</p> <p>2:00pm EDD Resumes the Work; Virtual Workshop</p>	<p>5</p>	<p>6</p> <p>10:00am Mastering Your Job Search ; Healdsburg Room</p> <p>2:00pm Resume Help Goodwill; Resource Center</p>	<p>7</p> <p>11:00am Spanish Orientation; Healdsburg Room</p> <p>1:00pm English Orientation; Petaluma Room</p>	<p>8</p> <p>10:00am Interview Practice Clinic Workshop; Petaluma Room</p>
<p>11</p> <p>10:00am Write-Your-Resume Workshop; Computer Lab B</p> <p>2:00pm EDD Cover Letters Made Simple; Virtual Workshop</p>	<p>12</p> <p>10:00am Spanish Job Search Workshop</p> <p>10:00am Anyone Can Make A Budget with Goodwill</p>	<p>13</p> <p>10:00am Mastering Your Job Search ; Healdsburg Room</p> <p>2:00pm Resume Help Goodwill; Resource Center</p>	<p>14</p> <p>11:00am Spanish Orientation; Healdsburg Room</p> <p>12:00pm DOR Resume; Resource Center</p> <p>1:00pm English Orientation; Petaluma Room</p>	<p>15</p>
<p>18</p> <p>10:00am Write-Your-Resume Workshop; Computer Lab B</p> <p>2:00pm EDD Ace The Interview; Virtual Workshop</p>	<p>19</p> <p>11:00am Training Information Session; Petaluma Room</p>	<p>20</p> <p>10:00am Mastering Your Job Search ; Healdsburg Room</p> <p>2:00pm Resume Help Goodwill; Resource Center</p>	<p>21</p> <p>11:00am Spanish Orientation; Healdsburg Room</p> <p>1:00pm English Orientation; Petaluma Room</p>	<p>22</p> <p>10:00am Interview Practice Clinic Workshop; Petaluma Room</p>
<p>25</p> <p>10:00am Write-Your-Resume Workshop; Computer Lab B</p>	<p>26</p> <p>10:00am Spanish Job Search Workshop</p> <p>10:00am Time Management with Goodwill</p>	<p>27</p> <p>10:00am Mastering Your Job Search ; Healdsburg Room</p> <p>2:00pm Resume Help Goodwill; Resource Center</p>	<p>28</p> <p>11:00am Spanish Orientation; Healdsburg Room</p> <p>12:00pm DOR Resume; Resource Center</p> <p>1:00pm English Orientation; Petaluma Room</p>	<p>29</p>

Progress Report to Sonoma WIB on initiatives serving WIOA priority populations

Initiative: Justice Involved Youth & Adults

Date: November WIB meeting, Data through September 2024

- ▶ 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 Sept 2024		
Number enrolled to date in 2024	62	Includes any participant with justice involvement
Training/supportive services funding utilized in 2024	\$35,784.13	
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 • 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 2024	124	Referrals received from Day Reporting Center, Probation Officers, CBOs, Health Services, walk-ins, etc.
Total individuals employed at exit for time period July 2024 – Sept 2024	8	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	<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: Foster Youth

Date: July WIB meeting, Q1 2024

- ▶ 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 September 2024)	
Target for enrollment	30
Number enrolled to date	13
Training/supportive services funding utilized Non-discretionary funding utilized Other grant funding leveraged	<ul style="list-style-type: none"> • \$17,253.63 paid work experience • \$0 non-discretionary funding
Outreach Activities	<p>As of July 1, 2024, Goodwill of the Redwood Empire (GIRE) and Petaluma People Services Center (PPSC) are the new contracted youth service providers for the My Pathway Program. Below are some of the activities that has happened this quarter:</p> <ul style="list-style-type: none"> • GIRE received program orientation and training and is doing countless outreach at schools, community events, etc. • PPSC meeting clients on site at Job Link Office for youth located in Santa Rosa and continues to do outreach, recruitment and enroll youth in the south county areas. • PPSC and CCNB partners, and now Goodwill too, in regular communication to support STAY youth in SCYEC. • Additionally, GIRE met with Valley of the Moon staff to share program and services fostering a partnership. • HSD staff outreached to CBO’s to communicate and introduce new Youth programs providers, PPSC and GIRE. • GIRE staff participating in VOICES monthly BBQ to outreach to youth and is working to continue to nurture this partnership.

	<ul style="list-style-type: none"> • HSD staff continues to be in regular communication with FYC Division regarding opportunities for foster youth. • CCNB/HSD working closely to do outreach to CBO's to increase programs STAY enrollment
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
Supportive Services provided	N/A
Total individuals employed at exit	N/A
Other exits	N/A
Requests of WIB	<ul style="list-style-type: none"> • Promote youth programs in the community • Connect program staff with contacts that are working with Foster youth to develop collaboration and partnerships • Provide work experience opportunities for foster youth

Progress Report to Sonoma WIB on Initiatives Serving WIOA Priority Populations

Initiative: Unhoused Pilot: PAUSED, October 2024

Date: November 2024 WIB Meeting

- ▶ 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: Paused, October, 2023, due to staffing issues
- ▶ 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 – October 1, 2023 to February 29, 2024	
Total individuals referred	<ul style="list-style-type: none"> • Job Link is asking partners to encourage those who would be referred to attend the Job Link orientation. Other arrangements may be made, based on need.
Target for enrollment	
Number enrolled to date	<ul style="list-style-type: none"> • NA – Paused
Mock Interview Days	<ul style="list-style-type: none"> • 3 Mock Interviews were last conducted in June. These are also on pause
Obtained employment	<ul style="list-style-type: none"> • This workgroup will be assessing methods to better capture data to determine effectiveness of the program.
Santa Rosa Job and Resource Fair	<ul style="list-style-type: none"> • Originally planned for March, Job Link and partners will reevaluate around that time to determine the best path forward; hoping for a Summer Fair.
Outreach activities	<ul style="list-style-type: none"> • NA.
Business engagement	<ul style="list-style-type: none"> • NA
Supportive Services provided	<ul style="list-style-type: none"> • Gift cards, gas cards, bus tickets, work clothing and shoes, car repairs, Live Scan fees continue • CFET and P2E funding offer additional supportive services.
Requests of WIB	<ul style="list-style-type: none"> • All donations are tax deductible as they are handled by our workgroup partner Micah Hugs.

Progress Report to Sonoma WIB on initiatives serving WIOA priority populations

Initiative: Business Services

Date: November 2024 WIB meeting

- ▶ Purpose: Develop a cross section Business Services Unit to align workforces of Job Link and Sonoma Works, gaining efficiencies/economies and providing seamless support
- ▶ Current WIOA activities continue, specifically Rapid Response
- ▶ Funding: EDD Grant + WIOA formula funds + Regional Plan Implementation 3.0 funding
- ▶ Staffing: 1.0 Supervising ETC, 1.0 Human Services Aide – adding 1.0 Program Coordinator in Spring
- ▶ Process Objectives: Cross section Business Services provides OJT/TWEX for both WIOA and CalWORKS; Business partners set up for OJT/TWEX, but also participate with job fairs, presentations, mock interviews, etc.

Update	
Vision/Mission	<ul style="list-style-type: none"> • Empowering individuals and families through comprehensive employment services, fostering economic independence • Bridging the gap between assistance and opportunity, helping SonomaWORKS, General Assistance, and Job Link clients build sustainable careers and bright futures.
Staffing	<ul style="list-style-type: none"> • Supervising ETC • Employment and Training Program Coordinator (to be hired) • Human Services Aide
Rapid Response	<ul style="list-style-type: none"> • Job Link has received four WARN notices for businesses closing/laying off by December 31, 2024 <ul style="list-style-type: none"> ○ Amy's Kitchen: 311 employees impacted ○ Sonoma EO/L3Harris: 39 employees impacted ○ Wild Brine LLC: 49 employees impacted ○ Cattleman's-Petaluma: 100 employees impacted • Response: November 14, onsite at Job Link <ul style="list-style-type: none"> ○ Several presentations for Amy's Kitchen employees ○ Job Fair with 12 confirmed employers plus resources: <ul style="list-style-type: none"> ○ Oliver's Market ○ Pace Supply ○ Rack & Riddle ○ Multiple staffing agencies ○ County of Sonoma HR ○ City of SR HR ○ ...more • Rapid Response presentation scheduled for Wild Brine