

Sonoma County Workforce Investment Board

Minutes of November 10, 2021

- Members Present:** Stephen Jackson, Patrick Harper for Ed Barr, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy Emanuele, Brandy Evans, Steve Herrington. Steve Herron, Kristina Holloway. Roy Hurd, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Salvador Flores for Michael Pickens, George Steffensen, Ananda Sweet, David Tam, Pedro Toledo, David Wayte, and Audra Verrier
- Absent:** Judy James, Thomas Stuebner
- Other Attendees:** Patricia Andrews, Max Brownlee, Yensi Jacobo, Celia King, Jamie Longnecker, Eileen Morris, and Maleese Warner
- Staff:** Katie Greaves, Lupe Castaneda, Amanda Gayda, Fabiola Garcia Almonaci, Tiffany Hill, Sarah Lewis-Crow, Terry Marshall, John Paul, Michelle Revecho, Antonio Vigil, and Judy Oates

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

I. Introductions and Public Comment

Lydia Lopez, the Job Link One-Stop Operator was introduced to the WIB. She joined us in July and is contracted with California Human Development.

Quinne Woolley, of the Economic Development Board was introduced. She joined us in July and holds the position of a Fellow and works with Max on projects for the WIB along with other duties.

II. Approve Minutes of July 15, 2021

Reviewed the minutes and action items of July 15, 2021.

Motion to approve the July 15, 2021 minutes: Ananda Sweet /s/ Judy Coffey.

(Stephen Jackson, Patrick Harper for Ed Barr, Robin Bartholow, Ethan Brown, Erin Carlson, Judy Coffey Susan Cooper, Brad Davis, Keith Dias, Paul Duranczyk, Nancy

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Emanuele, Brandy Evans, Steve Herrington. Steve Herron, Kristina Holloway. Roy Hurd, Scott Kincaid, Chris Knerr, John McEntagart, Anita Maldonado, Salvador Flores for Michael Pickens, George Steffensen, Ananda Sweet, David Tam, Pedro Toledo, David Wayte, and Audra Verrier). There were no “nay” votes and no abstentions. The motion carried.

III. Announcements

No announcements from WIB members.

IV. Job Link Operations

Job Link Steering Committee – Lydia is working with partners to gather information including who they serve, how they serve them and if they are interested in co-located in the Job Link office part time. Most partners are interested in doing some cross training and she is making a plan for that.

Business and Employer Services – The One Stop Operator is working with the Economic Development Board and the Employment & Training Business Services Team to create a presentation for the AJCC staff on all their services. These groups are also discussing the best ways to match job seekers and employers, and working on more collaborative recruitment events.

Internal Team/Navigators – This group is working on setting up space in the Resource Room for partners and collaborators to allow for rotating staffing, working on a satisfaction survey on being a part of JL to learn what to work on and improve.

Other Reports-

- The Employment Development Department partner is now back on site to meet with clients. Child Support is working on their plan to return soon.
- Job Link held a virtual job fair with 38 employers and 99 attendees in attendance. There were requests for follow up services from 50 individuals from the event who will meet with navigators and/or job counselors. We are working on ways to track hires that occur from these events.

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- Katie led the groups through the dashboard report which is a snapshot of operations at Job Link. Items of interest included the increased numbers of customers that come into the office, decreased numbers of rapid responses due to layoffs this fiscal year, and current living wages in Sonoma County. For those interested in more detail on the living wages they can access the source data at <https://livingwage.met.edu/counties/06097>.

V. Presentation on Diversity

Alegria De La Cruz and Dora Estrada of Sonoma County Office of Equity

Discussed the work of Equity. Discussion points included the following.

- Definition of equity: An outcome where by you can't tell the difference in critical markers of health, well-being, and wealth by race or ethnicity, and a process whereby we explicitly value the voices and contributions of people of color, low income, and other underrepresented and underserved communities who identify solutions to achieve that outcome.
- Race is still the biggest indicator in our county and county for how healthy, wealthy and well educated somebody is.
- Discussed the work of the Office of Equity normalizing, organizing, and operationalizing institutional change and transform our community. They have a staff of three people. Created a core team of people throughout the departments of the county at all levels of the organization. We are now working on normalizing and organizing and will eventually be able to operationalize when there are more safe places for some tough conversations.

Most immediate goals for the Office of Equity include:

- Developing a Racial Equity Learning program
- Develop a process for equitable allocation of American Rescue Plan Act funds to ensure a just recovery.
- Assist with updating the County Emergency Operations Plan by embedding cultural responsiveness.

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- Support the Agricultural Commissioner to develop a policy workshop arounds agricultural operator access to mandatory evacuation zones during wildfire.

Attendees asked questions about equity.

Q. What is the county doing about the person of color who just left and the one who was coming and changed his mind?

A. This is type of treatment happening across the board, not just to the people who we hear about. The discussions like the one we are having today are what help with these issues and finding solutions. We need to not ask people of color what they want us to do to help – we need to learn how to recognize the issues and stop the harm. We need to get to a place to build an anti-racist community. Work like this and this type of group recognizing and discussing the issues and possible resources are the first step, we need to keep up this work.

Q. Is the Office of Equity looking for a way to report instances of racism? Maybe if the person who left could have reported them to someone they could have accessed assistance and found resolutions.

A. We do have a system in place, it is the Human Resources system. The Office of Equity is working closely with Human Resources on these issues, how are they happening, how they replicating, and how as an institution do we find resolutions to these issues.

Q. How do we as white people join learning communities and get educated in our organizations to do the work to understand why we believe what we do and avoid discrimination and micro-aggressions?

A. The Office of Equity is working with county employees and building groups to work on these issues. Some are groups of people of color discussion what they encounter and see in a safe space. Some are for white people who are working to find accountability with each other, again in a safe space. These groups then meet and we are building skill sets. This is new territory and we are working on finding what works best.

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Stephen encouraged attendees to share their thoughts on the following questions that were sent out in advance of the presentation. Those questions were:

- What does equity look like for the WIB?
- What does it look like during our economic recovery?
- What does it look like to you as commitment to your organization?
- Has your group had anyone come in and do training and how did that work out?

The following items were included in discussion and in the chat feature.

- Job Link is increasing equity in access to their services by having the navigators available to meet with people in various parts of the county and in the community.
- People who are part of larger organizations will get more equity exposure through training offered through those employers/organizations. How will people who are not part of these type of organizations who want to be part of this movement get education and resources?
- Where should the WIB focus its attention about being intentional about the work they do with people of color and racial and economic equity in our county?
- Should do an assessment of WIB members and match the efforts of the county goal to ensure an appropriate percentage of folks from different groups on the WIB?
- Should the WIB have further discussion about actions that we might take - rather than just one presentation, how do we carry the work forward?
- Some thoughts on approaches the WIB could take to advance our DEIB work:
 - bring in DEIB trainer to work with the WIB
 - look at exit data disaggregated by race and go deeper on it (root cause analysis) to inform service delivery
 - looking at WIB configuration vis-à-vis representation and voice; evaluate structure of the meetings with an equity lens

VI. WIB Priority Goal Updates

Katie did an overview of the report on the four priority populations. This report will be in future WIB packets. She encouraged WIB members to review the report and we will

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speak to those reports more at future meetings. These reports include the following.

- English Language Learner / Construction Cohort
- Foster Youth
- Justice Involved Youth and Adults
- Unhoused Pilot
- Expand Earn & Learn Opportunities – Apprenticeship Ad Hoc Committee

VII. Employment for Those Experiencing Homelessness Pilot

Antonio reported on the Homeless Pilot program that works with partners to assist clients with the following goals as part of gaining employment.

- Have partner agencies identify job ready individuals with temporary shelter.
- Develop a referral process with a warm handoff to the Business Services Team.
- Use WIOA funding, On the Job Training, Temporary Work Experience, and Supportive Services to assist clients and support local employers to hire these clients.
- Start Phase 2 working with clients without shelter find jobs.
- Develop case management with partners that adjusts to meet the referral's needs.

Accomplishments to date include:

- Still in Phase 1 and have received 48 referrals since April 2021.
- The program was selected to be presented on at the CalWORKs Academy along with the ELL program our Business Services Team also runs.
- Invited to present the program to the Rotary Club.
- Received over \$3,000 in donations that will be used for gift cards to incentivize clients from the Rotary and others.
- Provided mock interview for clients using WIB members as interviewers.
- Received our first referral from a past client/success story.

Eileen Morris of COTS spoke to the success of a client who is succeeding due to the collaboration of this program. She shared how Job Link staff listened, set up a mock interview, introduced the client to Job Link resources, and helped her find an employer.

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Lupe Castaneda spoke about the housing aspect, overcoming not working for a while, no childcare, and other barriers the clients face. Shared a story of a client. Single mom with a good career and home, who lost everything overnight due to domestic violence. They helped get her life stabilized and back to work. The client shared some of her story and experience with the program.

VIII. Apprenticeship Ad Hoc Committee Report

Patti and Michelle presented on the newest Earn and Learn Opportunity that the WIB supports – an apprenticeship.

- A committee was formed of WIB members to look at various type of apprenticeships and decide on a recommendation for the WIB to support. The group met three times and two apprenticeship opportunities rose to the top – land mitigation and child care with early childhood education.
- After much discussion the group decided to promote the idea of an apprenticeship for child care with early childhood education. They then met with subject matter experts in the community for feedback and recommendations on framework. CAP already was working to develop an apprenticeship utilizing parents that utilize Headstart services and having them educated to then become teachers. Stakeholders from First Five and the Four C's also confirmed the need for this type of program and supported what we were aspiring to do.
- A subset of the committee met with the Division of Apprenticeship Standards (DAS) to learn about the process of registering this type of apprenticeship and met with representatives from SRJC about collaborating on training. Brad shared that there is a California Community college grant they are pursuing that could be help with this program and discussed seeking other sources of funding.
- The committee unanimously recommends that the WIB supports this choice for the creation of an apprenticeship. As part of this direction an updated committee focused on this choice will replace the current ad hoc committee with some DAS required roles in it that includes a Lead Educational Agency and a Program Sponsor,

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both which would be held by Santa Rosa Junior College staff. Some current members may step away now that the original goal was met, and others who support the child care initiative may join.

- Susan Cooper of CAP Sonoma shared that recently there has been national news on the lack of Childcare all across the nation so we're not the only area that's addressing this. She also shared that using this cohort approach like we did in the early days of the English language learner program helped the students become successful, and get the resources they need to be able to get through the program and get into a job.
- This item will be on the next WIB Executive Committee agenda for approval.

Stephen thanked the ad hock committee for this work so far on this apprenticeship program.

IX. Adjourn 5:00 pm

Next meeting: **January 12, 2022 via Zoom**