

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

**MINUTES**

**MEMBERS PRESENT:**

Baker, Ken – Chair  
Johnson, Craig – Vice-Chair  
Burton, Winston  
Crowell, Ken  
Devlin, Doug  
Fogelquist, Jim  
Giggleman, Martha  
Hart, Lane  
Johnson, David  
Jordan, Sheila  
Keating, Jerry

Kelly, Jim  
Lee, Steve  
Meyer, Helen  
Moffatt, Paul  
Padilla, Jose  
Paxson, James  
Sims, Luke  
Sparks, Glen  
Verzantvoort, Andrea  
Woo, Theresa  
Woytak, Felicia

**MEMBERS ABSENT:**

Brewer, Bob  
Cornu, Sharon  
Cota, Susan  
Hewitt, Chet  
Hodge, Jason

Kern, Bruce  
Raty, Scott  
Vance, Octobere  
White, Mike

The meeting of the Alameda County Workforce Investment Board was called to order at 9:01 AM on Thursday, September 9, 2004 by Ken Baker, WIB Chair. A quorum was present.

New WIB members were introduced – Theresa Woo and Jose Padilla. Brief backgrounds were presented.

**ITEM I.B. – MINUTES OF ALAMEDA COUNTY WIB FOR THURSDAY, MAY 13, 2004.** A motion to approve the minutes of May 13, 2004 was made by **Crowell/Moffatt/carried.**

**ITEM I.C. – CHAIRPERSON’S REPORT.** Ken Baker, WIB Chair, stated a flyer was presented to the WIB members as a handout today in reference to the October 14, 2004 WIB retreat. The second item is the update of the five year plan which has been completed.

**ITEM I.D. – COMMITTEE CHAIRS’ REPORTS.**

**Martha Giggleman, Economic Development & Employer Services (EDES) Committee Vice-Chair**, stated the business services timeline is being revised. The Committee is taking steps on marketing, putting together the business services website in reference to crucial business issues, and focusing on solutions and strategies to address them.

**Helen Meyer, Workforce Systems Committee Chair**, stated the Committee met on August 18, 2004, and two action items were presented. 1) Committee Vice Chair is Jerry Keating; and 2) Guidelines were discussed for the North Cities One-Stop Career Center Request For Proposal, which will be discussed at the WIB meeting today. The balance of the meeting was spent on reports dealing with client satisfaction.

**Brenda Johnson, Youth Policy Council Chair**, stated the Committee met on September 6, 2004 and discussed their retreat. The Committee has a new member -- Susan Walsh of the Juvenile Justice, Probation Department. The Committee discussed two action items 1) WIB Ratification of the WIA PY 04/05 Youth Program Funding Decisions by the Executive Committee; and 2) Youth system support funding that the Youth Advisory Committee (YAC) has been working on.

**ITEM I.E. – DIRECTOR’S REPORT.** Dorothy Chen, WIB Director, stated the WIA Reauthorization has not happened, and it appears there will be no action until after the presidential election. A better overview will be available in December. The budget will probably be stable.

In reference to the California performance review, a Committee was set up by the Governor’s Office to look at how government, at the State level, could be done more efficiently. A report was then developed where they spoke of reducing the number of WIBs in California from 50 to 20-30. In looking at the law, there are 20 WIBs that actually meet the spirit of the law and are a designated area (population over 500,000). Alameda County WIB has a population of over 1.4 million and are one of the 20, so we would be grandfathered in by law. There are 14 that are quasi (closer to 400,000 but not quite there). City of Oakland is one of them (population of 400,000). The third group are those who do not meet any criteria. In our area, it would be City of Richmond (population of less than 100,000). This really impacts Eastbay Works. The reason for reducing the numbers of WIBs is that there would be less administration and more money available for programs and training. Several reasons why this would not serve the workforce community were provided.

An update was given on North Cities. The City of Berkeley has decided not to become a one-stop and has forfeited their authority to run the one-stop center in Berkeley. At their June meeting, the WIB had given the Executive Committee the authority to make a decision (Action VI.B. – WIB Ratification of the North Cities One-Stop Career Center Activities Funding Decision by Executive Committee). Staff had originally recommended Jobs Consortium, but because of issues with an auditing conducted by the federal government, they decided to decline the money. The Executive Committee then approved the second ranking provider, ProPath, a for-profit organization, to temporarily operate the Berkeley one-stop until June 30, 2005. An RFP will be let in January and on July 1, 2005, we will have a permanent one-stop in place.

We received \$2 million for the President’s High Growth High Wage project and are the lead agency. The President wanted to put some money into high growth (\$17 million). The Department of Labor had heard that San Mateo County and Alameda County WIBs were jointly working on a project with a biotech company and were asked to submit an unsolicited proposal. We competed nationwide and were one of three that received funding. D. Chen thanked Rob Gamble of her staff since there was a short turnaround time. Our WIB Chair was present at the press conference, and the Secretary of Labor came from Washington D.C. to present the check.

We received an \$865,000 grant for public sector layoffs (community colleges, county and city, BART, AC Transit) as a part of Eastbay Works for special training. She thanked Roy Bertuccelli of her staff for helping to write the grant. Several legislators were pressured.

A retreat flyer was handed out.

**ITEM II – PUBLIC FORUM.** Phyllis McGuire, Associate Vice-Chancellor for the City College of San Francisco and also the Chair for the Bay Area Dean’s Committee, and as such also represents Bay ITC. She thanked the WIB for bringing in and using the 26 local community colleges in the Bay Area as the WIB’s permanent partner, and they are very pleased to be able to provide service to participants/employers in the workforce system here in the higher Bay region. She announced that Corey Kidwell will be leaving Bay ITC as Executive Director and they already have someone to step in whom the WIB will meet in the future. In terms of training needs, the WIB can still call on Bay ITC to connect to any of the resources that the 26 community colleges have in the Bay Area as a partner.

Bernard Ashcraft, CEO of the Regional Technical Training Center (RTTC) asked for the program status of the Biotech funding process (timeline and program plans). Patti Castro gave an update.

Chairperson Baker reiterated that the sub-committee work is where we need WIB member expertise. For those WIB members who are interested in where we are going, you should become part of that discussion and team, because that is where a lot of the details are handled.

**ITEM III – RECOGNITION AWARDS.** Henry Leng, PIC and WIB member for a total of 20 years, has resigned due to retirement, and Theresa Woo accepted a special recognition award for him. Lane Hart accepted a special recognition award for his term as WIB Chairperson from 2002-2004.

**ITEM IV.A. – PRESENTATION – TERRI MACKLIN, KOBE PRECISION, CUSTOMIZED TRAINING.** Mark Mithaiwala, Business Services Representative, introduced Terri Macklin, Human Resource Manager of Kobe Precision. She provided a background of Kobe Precision and a description of the training that WIB does with them in alignment with Chabot-Las Positas Community College. They employ approximately 130 employees and process silicone test wafers. A training program was put together to train their leads and specialists to turn around and train their operators on the floor (train-the-trainer program which was presented to them by the community college district). Operators are also cross-trained. WIA funding was provided, and the program was a success. They are looking to train 60 more people.

**ITEM IV.B. – PRESENTATION – JEFF KASPER, THE SERVICE QUALITY DEPARTMENT, ONE-STOP CUSTOMER SERVICE SURVEY RESULTS.**

D. Chen stated that Jeff Kasper is the Director of The Service Quality Department and this is the second year he has made a presentation to the WIB. A separate attachment to the board packet was a survey that was done on the 14 one-stop centers throughout the Eastbay. Oakland, Alameda County, Richmond and Contra Costa WIBs pooled in their money and funded J. Kasper to do a presentation two years in a row. An overview of his presentation is in the board packet (Page 2) as well as the 2004 Universal Services Customer Satisfaction Report (Page 143). J. Kasper presented the overview and the results of the survey. Last year Contra Costa WIB had the highest volume of survey responses, and this year Alameda County WIB did. People’s

expectations are being met and have exceeded. There is an employer piece, and this year, they went for an electronic version of the survey. For the future, they are looking at doing a couple of trial pieces and see which worked the best. Patti Castro mentioned that on a smaller scale, we do survey our employers under rapid response, and pretty much they are very satisfied, because the employer does not have resources to help their own employees and they can tap into ours. D. Chen stated the business services manager will give a presentation on the progress of business services at the December WIB meeting.

**ITEM IV.C. – RECOGNITION OF A ONE-STOP CAREER CENTER.** A recognition plaque was presented to Newark One-Stop Career Center as the top performer of customer satisfaction, with a score of 9.3 out of 10 of the 14 one-stop career centers in the East Bay. The first annual award was presented to Jeff Baker, One-Stop Manager of the Newark One-Stop Career Center staff. This will be an ongoing award, and Newark is the first to have their name engraved on the award. The Pleasanton One-Stop Career Center came in second. J. Baker thanked the WIB and his staff for all their hard work.

**ITEM V. – CONSENT CALENDAR ITEM.** A motion to approve the Consent Calendar Item was made by **Croswell/Jordan/carried.**

**VIA. – LOCAL WORKFORCE INVESTMENT ACT (LWIA) FIVE YEAR STRATEGIC PLAN – 5<sup>TH</sup> YEAR MODIFICATION.** Cotrell Ward presented the item and stated the modification is due to the State on September 30, 2004. The final version of the plan will be expected after the President of the Alameda County Board of Supervisors signs the Plan in addition to the Chair of the local WIB, Ken Baker. A 30-day public comment period was open until September 24, 2004. Any comments from that can be brought back to the WIB so we can make plans for those considerations. On August 24, 2004 the WIB Executive Committee met, and since it is a time sensitive document and with the public comment period, notification in local newspapers and mailing of approximately 700 agencies, unanimously approved the draft and approved the WIB Chair's signature on the final document that was submitted to the State. This is the final year of our local Plan. A new 5-Year Plan will be constructed which will be discussed at the retreat with the local level in October 2004.

Chairperson Baker opened the public hearing, and with no input, closed the public hearing.

Dave Johnson stated that on Page 18 of the Board packet, the focus on employer services is very light. We should bring the focus on employer services to the EDES Committee here in the local vision and goals so that we have a much higher profile on what we are attempting to do for our business services efforts.

A motion to approve the recommendation was made by **Kelly/Croswell/carried.**

**ITEM VI.B. – WIB RATIFICATION OF THE NORTH CITIES ONE-STOP CAREER CENTER ACTIVITIES FUNDING DECISION BY THE EXECUTIVE COMMITTEE.** Dorothy Chen presented the item. This item was carried over from the last WIB meeting because there was not enough information, and the WIB authorized the Executive Committee to form an ad hoc committee that met on July 20, 2004. The Executive Committee approved staff recommendations and went forward as she stated in her earlier report that ProPath has been funded to temporarily operate the Berkeley One Stop Career Center until June 2005. This is a ratification.

Chairperson Baker opened the public hearing, and with no input, closed the public hearing.

A motion to ratify the Executive Committee action of July 20, 2004 and fund ProPath, Inc. to provide universal, employer and adult services to Berkeley, Albany, Emeryville, and Piedmont was made by **Jordan/Burton/carried.**

**ITEM VI.C. – GUIDELINES FOR THE NORTH CITIES ONE-STOP CAREER CENTER REQUEST FOR PROPOSAL.** Patti Castro presented the item. This is part of the RFP process. This is a sole source to keep services going in the North Cities. This is to establish full procurement. This item was discussed and approved by the Workforce Systems Committee.

Chairperson Baker opened the public hearing.

Amy Ruddell of ProPath spoke to the item and thanked Richmond Works and City of Berkeley for assisting them in order for them to operate the Berkeley One Stop Career Center. They will be applying for the RFP next year.

A motion to approve the North Cities One-Stop Career Center Request for Proposal (RFP) Guidelines was made by **Keating/Fogelquist/carried.**

**ITEM VI.D. – WIB RATIFICATION OF THE WIA PY 04/05 YOUTH PROGRAM FUNDING DECISIONS BY THE EXECUTIVE COMMITTEE.**

Dorothy Chen presented the item. This item also came to the WIB in May. At that time, we did not have the performance of all the youth. We waited until the performance was in and took this item also to the Executive Committee on July 20, 2004. This is also a ratification. The RFP announcement was sent out to approximately 800 public agencies, newspaper announcement and a bidders conference, and Hayward was the only adult school that submitted a proposal.

A motion to ratify the Executive Committee action of July 20, 2004 and allocated PY 04-05 WIA Youth funds to those contacts listed in Attachment VI.D.1. was made by **Jordan/Woo/carried.**

The meeting was adjourned at 10:42 AM.