

ITEM I B – ACTION
ALAMEDA COUNTY
WORKFORCE INVESTMENT BOARD

MINUTES

MEMBERS PRESENT:

James Smith, Chairperson
Deborah Bellush, Vice-Chairperson
Ophelia Basgal
Curtis Brooks
Charles Brown
Magda Calderon
Robert Chipley
Matthew Craven
Ken Croswell
Christian D’Andrade
Joseph Diaz
Lillian Hack
George Herring
David Johnson
Jerry Keating
Kathleen Kelly

Bruce Kern
Justino Lapuz
William Lee
Debby Leung
Rodger Lum
Deana Medinas
M. Duane Mongerson
Helen Meyer
Manuel Perry
Robert Peyton
Suzanne Shenfil
Frank Tucker
Samuel Wallace
Mike White
Felicia Woytak

MEMBERS ABSENT:

Ann Bauman
John Billheimer
John Eddy
John Garcia

Sheila Jordan
Raquel Karls
Henry Leng
Erlina Rusty

The meeting of the Alameda County Workforce Investment Board (WIB) was called to order at 9:05 A.M. on Thursday, May 18, 2000 by James Smith, Chairperson. A quorum was present.

ITEM I C – CHAIRPERSON’S REPORT. J. Smith welcomed the WIB Board members.

ITEM I D – DIRECTOR’S REPORT. Dorothy Chen, Director, introduced the WIB staff who are responsible for staffing the WIB Committees. Reference was made to Information Item IV.C. – Brown Act. As this is a public funded program and as Alameda County Board of Supervisors (BOS) have approved the Board, the WIB is covered under the Brown Act. For clarification, any meeting that this Board convenes as a committee or body must be noticed to the public. There is a criminal offense penalty if the Brown Act is not followed.

The next referenced item was Information Item IV.A. – Workforce Investment Act (WIA) Allocations. The State has since informed us that we would be receiving approximately \$800,000 in addition to the total. The annual budget for this department is a little over \$7 million.

Information Item IV.B. – WIB Committee Formation referenced the various committees. If WIB members have not signed up for a committee or have questions, D. Chen and her staff will be available after today's meeting to address them.

A letter signed by Wilma Chan, BOS President, and Chairperson Smith was sent out to WIB Board members notifying the workforce mandated partners regarding the May 22nd Memorandum of Understanding (MOU) training. There was confusion as to who should attend. WIB Board members were sent a copy of this letter as a courtesy. WIB board members will be cc'd on various items that will be for information purposes only.

ITEM II – PUBLIC FORUM. No public forum comments.

ITEM III.A. – CONFLICT OF INTEREST POLICY. Staff presented the item. Chairperson Smith asked staff, in reference to today's Action Items, to prepare a list of Board members, that this policy would affect, to be excused. In the past, individuals would self-identify themselves to be excused. Individuals could also let staff know prior to the meeting. It was suggested that the narrative be stronger and a policy be set that will hold for all meetings and not just today's.

Reference was made to the Statement of Economic Interests that Board members have been requested to fill out in the past. Staff have not received the forms as of yet but will check into it and get back to the WIB Board.

A motion to adopt the policy was made by **Keating/White/carried (no – Wallace).**

ITEM III.B. – APPROVAL OF THE EASTBAY WORKS COMPREHENSIVE ONE-STOP CAREER CENTER CERTIFICATION CRITERIA. Staff presented the item. It was noted that it is very important that we have standardized criteria for the one-stops. Transit options have not been mentioned, and it was suggested that we work with the A.C. Transit representative. ADA access needs to be examined so that customers are provided the full service ADA-access. Staff responded that to meet minimum standards, we would comply with the Act, and each one-stop needs to conduct their own review. The guidelines are general to ensure the one-stops are ADA compliant. There is an Eastbay Works committee that is looking at ADA issues.

In terms of the private sector involvement in the one-stops, there is a section on employer services on Page 14. There also is a toll-free number that employers can call and is in all the marketing brochures that go out to the employers. Every one-stop has an employer liaison. By the telephone prefix calling into the toll-free number, it directs your call to the nearest one-stop center (out of 15 one-stops). Each one-stop has a different relationship with their employers. For example, the Hayward One-Stop has a very large employer presence where the employers can do on-site recruitment.

Having a policy for access of small businesses to the activities of the one-stops was suggested, and staff recommended sending this to the WIB Economic Development Committee. Their recommendations will be brought back to the WIB Board. There needs to be more outreach. It was suggested that there be a more formal or efficient way for information to come through the Centers to explore how we are doing (what customers are telling us). Staff stated the WIB Performance Accountability Committee will handle this particular issue as the services to employers is a required mandate under WIA (employer service satisfaction survey is also a requirement).

As WIB Committees get formed and when we come to the next WIB Board meeting, the Chairperson will present a report on the progress.

Staff added that the EASTBAY Works has already set in place customer satisfaction surveys, there have been two focus groups: one with employers (a 250 employer survey), and another with job seekers. Staff would present the surveys to WIB Operations Committee.

In reference to the rating system on Pages 10, 11, 13-15, the Met (Yes/No) was omitted.

A motion to approve the EASTBAY Works Comprehensive One-Stop Career Center Certification Criteria for the Alameda County One-Stop Career Center Operators was made by **White/Mongerson/carried.**

ITEM III.C. – ESTABLISHMENT OF YOUTH COUNCIL. Manuel Perry, who took the lead with the Ad Hoc Youth Council Committee, presented a detailed power point presentation on the past year's activities in the establishment of the Youth Council (public forums, input from individuals, bringing in consultants) and the next steps.

The following suggestions for Youth Council members were made by WIB Board members:

- To add another youth seat on the Youth Council.
- Higher focus on educational input, more heavy focus on prevention and follow-up.
- High school teachers can bring career focus to youth in high school.
- A four -year university seat be added to the Youth Council. For a point of clarification, A. Peixoto stated that there are four seats from the WIB that are not designated by any particular sector. That particular sector could come from one of the four un-named WIB members as opposed to designating an additional State college seat (perhaps Robert Peyton or his designee).
- A consideration to add a Recreation & seat (someone involved in after school programs). A concern was brought up about services being rendered through the one-stops for youth – whether they would go to such a place. A recreation department might be a more ideal place to have youth go to or recruit recreation staff to the one-stops.

- Someone from family planning, pregnancy and family planning counseling and dealing with leadership issues (i.e. Planned Parenthood).
- To have an employer on the Youth Council that has an established youth program.

The following comments were made by WIB Board members:

- School counselors are a great resource in the causes and roots of dropouts.
- There are approximately 9000 youth in balance of Alameda County that are economically disadvantaged, but doesn't necessarily mean that every economically disadvantaged youth is a high-risk youth.
- Programs that work best for youth are youth driven, and there doesn't seem to exist much voice by youth on the Youth Council. A question was raised about how youth can be encouraged to participate.
- Educating youth and having them move on to careers is a big challenge in our community. We need to look at a partner and a youth driven group to challenge ourselves. We need to engage youth, work with all schools and the leadership/counselors.

M. Perry stated that the above suggestions/comments are very valuable, especially the ones in dealing with youth participation, but there is a need for understanding. As part of developing a comprehensive youth model, you need to have around the table, individuals who can leverage and add resources to the pot. When you are talking about schools, it is nice to have a teacher who is working with youth or a counselor (not discounting that), but you need a superintendent who can commit some of their targeted funds that could be added to a youth program. This is not to make the input of youth not valuable, but it is the issue of the allocation of resources and how we collaborate and coordinate activities.

Staff stated that in terms of the services of the one-stops, the law states that there should be connection and access to the one-stop and that not all services need to be provided at the one-stops. The Ad Hoc Youth Council Committee talked about a collaborative that would include the one-stop as one partner and the second being a community based organization or community agency that has experience with youth. This could include Recreation & Parks, family planning, etc.

In reference to a needs assessment as part of the strategic plan, EDAB has done a number of needs assessment strategies, so the question would be how do those map across to the youth population, i.e. job needs/skills. The East Bay Covenant House in Oakland conducted a needs assessment of high risk youth, and staff will be getting a copy of that (which is the most recent done for the Bay Area).

Chairperson Smith asked if there was discussion at the Ad Hoc Youth Council Committee about whether we would be able to fill the Youth Council seats. M. Perry answered that they were responsive to the categories dictated by the Act, and then mapping across to what the potential participants are in our own county versus the names of individuals at this point.

The Ad Hoc Youth Council Committee will come up with a recommendation on the above for the next WIB meeting. It was suggested to tentatively approve what is being presented and take into consideration the suggestions made around the table so that the work can begin, and at a later date, come to a final approval.

Chairperson Smith opened the public hearing. Don Coykendall, City of Berkeley, and David Korth, City of Hayward, both spoke and stated they were on the Ad Hoc Youth Council Committee that established these recommendations. They urged WIB action due to delay in implementing the Council. Much of what have been discussed have already been discussed by the Ad Hoc Committee. It was recommended that the WIB Board allow the Ad Hoc Youth Council Committee to address the concerns without necessarily adding to the membership. Chairperson Smith closed the public hearing.

In response to what constitute a minimum Youth Council, staff stated members that are required by law are representatives from the juvenile justice system, law enforcement, local housing authority, parents of eligible youth and individuals, including former participants, and representatives that have experience related to youth activities, and the Job Corps.

An amended motion to approve the recommendation of the Ad Hoc Youth Council Committee to form the Youth Council, and that consideration be given to the request or the suggestions made by WIB members this morning in the appointment to the Youth Council was made by **Calderon/Croswell/carried.**

The Ad Hoc Youth Council Committee will provide the WIB Board a description of how things are progressing at the next July WIB meeting.

ITEM III.D. – WELFARE-TO-WORK GRANTS PROGRAM – 2ND FORMULA ALLOCATION. As this is a funding item, WIB members affected were asked to recuse themselves. Staff presented the item. Chairperson Smith opened the public hearing, and with no input, the public hearing was closed.

A more detailed assessment of the budget, i.e. funds expended to provide services to 148 participants, will be brought back to a future Board meeting. A Board member requested a more detailed budget that reflects the cost per participant and how it breaks out.

A motion to approve staff recommendation with the addition that staff will provide additional input of detail was made by **Wallace/Perry/carried.**

A comment was made that it would be valuable to hear from the one-stops on a periodic on their progress, issues, challenges, etc.

Chairperson Smith stated as it will be with the WIB Committees where the issues will be hammered out, it is important for all members to get involved with the committees.

The meeting adjourned at 11:27 A.M.