

**ITEM I.B. – ACTION**  
**ALAMEDA COUNTY**  
**WORKFORCE INVESTMENT BOARD**

**MINUTES**

**MEMBERS PRESENT:**

Mike White, Vice-Chair  
Ophelia Basgal  
Bob Brewer  
Charles Brown  
Ken Crosswell  
Mike Dunlap  
Tom Guarino  
Lane Hart  
George Herring  
David Johnson

Bruce Kern  
Henry Leng  
Sandra McMullan  
Helen Meyer  
Duane Mongerson  
Melissa Pedroza  
Robert Peyton  
Jim Smith  
Frank Tucker  
Felicia Woytak

**MEMBERS ABSENT:**

Debbi Bellush, Chair  
Ann Bauman  
Robert Chipley  
Chet Hewitt  
Sheila Jordan  
Jerry Keating

Kathleen Kelly  
Deana Medinas  
Sally Rapp  
Suzanne Shenfil  
Sam Wallace

The meeting of the Alameda County Workforce Investment Board (WIB) was called to order at 9:08 AM on Thursday, March 14, 2002, by Mike White, Vice-Chair (Debbi Bellush, WIB Chairperson, was unable to attend the meeting). A quorum was present.

**ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, DECEMBER 13, 2001.** A motion to approve the minutes of Thursday, December 13, 2001, was made by **Herring/Pedroza/carried.**

**ITEM I.C. – CHAIRPERSON’S REPORT:** Mike White introduced and welcomed new WIB member, Lane Hart from Sequoia Institute in Fremont and new Youth Policy Council (YPC) member, Nicholas Montoya. Brief background was given by the two new members. Manuel Perry, a WIB member and also the YPC Chair, has resigned and acknowledgement of his hard work was recognized. Anyone interested in becoming the YPC Chair can contact Dorothy Chen, WIB Director, who will then notify Debbi Bellush who will appoint the new YPC Chair. Megan Hild, YPC Vice-Chair has been filling in and doing a great job.

D. Bellush, Frank Tucker (as Oakland WIB Chair), D. Chen and M. White attended the California Workforce Association’s (CWA) WIB Chair and Vice-Chair and Directors meeting in

Burbank, CA. It was very well attended and was a good forum. Mike White gave a report. There were various roundtable discussions to see and learn what each other were doing which very valuable. Published minutes are available through staff or CWA. In summary, more leadership is involved in business community. Getting new members on WIBs and staffing have become a challenge and is a problem consistently. Shortening the size of WIBs is a possibility. It is difficult to find people that really want to do this for a living, and this is consistent all over. People who attended this meeting stated that we need more of these kinds of meetings and not reinvent the wheel. A contact list of leadership will be developed by CWA listing the WIB Chairs, Vice-Chairs and Directors. The meeting was short, and M. White thought more time could have been spent with more interaction among WIB members rather than structured material, but it was a really good start. In June 2002, there will be a legislative conference sponsored by CWA.

Frank Tucker added there was also discussion at the meeting that the private sector membership take the leadership relative to one-stop services and that the demand side get involved, which is business, and then do training in that regard. There was a very heavy emphasis on this topic.

#### **ITEM I.D. – COMMITTEE CHAIRS' REPORTS.**

**Bruce Kern, Economic Development & Employer Services (EDES) Committee Chair**, stated that the Committee last met on January 10, 2002 and canceled the April meeting, with the next meeting to be May 7, 2002. Some principle goals and objectives focused are in the area of marketing, preparing file materials for our own WIB and have joined with the other three WIBs to do a combined strategic marketing program. Parallel with that, is our need to understand the changing economic issues and occupations in this rapidly changing market place. A matrix will be put together that will have all the occupational studies that have been reviewed and adopted (one web-page access to what is the best information). This is to help to influence that our training and investment in training is really demand driven and not just supply side.

Robert Goetsch is involved in at looking at the K-12 and how we forward our economic development and employer perspective into the workforce. He gave a brief update and introduction. Bay Scan will be the contractor, and Sharon Oldham, Executive Director, described what her scope of work would be. (The item is also outlined in Item VII.C. – Information on Page 32 of the WIB packet.)

Community assessment is another topic the Committee is undertaking which is very ambitious, but the Committee has not been able to get the leadership on this, so they are going to put this aside for the time being. There are a couple of occupational focuses involved in – 1) receiving the Re-Tec grant that is moving ahead, and 2) shortage of health care professionals (Bette Felton from CSUH has undertaken a study with work still to be done in this area). At the last WIB meeting on December 13, 2001, B. Kern and Melissa Pedroza (EDD) provided an update of displacement activities occurring, with many of the providers coming together. Since then, the WIB has funded a resource guide. United Way provided \$500,000 to the community, of which \$122,000 was for Alameda County for shelter and food services for displaced workers, as well as a very unique project that we funded this week that deals with very limited English speaking that was creating a resource for case management. A job expo was held in looking at practices rather than laying off people, to do work share as well as how to plan ahead. There were first several workshops for employers and then a job fair was held.

Duane Mongerson mentioned he attended the K-12 Forum in November 2001 and clarified the paragraph on Page 33 of the board packet in reference to only one in 10 applicants were hired at NUMMI who applied, and the balance either didn't pass basic reading and math tests, prior poor job performance or drug use, or needed higher computer competency skills. After employment, three out of 10 drop off. This is important in the standpoint of recruiting and training organization programs that we might do in the future in looking at the number of people we might be able to place in various sectors.

Tom Guarino mentioned that he is an advisory member for the San Leandro Hospital and that they have hired a full-time internal recruiter for approximately 27 health care positions. Robert Peyton added that we learn from the industry that we need formal education in what they have to offer. There is a lack of faculty in nursing field and it is a regional problem. Bruce Kern stated that the average age in skilled nursing positions is 56. He encouraged other WIB members to attend the EDES Committee meeting.

Dorothy Chen, on behalf of **Debbi Bellush, Executive Committee Chair**, reported that the Executive Committee met to approve the Bay Scan project that both Robert Goetsch and Sharon Oldham just covered. Other items discussed at the Committee were the WIB right sizing and composition which staff has been working with the BOS staff. The YPC Chair vacancy was also discussed. Although the YPC is a very important committee, the YPC Chair does not have to be on the WIB, and could be from the membership of the YPC.

**Megan Hild, Youth Policy Council Vice- Chair**, stated the YPC met on February 25, 2002 and discussed the capacity building funds (\$80,000) and their use. A portion of the funds (approximately \$17,000) will be lost if not spent by June 30, 2002. A retreat planning committee has been created. There is talk about hiring a consultant to facilitate this. The YPC has a lot of ideas to help develop a work plan.

Patti Castro, on behalf of **Mike White, Operations Committee Chair**, stated that staff has been spending a lot of time preparing reports for this committee in what we will be doing about refunding next year (Information Item VII.B. Status of the WIA Adult and Dislocated Workers Formula Grants). Staff have been working with the one-stops to collect the data and get feedback on how things are going. A lot of detail was given in these reports. Funding decisions will be made in June 2002.

Melissa Pedroza stated that in reference to the Eastbay Works Business Services Report (item attachment), the numbers listed do not include the labor exchange numbers. Two updated activity reports were handed out at the board meeting. There is also information on expenditures in the board packet. The Committee had asked about tracking staff and hours, and there is a lot more information in the data base that one-stops use in the tracking of staff and hours. It was suggested by a WIB member that the numbers are low and that the one-stops would want to do tracking on a weekly basis and maybe also look at staffing. This is one of the real benefits of having the Smartware tracking system available, because it can tell by day the number of people utilizing the services.

There were some discussions around business services and how employers are utilizing services at the one-stops. Mike White suggested discussion on employer services be referred back to the EDES Committee.

Patti Castro, on behalf of **Sally Rapp, Performance Accountability & Customer Service Committee**, stated that the Committee discussion is the Action Item, which will be presented following the Director's Report.

**ITEM I.E. – DIRECTOR'S REPORT.** Dorothy Chen, WIB Director, stated that per the Political Reform Act, Form 700 needs to be completed and returned by April 1, 2002 for the period January 1, 2001 through December 31, 2002. Staff has not heard the final decision, but we may be receiving a rescission of dislocated worker funds (\$194,000). Staff have been working with the Alameda County Board of Supervisor (BOS) staff in terms of right sizing and working on the composition of our membership. The theme is BOS staff would like to see rotation seats so that seats are rotated and all the geographic areas are covered. They are also interested in looking at the attendance of the board membership, in terms of reappointment, and also at the seats that are not mandated. We do have a very large board which creates a quorum issue. In looking at private sector, every seat will be reappointed, and there are quite a few openings. We do have several members who have expressed interest that are not here that staff is working on, in terms of recruitment, and believe we will have new members.

Eastbay Works received a grant for \$400,000 to get 50 participants who are in high-tech firms to consider a career change to become teachers (especially in math and science). This is a two year grant, and we are working with California State University, Hayward, Holy Names College and community colleges in the area to work on training in teacher preparation. There are a number of applicants who are interested.

The Eden Area One-Stop Career Center will hold an open house on April 10, 2002 targeted for the workforce community and business sector. All WIB members will be invited to attend. The program will be from 10:00 – 11:00 AM followed by a guided tour of the one-stop career center from 11:00 AM – 12:00 Noon with light refreshments. The speakers will be: Supervisor Gail Steele, Chet Hewitt, SSA Director, Michael Bernick, EDD Director, and Armando Quiroz, DOL Regional Administrator, with Debbi Bellush, WIB Chair as Mistress of Ceremonies.

**ITEM II – PUBLIC FORUM.** No public input.

Frank Tucker stated he attended a Bidders Conference for a company project three weeks ago on the sole source residency requirement. There is no current policy to even encourage any employers to hire within the Alameda County workforce investment area. He would like to agendize for the WIB Executive Committee a policy for first source upon any project that receives any financial support from Alameda County where monetary and business services are provided for that employer. He spoke to Bruce Kern about his concerns. Bruce Kern, Robert Benson and their staff have put together a policy statement for the First Source emphasis, that when an employer receives any support from Alameda County, that they are encouraged on the First Source to hire our own first. This will also be proposed to Eastbay Works. Mike White referred this action to the WIB Executive Committee.

Bruce Kern stated that the Alameda County BOS does have a local participation policy.

**ITEM III – CONSENT CALENDAR ITEMS.** No items.

**ITEM IV.A. – THE DEVELOPMENT OF A LOCAL DEFINITION FOR CREDENTIAL.**

Linda Slater presented the item and stated the Committee discussed expanding the existing definition to include training credential opportunities that encourage successful completion of training services designed to equip individuals to retain or obtain through the work place. The Committee wanted to recommend to the WIB that we convene a focus group. Actually two focus groups – 1) for employers and a survey type of focus group for employers to ask them if they are currently credentialing, what kinds of credentials make a difference in hiring employees that come to them for employment opportunities and to ascertain what are the skills proficiency levels that are important to their industry and occupation, and also 2) to convene a focus group of the one-stop career centers, youth collaboratives, community based organizations and training institutions to talk about recommendations for parameters for credential certificates and curriculum that would be around completion of work maturity, work ethics or life skill curricula and also to recommend some curricula options in those areas for board consideration. The Committee also recommended to approve the local process for the development of definition that was approved at a December 2000 WIB meeting that we would use the same process to use a focus group.

A motion to approve the Performance Accountability & Customer Service Committee recommendation was made by **Pedroza/Tucker/carried.**

Duane Mongerson presented a grey handout – Certificate of Employability in the Architecture, Construction & Engineering Pathway – and stated that with the focus group coming up, we should look at sectors and tailor make certificates to specific industrial sectors.

**ITEM V.A. – PRESENTATION.** Jeff Baker, Director of One-Stops, stated in reference to the one-stops' contract and statement of work, they are not contracted to do numbers. For certain dislocated workers and adults, yes they are, and as far as providing business services to the community, yes they are, and it is real important. He explained they are meeting the demand side in a lot of ways. They are in meetings with the head of economic development department for each city they are involved with, chambers and a resource for new business to help them find qualified applicants. He pointed out a recent project in Valley for Safeway and read two letters in support of the one-stops. Another project was for Kaiser with a letter of support forthcoming. We need to inform the WIB of what is going on in the one-stops and really make an effort to do this on a regular basis. There are gaps in the reports provided by staff. Numbers do not really tell the story.

In South County, there were a lot of industries (electronics, manufacturing) where there was a large population of people with limited English proficiency. In a way to address that, a program “A Successful WIA Customized Training for Limited English Speaking Dislocated Workers” was offered (7 week course). A graduate of the program (Yani) outlined her very positive experience in completion of this training and was also hired by the one-stops to help work with the other individuals coming into the center, because she can speak most of the languages. All WIB members were invited to visit the one-stops.

**ITEM V.B. – PRESENTATION:** Corey Kidwell, Executive Director of Bay Area Informational Technology Consortium (BITC) involving 26 Bay Area community colleges in the area of workforce development stated we want to stop re-inventing the wheel and in working with community based organizations, looking to connect people, ideas and resources. Their initial work has been in three areas – curriculum development (model), image and marketing campaign around the faculty development issues (universal), and addressing digital bridges. She outlined the upcoming symposium “Your Workforce Development Partner” to be held on April 22-24, 2002 sponsored by BITC and the Alameda County WIB. All WIB members were invited to attend. This was started last year as a forum to bring together multiple stakeholders – colleges, community based organizations, governments and industries who are interested in addressing/linking the intentions, resources and best practices around our region to work in a regional way to build capacity. It was their first effort and they learned a lot from it. Connections were developed between colleges, community groups and industry and funding resources. Reverend Jesse Jackson will speak in the official opening ceremony, Stephen Levy will do a presentation on shared prosperity, and James Navarro is a remarkable visionary in the technology field.

**ITEM VI.A. – DISCUSSION:** Donna DeWeerd, a hired consultant to facilitate the WIB retreat, stated she is here today to get a sense of where we want to go with the retreat. She suggested a combination of inquiries from WIB members – with a short discussion now and a follow-up by E-mail in order to ascertain the areas of interest from the full WIB. She is very impressed with the work our WIB is doing and the way we are organized. She does staff two boards – one in Marin County and one in Napa County and are two well-functioning boards, but they can take some lessons from the Alameda County WIB, who has a lot of content in its meetings (as was this morning’s meeting). She needs a topic for the retreat, i.e. creating a strategic plan, updating strategic plan, a tactical plan for funding, training on board management, structuring an action plan for yourself as a board. The question to ask WIB members is what are the biggest issues facing your community (climbing unemployment rate, underemployment, hard and soft skill shortages. In looking at priorities for this retreat, what are some of the biggest issues that face you as a board, in terms of organizing and being effective, how well are you in taking direction and making policy, what kinds of resource development are you engaged in, how and why do you make funding decisions and how much time does that take for you, what sorts of results are you expecting and how you measure those results. A lot of those issues came up in today’s discussion. The idea of prioritizing should be done, and before she sends WIB members a formal survey, you can be thinking about what is your highest priority and why did you join this board, and why do you want to stay on this board, and what can you be doing individually and as a board, to make a direct impact in your community. The process will be to contact WIB members either by E-mail or telephone and then sit down with the WIB Executive Director to formalize the agenda. WIB members will be polled to secure a date for the retreat.

The regular meeting was adjourned at 11:10 AM.