

WORK2FUTURE BOARD MEETING EXPANDED MINUTES

September 17, 2009

CTO 12:00 P.M.

I. ROLL CALL:

Present: David Baer, Denise Boland, Benny Boveda, Tom Fink, Marcia Lillis, Richard Friberg, Bill Guthrie, Susan Koepf-Baker, Paul Krutko, Van Le, David Matuszak, Dan Miranda, Pamela Moore, Ananth Nagaraj, Dr. Mark Novak, Rachel Perez, Steve Preminger, Alan Roberts, Luz Maria Rodriguez, Rashad Said, Hermelinda Sapien, John Southwell, Alex Torres, Lloyd Tran, Jorge Zavala.

Absent: Rose Amador, Thaddeus Campbell, Brian Chrisman, Barry Cristina, Janeen Dittrick, Sarah Do. Jack Estill, Joseph Flynn, Leslye Krutko, David Mills, Michelle Montoya, Brenda Moore, Katherine Ricossa, Dani Sellers, Bryan VanHuystee, Henri Villalovoz, Derek Wise.

II. OPENING REMARKS: read by Chair Benny Boveda.

The Executive Director added that Board meetings tend to present agenda item after agenda item and that we tend to lose sight of the difference we are actually making in the community. He mentioned the successful Summer Jobs for Youth Program that served nearly 1,000 at-risk youth and provided them with a wide variety of innovative work experiences, saying that the program had been implemented in a very short period of time and was a remarkable accomplishment by the Board, staff, and partners who were involved. He also reminded the Board of other recent accomplishments, including a huge, beautifully organized job fair with 4,500 people and with 68 employers in attendance; the annual Celebracion del Campo event that hosted 5,000 people in 107 degree weather, organized by Silvia Montoya; and the ongoing Continuous Quality Improvement and Design groups. Moreover, the Executive Director recognized Chris Donnelly for his hands-on direction of the organization and the staff in general.

The Board Chair welcomed two new members: Bill Guthrie from the Plumbers Union and David Baer from the Electricians Union.

III. PUBLIC COMMENT: A blue card was presented by Eric Peterson who said, "I have a handout for you. Yeah, first of all I want to say thank-you to the Board for the quality and quantity improvement. That example is the expansion of the staff. And, I guess, due to the high unemployment and the selection rate, the staff that was hired is phenomenal. I have years of experience out in the community so I have dealt with that. And also your extended hours, as I expressed to management, you know clients may make unrealistic requests in this time. I wouldn't even think about expanding overtime yet that was presented to it. What I am passing out to you is a concern of the image that is being projected into the community, since you serve both the clients and business. I am trying to look at it as a business the way business would promote this and the image to the clients are the type of forms that's coming out. It's hard to read, it's unprofessional and that's, that's the, that's the image that's coming in, let alone the readability of it. Also the access to the actual classes with a dynamic increase, and the demand is there, and I

would hope that you assure that you get as close to 100% attendance at those classes because then there are people who are waiting behind them...”

IV. CONSENT ITEMS: There were no consent items.

V. AGENDA ITEMS

A. Old Business

1. Minutes Approval

Action: The June 18, 2009 work2future Board Minutes were approved. Richard Friberg and Pamela Moore, not present at the June 18, 2009 meeting, abstained. The motion to approve the minutes was made by Steve Preminger and seconded by Tom Fink. Motion carried.

A blue card was presented by Mr. Eric Peterson, who said, “Specifically in your old minutes I spoke to you, and it’s item 7. The corrections that I need is that my name is misspelled – it’s with “on.” And also, the order that it was presented to you, I had to do my public comment first, and it shows that I did it after you said that you were in compliance. And the third thing is the form I presented to the Board so the Board knew the requirements for all rules and principles for all complaints, so that would be local, state, and federal in compliance and that’s what I asked the Board to look in to.”

B. New Business

1. ARRA and Youth Program Updates

The Assistant Director briefly summarized the Summer Jobs for Youth Program and the goals work2future had for its clients. He then introduced Richard Martinez, the work experience coordinator for the Summer Jobs for Youth Program, who presented a report. Mr. Martinez also introduced two Youth Program employees and a site supervisor, who presented their experiences to the Board.

Mr. Martinez reported the program enrolled over 900 youth who were employed by schools, municipalities, non-profits, city departments, and a few private employers. Approximately 72% have completed work readiness training and 74% completed the full cycle of work experience training, a full eight-week program. Janice Shordike from the Department of Labor visited some work sites and proclaimed the work2future program to be a “knock your socks off program.” A few youth have actually received unsubsidized jobs. Overall, all participants have established positive relationships with their worksite supervisors.

Sonia House, from the County Office of Education, works with the homeless and foster youth populations to ensure their educational needs are addressed. Their youth employee learned first-hand how challenging it is to assist these populations and became impassioned about serving them. When a position came up in the department, Sonia recommended their youth employee, who demonstrated the prime qualities of a good employee: she showed up on time, completed projects in a timely fashion, asked for additional work, and was valued by department staff. Although the youth’s position is temporary at this time, staff seeks to make it permanent.

The youth employee had heard about the work2future Summer Jobs for Youth through a flyer that had been posted at Catholic Social Services. She signed up and did not know what her job would be until she arrived on the first day. At that time, she was put in charge of researching foster children's education, past and present, ensuring that information was comprehensive, and that the current information was available and in the appropriate caseworker's hands. She told the Board that she didn't know what career she wanted until she worked with the foster children's program; now, she wants to become a social worker and help less fortunate kids of all ages who have to endure so much.

Another youth was introduced as a work2future employee for the summer program. Richard Martinez reported that the youth not only had a job, but a building full of people who behaved as parental figures. The youth added that the program helped him through some challenges and also taught him to be more positive and happy. He is looking towards a career in social work or administration, and has interviewed with the YMCA with great references from work2future.

Graduations from the work readiness program are held at the Roosevelt Center. Councilwoman Judy Chirco, Councilman Pete Constant, Councilman Chu, and Councilman and Board Chair Benny Boveda will be in attendance at tomorrow's graduation. The Board is invited to attend.

Board Member Steve Preminger expressed gratitude to Richard and staff for putting this amazing program together in a very short time frame.

The order of the meeting jumped to Item # 6 to ensure that a quorum would be in attendance for the vote on the action item.

6. WIA Regular Rapid Response Expenditure Plan

ACTION: The Board approved the expenditure plan with two recusals: Rashad Said, Career Advancement Solutions, sub-contractor for Evergreen Community College and recipient of WIA formula funds; and Rachel Perez, Associate Dean, Community Development and Grants for Gavilan College and recipient of WIA formula funds. The motion was made by Denise Boland and seconded by Susan Koepp-Baker.

The request of the Board was to approve the plan for additional funding of \$358K received from the State Employment Development Department (EDD) for the Rapid Response program for Fiscal Year (FY) 09-10.

The approved Rapid Response Budget was reviewed in the memo for this item. The additional expenditures are as follows: I) one analyst, \$105,000; (ii) 85 layoff aversion workshops for employers, \$49,725; (iii) 3 studies, including focus group meetings, \$100,000; (iv) participation in Rapid Response events, \$25,000; (v) non-personnel costs, \$29,136; and (vi) unallocated funds, \$50,000; for a total of \$358,861. The total Rapid Response Budget, with the additional funding, is \$717,721.

After this item, Mr. Eric Peterson spoke for two minutes regarding Item V (B) 1 ARRA and Youth Program Updates. He said, "Roman numeral V (B) 1, not the youth program but the adult program. So you have the update there. Eric Peterson. I am referring to the ARRA update referring adult and dislocated

workers. Basically, it's down on the training goals and address the issue of the expansion of your training program. The problem is that some of the classes that are being presented to you are not being presented to us. I can't tell you for the coming month but for the current month, "Decision Making and Problem Solving" was not offered. It is a very good class, I've taken it, not only for your jobs skills, but your life skills. The schedule's just coming out. The extended hours are not being promoted in advance. The only way I, as a client, found out is by reading either sub-committee or committee minutes or the Board minutes. It wasn't promoted to the clients in advance. Again, the business model- HEY! NEW EXPANDED HOURS, publish those, what's available so that your clients can take advantage of it, because you don't have, you don't have to ferret it out. I've requested you use your expertise to take a look at it to see if there are improvements. The other thing is, again, is on the hours. The hours that are being presented to you are not correct, so that information needs to be correct to you and also to the overview otherwise... (inaudible)."

2. Regional Partnerships

The Executive Director introduced Tim Rainey, Executive Director of the Workforce & Economic Development Program (WED), California Labor Federation, AFL-CIO, who presented an update on regional partnerships with Labor, WED, and work2future.

Mr. Rainey reported that Workforce Investment Act (WIA) activity is more valuable today than it was ten years ago. The recent innovation is the collaboration between labor and management, and between the regions. California is ahead of many states and has a requirement that 15% of its WIBs' members are labor representatives.

He mentioned the 12.1% unemployment rate for labor in the state. San Jose is at 11% and is suffering an incredible rise in unemployment. Currently, there are few jobs available. The sectors that are creating jobs are public transit, healthcare, construction, and energy. Adding to future job availability is the fact that the baby boomers are retiring. This will create a gap in experienced personnel to fill the jobs when retirees leave. Also, the green economy is coming, which creates excitement and concern. The global warming policies in government are going to change the way labor performs work, and will create a need for green skills training for construction and manufacturing.

He explained that training is good, but that training alone cannot impact employment. If there are no jobs for the trained employees, there is no real relief: economic development and training must go hand in hand. We must go into creating jobs in the fields where the highest retirements will occur, e.g., hospitality. Data should be analyzed according to sectors to ascertain which sectors are growing and needing employees. Los Angeles has created a matrix to demonstrate employment and career advancement in sectors that are growing, to assist in determining how training dollars can be utilized in the most beneficial and strategic way.

Mr. Rainey said that WIA money across the country has been cut and not much has been used for training. In LA and Fresno, training money has been allocated according to sector. The DOL will be focusing on how much training money is being spent, and how much of that spending is around sectors. Additionally, the DOL wishes to grow sectors that have highly paid labor, so business and labor collaboration in these sectors are of particular interest.

He also spoke of a dualism in play: WIA funds have been scarce for a very long time, so that now the ARRA funds are being awarded, WIBs are expected to spend the money quickly, and the sector-based programs are not in place. It would be wise to solicit and create sector-based training arrangements before the second wave of ARRA funds arrive.

Tim Rainey commended Jeff and work2future's Board on labor/management collaboration in the hospitality, construction, and transit sectors. Additionally, he mentioned that incumbent training is a good focus. With new skills for their employees, innovative solutions can be found in advance of any projected problems.

Lloyd Tran asked if the new clean and green jobs would be replacement jobs or new jobs. Mr. Rainey responded that all jobs would be green jobs, because companies have to comply with new regulations to reduce green house gas emissions as an ongoing effort.

3. work2future Clean & Green Labor Market Study

Aaron Wilcher, graduate student from U.C. Berkeley's Department of City and Regional Planning, and City of San Jose/work2future intern, presented an update on work2future's Clean and Green Labor Market Study.

Mr. Wilcher explained that the new clean energy economy will include (i) renewable energy: solar, wind and geothermal; (ii) green building (or retrofits) and energy efficiency technology: materials innovation and HVAC engineering; (iii) energy efficiency: infrastructure and transportation, smart grid, electric vehicles, and battery innovation; and (iv) recycling and waste energy: water reclamation and methane capturing.

The objectives of the new economy will be to combat global warming and increase return on investment for products. The main drivers of the economy are public policy and regulation, as well as innovation factors such as venture capital, patents, and governance. It is expected that Silicon Valley will lead the country toward the new clean energy economy.

The number of jobs that are being created and realigned into "green" jobs is growing. Green Building retrofits and upgrades continue to provide more of these jobs because buildings are the largest source of our energy use (36%-39% of total energy use). Since the 70's, this industry has produced a 3% increase in Gross State Products, a \$31B increase in the economy, and a \$56B in savings in household energy costs. There are 361,000 homes (estimated) in need of retrofits and upgrades in Silicon Valley.

Susan Koepp-Baker requested a copy of Aaron's report and Benny Boveda asked that a copy be provided to the Executive Committee for their review. Tom Fink pointed out that Public Transportation is often left out of the discussion on energy efficiency. Mr. Wilcher stated that while public transportation is a sector that deserves clean and green analysis, it was not the major thrust of his study.

4. EDGE 2.0 Update

The Executive Director reported that the last EDGE stakeholder meeting will be held on September 24, 2009. The main recommendations are centered on community colleges and the three WIB boards working together in the following

key areas: 1) targeting low-wage, low-skilled workers in the communities; and 2) self-employment and entrepreneurship. A biannual summit is proposed among the three WIBs to plan a one-year strategy to address the current state of the economy, available resources, and partnering opportunities. In order to collaborate with the other two WIBs on potential grants, a possible memorandum of understanding may be drafted.

5. Assessment of First Year of Integration

A blue card was submitted by Eric Peterson. He said: "I'm Eric Peterson. If you could go to your site integration performance card, page 2, what I want to call to your attention not only what is there but what is inferred there. And so, on that second, on the second page it shows basically that as employment went up, and the need for the services that your, your enrollment actually remained flat at 4,000 for a half a year, but that you did increase the number of the people that did enroll went up from six contacts per person to seven and a half. On page three, the question that I would ask you is I believe that is generated from the customer survey on site how much the base is, the number of people versus the survey. And you're getting an overview but it is not broken down by location, so this site may be A, but you may have some C's so that the resources or the attention gets directed to the ones that need the most improvement. On the following page on that, goals need to be established and so the goal has to be smart, specific, measurable, attainable, realistic and timely. I would like to see that that be put out so that you have a better overview of that and you can make your judgments and your allocations to prioritize which places your resources are allocated. Thanks for your time."

Monique Melchor, work2future's Adult and Integration Program Manager, Denise Ceballos of EDD, and Lori Strumpf of Strumpf Associates presented an update on the first year of work2future as a learning lab and final performance outcomes.

Ms. Melchor began with a brief summary of the history of integration and the many challenges encountered during implementation. Denise Ceballos, standing in for Janeen Dittrick of EDD, presented the numbers associated with the first year of the program as well as the positive and negative aspects of the experience. On the positive side, 500 customers were served under the old program; under the new, integrated service plan, 7000+ customers were served and participated in 61,000 activities. Some of these activities were classes through San Jose City College and on-line training opportunities.

When EDD unemployment insurance requirements brought people into the One-Stops to fulfill requirements, staff used the opportunity to introduce integrated services to benefit the newly unemployed.

On the negative side, services for clients under integration were not as intensive as they had been under the previous plan, cross-training challenges were exacerbated by staffing shortages and EDD furlough days, and the combination of integration and the economic downturn caused longer wait times.

Staff has made consistent efforts to improve the receipt of feedback from the clients. Lori Strumpf, Organizational Change Management Consultant, reported that there are three different ways that we look at customer satisfaction under integration: (i) performance measures, which are state and federal evaluation

criteria, (ii) capacity, which asks how many people can we and do we serve, and (iii) customer satisfaction, which asks what kind of experience the customer has.

Ms. Strumpf explained that customer satisfaction is monitored through an internal customer comment card program, a mystery shopper, and an annual survey. Organization goals were set as 100% customer satisfaction. Except for the wait time, customer satisfaction has increased steadily under the new integration model.

C. Announcements

October 8, 2009 – Disability Awareness Day, 10 a.m.-2:00 p.m. – Pamela Moore

October 2, 2009 – Domestic Violence March – Steve Preminger

October 10, 2009 – Vietnamese Festival – Van Le

October 3, 2009 – Day in the Park, Resource Fair and Job Fair – BJ Sims

September 23, 2009 – Solar Seminar – Lloyd Tran

Happy Birthday to Jeff – Chris Donnelly

D. Set Items for Next Agenda

Final recap, Edge Campaign

Community Builder Awards

ARRA Update

Close-out report from Lori Strumpf regarding Continuous Quality Improvement

E. Next Board Meeting

The next Board meeting is scheduled for **Thursday, December 10, 2009** at 11:30 a.m. in the Boardroom at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, California.

F. Adjournment