

EXECUTIVE COMMITTEE MEETING MINUTES

October 15, 2009

3:00 P.M. AFTERNOON SESSION

CTO: 3:09 p.m.

I. ROLL CALL: **Present:** Rashad Said, Steve Preminger, Benny Boveda, Joe Flynn

Absent: Luz Marie Rodriquez, Mark Novak, Bryan VanHuystee

II. OPENING REMARKS: read by chair Benny Boveda

III. PUBLIC COMMENT: Presented by Eric Peterson who spoke for 2 minutes. "Yeah, I'd like to call your attention to the front of the agenda for the website work2future.biz. I'd like to invite all you members to visit that site and see what is and isn't available. It's very basic in the program services what you're missing are the actual relevant job information, i.e. the monthly work schedule that the clients get even access to your schedule the board meetings, subsidiary committee meetings, the on-line application, even the new up-to-dated, up-to-date work hours that the work2future is open here in San Jose. So I'd like to encourage the board to take a look, bring us into the 21st century, and be able to suggest the improvements that could get implemented by the staff here. Thank you for your time."

IV. CONSENT ITEMS

Recommendation: Accept CQI Dashboard Report for the month of August 2009. There were no questions or comments on the Dashboard Report.

Mr. Eric Peterson presented a blue card and spoke for two minutes. "Under Consent Item, what I'd like to call to your attention is that you do not have goal or goals and that I'd like it to be smart, specific, measurable, attainable, realistic, and timely so that we can have a measure. Also, the input that is being provided by your clients on customer comment card that's automated you're not getting a response to that the information that is posted so that there will be a response board and that has not transpired. It did for one month and disappeared. The time and information that is being provided to you, the clients are not being even acknowledged or even responded to, and I brought this issue up to the Assistant Director as well your consultant that is paid for this, and this feedback is vital to the organization and, how can I put this, in addition to the feedback and input is that organizationally it is supposed to be addressed by that consultant and there is some residual or inertia that needs to be overcome."

V. AGENDA ITEMS

A. Old Business

1. Minutes Approval

Action: The September 10, 2009 work2future Executive Committee Meeting Summary was approved by unanimous vote. The motion was made by Joe Flynn and seconded by Rashad Said.

B. New Business

1. Summer Youth Program Extension and Green Corps Funding

Requests

Action: The Summer Youth Program Extension and Green Corps funding requests were approved by unanimous vote. The motion was made by Joe Flynn and seconded by Rashad Said.

Monique Melchor, Integration/Adult Program Manager, presented the item and reported the Summer Jobs for Youth Program was a roaring success and employed approximately 900 youth ages 15-24. The Work Experience and Leadership Development (WELD) program will extend services for 160 youth ages 19-24, the best of the best performers from the Summer Jobs for Youth program. The program extension participants will be placed in municipalities, schools, non-profits and worksites similar to the summer program. The Youth Council has approved funding, not to exceed \$1.675 million, for this ARRA program extension, which will continue until March 2010.

The Green Corps Program is for 50 additional youth, new enrollees ages 18-24, to learn about clean and green jobs, and to focus on environmental stewardship and advocacy. Green Corps program funding is not to exceed \$600K: \$225K from ARRA youth funds and the balance from WIA formula funds.

Approximately 25% of the youth are continuing in permanent employment on their assigned worksites. Others have enhanced work skills, references, and experience that will allow them to compete more successfully in the job market.

A summer program is being planned for 2010.

2. Approval of Final Youth Program FY 09-10 Funding

Action: The FY 09-10 work2future Youth Services Provider final funding recommendations were approved by unanimous vote. The motion was made by Steve Preminger and seconded by Joe Flynn.

Monique Melchor, Integration/Adult Program Manager, presented the youth funding recommendations that were approved by the Youth Council Committee at its September 29, 2009 meeting. The three service providers have been with work2future for five years. The funding amounts remain the same; however, the number of youth to be served has increased slightly in response to the carry-overs in the program.

Workforce Institute, a division of San Jose/Evergreen Community College District, is receiving funding in an amount not to exceed \$600,000 to serve 108 participants (increased from 101); Center for Training and Careers is receiving funding in an amount not to exceed \$390,000 to serve 71 youth (increased from 65); and San Jose Conservation Corps is receiving funding in an amount not to exceed \$240,000 to serve 44 youth (increased from 40).

2. ARRA and Integration Updates

Eric Peterson submitted a blue comment card and spoke for two minutes. "Yeah, I'd like to call your attention to the first page under the key updates. It lists a number of services that are a new variety of workshops. The problem is they are not being offered. Specifically, "Decision Making and Problem Solving" is not being offered, and it's a valuable class not only for job search but for a life skill set. Quick Books is being offered but the class never came to fruition and there's a great demand for it. The Quick Books is offered for a four-day period so it's only offered once a month over a one-week period so the demand was there. The class never transpired. So now you have a residual into the next month. So I don't know if they can double up or how they can release that pent up demand. The other thing that I call your attention to is the operating hours. The hours were extended from 8-5 to 8-8 and then services are offered from like 8:30 to 6:30 depending on the services there, and that issue is addressed on the second page where it says to accommodate evening workshops that should be 8 to 8 p.m. unless you've extended the hours past 8 o'clock. Thank you."

Monique Melchor, Integration/Adult Program Manager, and Richard Martinez, ARRA Youth Program Manager, presented the updates on (1) ARRA Adult/Dislocated Worker and Summer Jobs for Youth Programs, and (2) work2future's progress in its second year of Integration.

The committee questioned the staff about the extended hours: which One Stops were holding extended hours and also about the posting of the extended hours. The Integration/Adult Program Manager explained that the San Jose One Stop currently has extended hours from 8:00 a.m. to 8:00 p.m. Monday through Thursday and Fridays from 8:00 a.m. to 5:00 p.m. The Gilroy One Stop has extended hours on Wednesday evenings only. The extended hours are posted throughout the center but the front door decal has not been changed in San Jose and still reads "8:00 a.m. to 5:00 p.m." She also advised that the "Decision Making and Problem Solving" class was not offered most likely because the numbers of people who signed up for the class were insufficient to warrant scheduling it again; further, she would look up the circumstances surrounding the Quick Books classes and report back to the committee.

If there are classes that have sign-ups but not enough to warrant holding the class, the participants are telephoned to advise them that the class will not be held. The contractors who provide the classes issue a report quarterly about the numbers of sign ups for the classes and the number of attendees and no-shows. If there are classes that do not draw attendees, they are replaced with more popular classes. The most popular classes are the Microsoft classes and the Quick Books classes: there are waiting lists for both of these. work2future is in the process of building a second computer lab on the third floor to accommodate this demand.

The 25% increase in classes and workshops include the San Jose City College classes and online classes.

The Training Goals are as follows: ETPL training goal is 200, with 133 currently enrolled; On-the-Job Training (OJT) goal is 200, with no current enrollees; Cohort Training goal is 200, with no current enrollees; and "other training" goal is 200, including 212 enrolled in 40 hours of on-line training, and 42 currently enrolled in for-credit training at San Jose City College (SJCC).

Staff advised the committee that steps were in process to maximize the client interest in on-line training. On-line training vendors have been contacted and responses to RFI are arriving, providing the data needed to move forward in this direction.

Committee and staff discussed access to computers for clients. While it was agreed that on-line training has great potential to reach the most clients, it is unknown how many of the clients actually have computers and, of those who do, how many have systems that can process on-line training classes. Public computers are available at the libraries but have a one hour limit; work2future has computer access but has a 2 hour limit. Both have unknown wait times. work2future is planning a 2nd computer lab. Santa Clara County has been giving fully loaded IPODS to clients to bridge this gap. Research is underway to ensure that technology is available to clients. Committee member Preminger expressed the need for the results to this research prior to the call for the Board to approve the purchase of more on-line classes.

The Summer Jobs for Youth Program manager reported that 790 youth completed work readiness training. Three graduation events were held at Roosevelt Center. Attendees included Vice Mayor Judy Chirco; Council members Constant, Chu, Nguyen, and Liccardo; work2future's Board Chair, Benny Boveda; work2future Board member, Alex Torres; and Congresswoman Zoe Lofgren's Chief of Staff, Sandra Soto. The Committee Chair recognized the Program Manager and staff for a job well done and shared parts of his presentation from the event with the committee.

4. EDGE 2.0 Update

Josh Williams, work2future Consultant, presented an update on the EDGE Regional Program, and led a discussion regarding the next steps in support of the initiative.

There are three major identifiable issues in the region, which includes the service areas of work2future, San Mateo and NOVA WIBs. They are: (i) the churn in the economy, caused by the innovative nature of technology in the area, and requiring evolving and changing workforce skills; (ii) the growing percentage of people at poverty level in Silicon Valley, which requires skill-building programs; and (iii) training for replacement workers to fill jobs that will come available in public sector, health care, and utilities as the Baby Boomer generation retires over the next ten years.

The 35-54 year old workforce population is diminishing and the retiree cohort is growing. The challenge for the region will be to train personnel to replace retiring managers and technicians who have years of experience. Replacement jobs will be two-thirds of the jobs to be filled.

The EDGE group has identified three regional outcomes: (i) the need to do a better job of skill-building with focus on the low-skilled, low wage population; (ii) skill building for the replacement jobs required in the next 10 years; and (iii) regional collaboration to address (a) grant applications and funding, (b) employer responsiveness, and (c) leaders across the region to utilize expertise in specific specialties.

The distinction between long-term goals of the EDGE Joint Venture and the current mission of work2future were clarified. The EDGE coalition defined the critical issues of workforce development and a path to better address them in the future. This group is looking forward to solutions to the "churn" in the economy – that is, the periodic (every 3-4 years) job change phenomenon in the Silicon Valley workforce, due to the quickly evolving technology of the area. This effect creates a need to have on-going training for currently employed personnel.

Part of the long-term regional planning effort is collaboration on grant applications. This collaboration will utilize the expertise of the various members of the venture as leaders in his/her respective areas.

The issues facing work2future in the present economy are to train the currently unemployed workforce to occupy the positions as they become available in the new upcoming industries such as solar and "clean and green," and to assist them to become more competitive for currently available jobs.

While developing and implementing plans for the workforce, work2future and the EDGE group are considering employers' needs as a top priority. Employers who have already been polled are enthusiastic and have asked to hear the plan after it has been conceived.

5. Grants and 501(c) 3 Updates

Javier Vanga, Program Manager, presented an update on the status of current grant applications and work2future's progress toward formation of a 501(c) 3 entity.

One grant application through the State of California for a pre-apprenticeship program was not awarded. Another application for a \$2.5M federal grant to provide Pathways out of Poverty has been submitted. It focused on two areas in San Jose with poverty rates over 15%, and would provide funding to train and place unemployed residents of these areas into green jobs. work2future expects to hear the results within the next two weeks. Additionally, four energy grants were awarded to Los Angeles area and northern California; none were awarded to Silicon Valley.

The State is in the process of releasing grant announcements totaling approximately \$95B for residential and commercial building and retrofitting. Two of these grants will have direct workforce involvement and will impact work2future. The City has \$8M in energy block grants to start weatherization and building retrofitting.

The 501(c) 3 progress has been momentarily interrupted because the attorney staff had been working with has left the firm. Staff is currently working to have a different attorney at the firm assigned to our case.

6. WIA Reauthorization

The Business Services Manager spoke on WIA Reauthorization on behalf of the Executive Director, who was unable to attend the meeting.

Congress has been focused on health plan issues and will not be addressing WIA reauthorization until next year. Some of the issues that Congress will be looking at are: regionalism, super boards (consolidation of WIBs, like our regional Joint Venture or EDGE campaign), continuing of policies of separation between the boards and service delivery, state merit employees taking over one stop operations, increasing training, using community colleges as trainers of first resort, and focusing on hard-to-serve populations. The Assistant Director met with CWA to draft a plan to present to our State and Region. The Business Services Manager reported that the Executive Director wants to emphasize that our Board, especially our private sector members, must do what it can to make work2future's needs and concerns known to the legislators. This will be a standing item on all of the committee agendas to focus our awareness on this issue.

7. Set Items for Next Agenda

WIA reauthorization: Consider methodology to get other board members involved in lobbying.

Josh will give feedback on indicators.

Update on workshops: Quick Books and Decision Making, and existing demand, registration, and actual attendance.

8. Announcements

12/10/09: Elmwood event with Domestic Violence Perpetrators to talk about possible solutions to work issues for this hard-to-serve population.

10/16/09: CTC Grand Opening

10/21/09: A South County job fair will be held at the Hilton Gardens in Gilroy. Six confirmed businesses will attend including SJPD and the 99¢ Only Store, which is opening a new store and is looking to hire 50 people. Job seekers should bring plenty of resumes, as there is no on-site copier.

The Business Services Manager presented a plaque to the Committee Chair in recognition for support of Celebracion del Campo.

C. Next Meeting

The next Executive Committee meeting is currently scheduled to take place on **Thursday, November 19, 2009**, at 3:00 p.m. in the Boardroom at the One Stop San Jose, 1290 Parkmoor Ave., San Jose, 794.1100.

D. Adjournment

Motion to adjourn was made by Steve Preminger and seconded by Joe Flynn. Meeting was adjourned at 4:42 p.m.