

WORKFORCE ALLIANCE OF THE NORTH BAY

Regional Workforce Development Board

MEETING MINUTES

October 20, 2016 -- 8 AM-3PM

HOMeward BOUND OF MARIN, 1385 Hamilton Pkwy., Novato, CA

STRATEGIC PLANNING SESSION

Attendance for Planning Meeting:

BOARD

Jennifer Gotti
Jeri Gill
Kelley Hartman
Mary Ann Mancuso
Windi Snearly
Joanne Webster
David Zwicky
Cecilia Zamora
Paul Hicks
Cheryl Valesquez
Debbie Antonsen
Robert Eyler
Beth Pratt
Cathy Balanch
Tony Castillo
Frank Cuneo
Bill Scott
Paul Castro
Ken Lippi

STAFF

Bruce Wilson
Racy Ming
Cynthia Gunselman
Caran Cuneo
Alison Sexauer
Doug Orlando
Donna DeWeerd
Janine Kaiser
Cristy Borquez

I.	Materials provided ahead of time. <ul style="list-style-type: none">• The NAWB booklet• PowerPoint on organizational structure• A roster of participants• The agenda
II.	Goals for the meeting and relevant presentations
	1. Get to know each other and build an enthusiastic TEAM All activities were developed to do this beginning with the introductions. The group developed all products in teams that included those who had never previously worked together.
	2. Begin to tell our story The headline story based on the visioning exercise looked at future headlines of accomplishments, showing the possible story lines for current and planned activities. WANB helps local single mother achieve employment success – start new business! WANB Brings Shark Tank to Marin, Napa and Lake!

WANB cuts ribbon on Employment Mall for the new age!
 Match.com for jobs marries businesses and education!
 WANB receives Presidential Award for Workforce Innovation!
 Middle Class Middle Skill
 WANB Champions SB. 00. 00 22.88
 Moving Women to Jobs in trades!
 WANB fights climate change by reducing commute time!
 WANB launches program to increase women in Life Science!

“North Bay workforce report shows WANB moved the middle and improved quality of life.”

Major accomplishments:

First source hiring agreement

How many people are reached

Dashboard (market penetration) – job #'s, reduced # on public aid, ROI

Full employment in the North Bay

Reduced commute/traffic

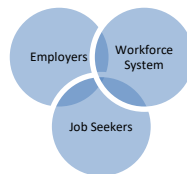
Job seekers and employers

Sector strategies

More people making “living wages”

“True cohort of partnerships coming together to move needle year after year.”

“North Bay is a hotbed/model of _____ sector for job seekers and employers.”



“Bridge Builders to the Future”

Led domestic infrastructure repair

3. Understand our legislated role

Staff explained the state plan goals, legislative purposes, and mandated performance standards on a PowerPoint.

4. Understand all partners – who they are/connection and how to leverage

In each of the strategies listed below, an attempt to identify partners who were critical to the mission occurred.

5. Determine some short term and longer range strategies

Breakout groups responded to a set of questions in 4 topic areas and designed some policies and strategies for accomplishing.

The brainstorming session led to the following lists of strategic questions and answers.

Who is Our Audience?

- Policy makers
- Chambers
- Elected Officials
- Veterans
- Youth
- Underemployed
- Aide recipients
- People with disabilities

- ESL
- Employers/businesses
- Career seekers
- Incumbent workers
- Single moms
- Retirees
- Workers in transition/dislocated
- Industry specific
- Professional organizations
- Economic development organizations
- Small business/entrepreneurs
- Equipment manufactures
- Philanthropic
- Law enforcement
- Education/all levels
- International
- Trades/apprenticeship
- Local media

Who's Competition?

- Linked In
- Professional Association
- Educational/career centers
- Temp Agencies
- Outplacement
- Online Job Match
- Private vocational schools
- Workforce Non-Profit
- Trades

Who are our Allies or Resources, What can we achieve?

- Allies- all supportive services
- Ability to leverage
- Leadership – good mix of employers/public and private
- Regional education
- Latino representation/understand different work culture/broader range
- Own independent business
- Staff expertise
- Business development/labor market specialist
- Community liaisons
- Transition from low paying jobs
- Community experts
- Add communities/counties
- Industry experts to predict openings/pulse on job market
- Emerging sectors
- Economic forecast/LMI
- Planned resource integration
- Just in time training
- Access to revenue /Recession proof
- Influences /Communication
- Education

Strategic policies emerged in many areas:

Procurement of Services

- Match for WANB investments
 - In-Kind
 - Cash
- Level of experience in workforce
 - Organizational
 - Staff – well versed in Delivery System
 - Regionalism
 - Career pathways
- Past Success/Commitments
 - Enrollments
 - Exits
 - Placed in Training
 - Training related employment
- Experience w/Business Services
- Consortium Encouraged
 - w/Lead that is accountable
- Mandatory performance based contracting
- Must organize by priority industries led by Board
 - I.e. training investments
 - Sector SPOC
- Agree to follow WANB guidelines and policies
 - Marketing
 - Suitability Standards
 - LMI and other data
- Career Pathway Specialist/Experts
- Explain line item budget
 - Facilities, staff- direct or indirect
 - WIOA or leveraged
- Must have on-line presence
- Meet WANB standards for
 - Enrollments
 - Exits
 - Caseloads
 - Etc.
- Job Development and Placement
- Training and Employment
- ADA compliant
- On bus routes
- Must work in compliance with
 - State unified plan
 - Regional plan
 - Local plan

Challenges:

- RFP
- Finding right providers

Allies:

- Partners
- Board members
- Elected officials
- Community

Strengths:

- Good, competent staff

Weaknesses:

- Regs just came out
- Local/regional plan timing

Business – Education Partnerships

Policy Statement:

To expand and enhance employer engagement and cultivate partnerships between education and employers to increase income mobility, access to training; and to contribute to a strong economy.

- Ensure that programs and services reflect input from employers
- Ensure that the career pathways and education align with current and future needs and emerging sectors.
- Ease the path to access and contact between education and employers
- Align with the employers. Leverage and identify resources and funding to support mutual goals, including corporate/company workforce programs.
- Identify incentives (OJT, tax credit, etc.) for the business community to encourage participation in key initiatives.
- Create coalitions/alliances to address and share a voice on critical issues like housing and transportation.
- Strengthen job demand, legislative, public policy
- Match.Com

Sector Strategies Career Pathways

- Understanding local employer demand
- Recognizing broader bay region labor market
- Talent and beyond
 - Advocacy
 - Joint marketing
- Relevant skills
- Industry recognize credentials
- Data driven/real time
- Link local/regional business as partner not customer

Policy Statement:

WANB will work with regional community partners to convene or support employer – led sector partnerships that are proactive and dynamic.

- Healthcare – Marin, Sonoma, SF, Napa, Lake all work together
- Manufacturing – construction, industrial technology Napa and Sonoma work together
- Challenges
 - Skills/equity gap
 - Occupations
 - Training for jobs not available locally
 - Housing
 - Transportation
- Hospitality , Agriculture
- Business Services

Potential Partners Assets or Threats

- Fatigue by employers
- No Bay leadership council- 37
- No Bay Employment Connection (NBEC)

- Napa/Solano hospital council
- Economic development boards
- Napa Valley Vintners Association
- Partners – college, adult ed – block grant AEBG – connect the dots, messages w/industry
- K-12 county offices and career pathways

Earn and Learn

- Customizing candidates and jobs (scorecard system)
- Tap into employer training
- Make alliances with experts in the community employment services, schools, etc.
- Needs to have proficiency measure
- Requirement that this training occurs
- Incentive to potential employees and employers
- Influence prevailing wage – give first choice opportunity to these candidates
- Assess current skill requirements starting point – training program/plan
- Use industry based trainings
- Include model – on the job training and work on the job
- Create industry specific support services – childcare, immigration services
- Parameters on salary/wage level (ROI)
- Preparation/ font loading of skills for employees

Achieve:

- Equitable and effective method using Earn and Learn for goal of moving employee/candidate to middle skill jobs.

Challenge:

- System challenges
- Tracking
- Incentives to employer
- Identifying employers/candidate

Strengths:

- ROI to employee and employer
- Partnerships with the community
- Greater employment

6. Organize ourselves

First we discussed the role of the Board using a self-assessment guide.

We discussed the geographic regions and criteria for inclusion should we have requests to join

We also began discussions on:

- Composition
- Committees - consider functional committees, especially an Executive Committee

We determined a meeting schedule (Exhibit IV) and agenda format.

We determined that the decision making process will be addressed in by-laws

7. How to duplicate effective practices and understanding commonalities and differences of communities

This occurred when discussing certain replicable best practices but further attention is needed for these goals to be achieved.

BUSINESS MEETING

I.	Call to Order – 2:17 pm																																													
II.	Public Comment – No Public Comment																																													
	<p>Attendance for Business Meeting:</p> <table border="0"> <thead> <tr> <th>BOARD MEMBERS PRESENT</th> <th>BOARD MEMBERS ABSENT</th> <th>STAFF</th> </tr> </thead> <tbody> <tr> <td>Jennifer Gotti</td> <td>Joanne Webster</td> <td>Bruce Wilson</td> </tr> <tr> <td>Jeri Gill</td> <td>Rick Wells</td> <td>Racy Ming</td> </tr> <tr> <td>Kelley Hartman</td> <td>Mark Bontrager</td> <td>Cynthia Gunselman</td> </tr> <tr> <td>Mary Ann Mancuso</td> <td>Cecilia Zamora</td> <td>Caran Cuneo</td> </tr> <tr> <td>Windi Snearly</td> <td>Susan Byrne</td> <td>Alison Sexauer</td> </tr> <tr> <td>David Zwicky</td> <td>Robert Eyler</td> <td>Doug Orlando</td> </tr> <tr> <td>Paul Hicks</td> <td>Chris Fernandez</td> <td>Donna DeWeerd</td> </tr> <tr> <td>Cheryl Valesquez</td> <td>Hunter Stern</td> <td></td> </tr> <tr> <td>Debbie Antonsen</td> <td></td> <td></td> </tr> <tr> <td>Beth Pratt</td> <td></td> <td></td> </tr> <tr> <td>Cathy Balanch</td> <td></td> <td></td> </tr> <tr> <td>Tony Castillo</td> <td></td> <td></td> </tr> <tr> <td>Frank Cuneo</td> <td></td> <td></td> </tr> <tr> <td>Bill Scott</td> <td></td> <td></td> </tr> </tbody> </table>	BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT	STAFF	Jennifer Gotti	Joanne Webster	Bruce Wilson	Jeri Gill	Rick Wells	Racy Ming	Kelley Hartman	Mark Bontrager	Cynthia Gunselman	Mary Ann Mancuso	Cecilia Zamora	Caran Cuneo	Windi Snearly	Susan Byrne	Alison Sexauer	David Zwicky	Robert Eyler	Doug Orlando	Paul Hicks	Chris Fernandez	Donna DeWeerd	Cheryl Valesquez	Hunter Stern		Debbie Antonsen			Beth Pratt			Cathy Balanch			Tony Castillo			Frank Cuneo			Bill Scott		
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III.	<p>Establish Committee(s) of the Board and Board Calendar (ACTION)</p> <p>Bruce Wilson provided an overview of the WANB Regional WDB structure. Members appointed to the Regional WDB will also attend the Local Advisory Subcommittees in the County that they represent. Advisory Subcommittees Chairs, membership criteria, appointments, etc., will be delineated in the draft bylaws to be presented at the next meeting.</p> <p>Motion to approve Standing Committees of the Regional WDB as the Executive Committee, Marin Advisory Subcommittee, Napa Advisory Subcommittee and Lake Advisory Subcommittee. M/S: Mancuso/Zwicky. Motion passed.</p> <p>Motion made to adopt policy that Executive Committee is empowered to act on behalf of the Regional WDB if timelines are such that actions must be taken prior to the next meeting, subject to reporting of the action to the full Regional WDB at its next meeting: M/S: Castillo/Scott. Motion passed.</p> <p>Motion made to adopt the meeting months proposed by staff with staff getting back to the group with meeting days and times. M/S: Castillo/Scott.</p>																																													
IV.	<p>Establish WANB list of approved Consultants</p> <p>Bruce Wilson reported that order to meet administrative needs a Request for Proposal was published which resulted in 12 qualified consultants. Additionally, a Request for Proposal was published for Marketing Services which resulted in 1 approved contractor. The WANB Governing Board has given the Executive Director approval to enter into contracts without pre-approval up to \$50,000 per contract.</p>																																													
V.	<p>Approve One Stop/Career Services RFP for 2017-2018 Program Year (ACTION)</p> <p>Mr. Wilson requests approval to release One Stop and Career Services Request for Proposal pursuant to the WIOA regulations. Contracts would be effective 7/1/17. Motion to approve: Mancuso/Castro. Motion passed.</p>																																													
VI.	<p>Approve Contracts for 2016-2017 Program Year (ACTION)</p> <p>Bruce Wilson reviewed all of the contracts, including the amounts and deliverables. Motion to approve: M/S: Cuneo/Antonsen. Abstain: Eyler. Motion passed.</p>																																													

	<p>A. Full Capacity Marketing</p> <p>B. Compass Policy</p> <p>C. Craft Consulting, Jim Cassio</p> <p>D. Racy Ming</p> <p>E. Donna DeWeerd</p> <p>F. Marin County One Stop System Operator & WANB Staffing</p> <p>G. Napa County One Stop System Operator</p> <p>H. Lake County (MPIC, Inc.) One Stop System Operator</p>
VII	<p>Evaluation of the Day</p> <p>A quick review of the day revealed that goals were met, the facility and facilitation were excellent and enthusiasm for the next steps expressed.</p>
	<p>Adjourn</p>

All public meetings and events sponsored or conducted by the Workforce Alliance of the North Bay are held in accessible sites. Requests for accommodations may be made by calling (415) 473-3364 (voice) or 415-473-3344 (TTY) or 711 for the California Relay Service or e-mailing info@marinemployment.org at least five business days in advance of the event. Copies of documents are available in alternative formats, upon written request.