

SPECIAL GENERAL BOARD MEETING

Workforce Development Board Conference Room
Workforce Development Department Administration Office
290 North "D" Street, 6th Floor, San Bernardino, California

WEDNESDAY, JUNE 15, 2016, 12:00 p.m.

This agenda contains a brief description of each item of business to be considered at today's meeting. In accordance with the Brown Act, this meeting agenda is posted at least 72 hours prior to the regularly scheduled meeting on the Workforce Development Board website and on the official Workforce Development Board Bulletin Board outside of the Workforce Development Department Administration Office at 290 North "D" Street, 6th Floor, San Bernardino, CA. The agenda, its supporting documents and all writings received by the Board related to these items are public records and available for review during regular business hours at the WDD Administration Office at 290 North "D" Street, 6th Floor, San Bernardino, CA, Suite 301. The agenda and its supporting documents can be viewed online at <http://cms.sbcounty.gov/wib/Home.aspx>. However, the online agenda may not include all available supporting documents nor the most current version of documents. Items listed on the Consent Calendar are expected to be routine and non-controversial and, unless the Board directs that an item be held for further discussion, the entire Consent Calendar will be acted upon as the first item of business on the Discussion Calendar.

Members of the public may address the Board on any item on the agenda and on any matter that is within the Board's jurisdiction. To address the Board regarding an item that is on the agenda, complete and submit the purple form entitled "Public Comment". These requests must be submitted to the Executive Secretary to the Board prior to the time the item is called for consideration or prior to the public comments section on the agenda. The Chair will call speakers forward to present their comments at the appropriate time.

Conflict of Interest Advisement

WDB members please be advise: If an item on the Agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last twelve months, or if approval or disapproval of an Agenda item would have a foreseeable material effect on an economic interest of you, your immediate family, or the entity you represent, **then please follow these procedures:**

"When the Agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the Board's consideration of the Agenda item."

AGENDA

12:00 PM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT BOARD

OPENING

- 1) Chair Call Meeting to Order
- 2) Presentation and Adoption of the Agenda

CONSENT

- 3) Approval of Minutes from the May 4-6, 2016 Workforce Development Board meeting

DISCUSSION

- 4) Consider and Approve Director of Workforce Development Job Description

INFORMATION

- 5) Chair Report given by Tony Myrell
- 6) County Report given by Sandy Harmsen, Executive Director

PUBLIC COMMENT

ADJOURNMENT

In conformity with Government Code section 54957.5, any writing that is a public record, that relates to an item listed on the Agenda, and that will be distributed to all or a majority of the Board less than 72-hours prior to this meeting (or is distributed at this meeting), will

be available for public inspection at the time the writing is distributed. This inspection may be made at the office of the Workforce Development Department, 290 North "D" Street, 6th Floor, San Bernardino, California 92415-0041, or during this meeting.

The Workforce Development Board meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Staff Aide at least three (3) business days prior to the Board meeting. The Staff Aide's telephone number is (909) 387-9886 and the office is located at 290 North "D" Street, 6th Floor, San Bernardino, California 92415-0041. California Relay Service 711

This WIOA Title –I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aides and services are available upon request to individuals with disabilities.

GENERAL BOARD MEETING
Lake Arrowhead Resort and Spa
PO Box 1699 27984 Highway 189
Lake Arrowhead, CA 92352

WEDNESDAY, MAY 4, 2016 – FRIDAY, MAY 6, 2016

MINUTES

WEDNESDAY, MAY 4, 2016

- 7) Chair Called Meeting to Order at 6:14 pm. At the direction of the Chair, Phil Cothran led the board in the pledge of allegiance. Members introduced themselves. In attendance:

WDB Members Present

Tony Myrell
Phil Cothran
William Sterling
B.J. Patterson
Jonathan Weldy
Henry Shannon
Robert Loeun
Ken Boshart
John Andrews
Cheri Greenlee
Anita Tuckerman

WDB Members Absent

Dale Marsden
Joseph Williams
Mike Gallo
Jon Novack
Laurie Stalnaker
John Gauthier
Rene Castellanos
Terry Klenske

Staff and Special Guests

Sandy Harmsen- Executive Director
Kristi Sandberg- Executive Secretary
Fred Burks- Administrative
Supervisor II
Miguel McQueen- Deputy Director
Brad Gates- Deputy Director
Stephanie Murillo- Staff Analyst
Gloria Moore- MaryAnn Pranke
Consulting

Members ate dinner and participated in team building exercise facilitated by John Baker.

8:00 PM BREAK FOR THE DAY

THURSDAY, MAY 5, 2016
8:35 AM RECONVENE MEETING

CONSENT

Chair gave brief introduction and direction for board to stay focused and on agenda throughout the meeting. Members in attendance:

WDB Members Present

Tony Myrell
Phil Cothran
William Sterling
B.J. Patterson
Mike Gallo
Dale Marsden
Jon Novack
Ken Boshart
Robert Loeun
Cheri Greenlee
Anita Tuckerman (departed at 3:30 pm)
Henry Shannon (departed at 12:30 pm)
Joseph Williams
John Andrews
Jonathan Weldy

WDB Members Absent

Laurie Stalnaker
John Gauthier
Rene Castellanos
Terry Klenske

Staff and Special Guests

Sandy Harmsen- Executive Director
Kristi Sandberg- Executive Secretary
Fred Burks- Administrative
Supervisor II
Miguel McQueen- Deputy Director
Brad Gates- Deputy Director
Stephanie Murillo- Staff Analyst
Gloria Moore- MaryAnn Pranke
Consulting

Item 4- Approve Minutes from the March 27, 2016 Workforce Development Board Meeting

Motion to approve by William Sterling. Second by B.J. Patterson. Motion carried.
Joseph Williams abstention.

DISCUSSION

Discussion items facilitated by John Baker, Corefactors

Overview of the Retreat and Board Anticipations

“Freshening Our Perspective” is theme of strategic planning meeting

The purpose of the retreat is to look at the work of the board and how to be a catalyst for change

- **Anticipations-**
 - (MGallo) organizational structure, transitions
 - (KBoshart) what is NOT working
 - (PCoثرan) where best to invest resources
 - (JNovack) are we tied into County vision and aligned with what’s happening in County
 - (DMarsden) move the dial on unemployment
 - (TMyrell) how do we respond to California legislation

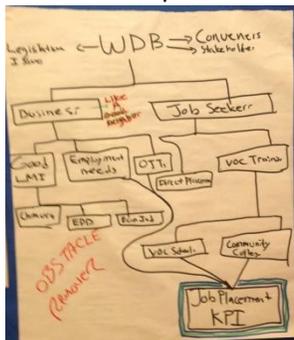
Board Member to Board Member Orientation

- **Accomplishments**
 - PCoثرan- Helping Reauthorize WIA/WIOA by establishing comm, researching, leg. visits, helping drafting legislation (TMyrell- 1/20 out of the 552 boards nationals that took active role)
 - TMyrell- 3 NACO awards in last 2 years
 - KBoshart- performance numbers, success stories (quantitative & qualitative)
 - WSterling/BPatterson- KPI (key performance indicators), ROI
 - SHarmsen- MOUs
 - KBoshart- moral and leadership
 - DMarsden- reputation of board and ability to influence high level
- **Outcomes/Activities**
 - Jobs saved
 - Jobs created
 - Elevated skills
 - Transforming lives
 - Business visits
 - Strategic alignments
- **Possibilities**

Roles

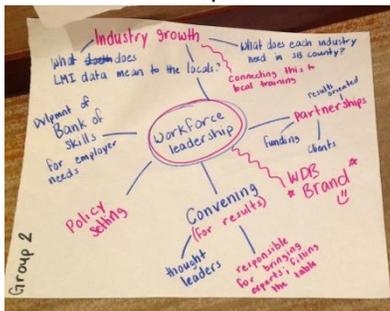
Members broke up into groups to answer the question: what types of roles can we imagine playing moving forward to better target & enhance our impact?

Group 1



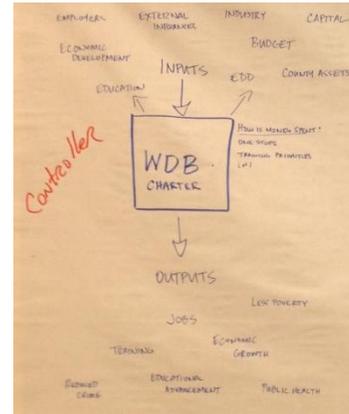
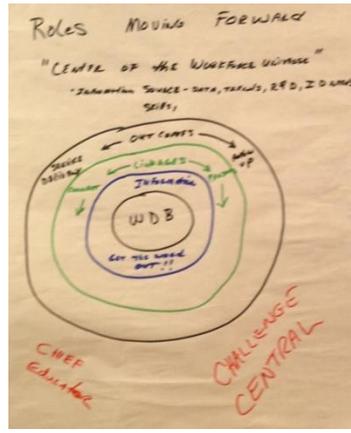
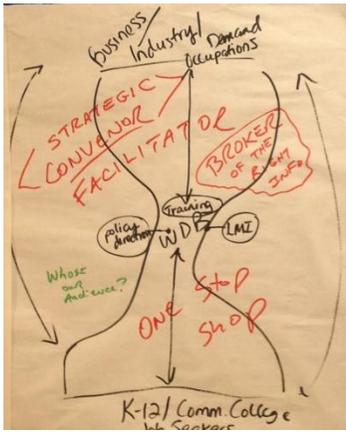
Group 3

Group 2



Group 4

Group 5



Major common themes-

- *convene/link(age)/broker
- *marketing
- *LMI- demand sectors/occupations
- *WDB is controller

Values

- COURAGE
- WIT & WISDOM (brains)
- PASSION (heart) (individual/collective)
- SELF-AWARENESS
- TRUTH-TELLING
- ACCOUTABLE
- STRATEGIC
- ALIGNED
- OUTCOME DRIVEN

[*WIZ: Integrity/Wisdom/Courage

*HEART: Caring/ /Opportunity/Improving People's Lives

*STRATEGIC PURPOSE: Strategic Focus/In Sync with Countywide Vision/Relevancy to all stakeholders

*SUCCESSFUL OUTCOMES: Breed Success/Positive ROI/Consistent High-Quality Service

*ALIGNMENT: Relationship Outreach/Focus on Convener and Connector]

12:15 PM BREAK FOR LUNCH

1:30 PM RECONVENE MEETING

Practical Vision/Goals

Answers the question: What do we want to see in place as a board as a result of our efforts in the next 2-3 years?

Examples: Training curriculum meeting the needs of employers, Key industry champions in place

- **1-POWERFUL WELL-REGARDED BRAND:** Complete awareness of WD resources/Effective Marketing and Branding/ Remote Technology Access/Kiosk & Recognized as the "go to" for workforce & business /Greater market awareness/More than "hidden gems" (go to for engagement)/Increase AJCC access points
- **2- BETTER CAREER READINESS, DEVELOPMENT, & RETENTION:** Formalized Linked Learning Partnership/K-12 workforce alignment/Mentorship program/Youth career pathways/ID underemployed customers/increase training services for them/Pre-release training with guaranteed OJT upon release
- **3- I.D. & ESTABLISH STRATEGIC ALLIANCES:** Strategic Alliances/ Leveraged resources with key partners & stakeholders/Industry champions in all sectors/Economic development connection Deep engagement with unidentified partners
- **4-WELL DEFINED KPI:** KPI 6-pack (identify 6 KPI's)/Results of activities translated to outcomes/Shared data/lower un/underemployment/Standardized performance criteria

- **5-FISCAL SUSTAINABILITY OF NEW NON-PROFIT:** Form a non-profit/Funding Doubled/Increase funding
- **6-BROAD, DIVERSE GROUP OF ENGAGED & COMMITTED COMMITTEE MEMBERS:** Committee value
- **7-ESTABLISH ENTERPRISE FORUM:** Incubator/Innovation Centers

**5:12 PM BREAK FOR DAY
8:35 AM RECONVENE MEETING**

Members in Attendance:

WDB Members Present

Tony Myrell
Phil Cothran
William Sterling
B.J. Patterson
Mike Gallo
Dale Marsden
Jon Novack
Ken Boshart
Robert Loewn
Cheri Greenlee
Joseph Williams
John Andrews (left at 12:06)
Jonathan Weldy

WDB Members Absent

Laurie Stalnaker
John Gauthier
Rene Castellanos
Terry Klenske
Henry Shannon
Anita Tuckerman

Staff and Special Guests

Sandy Harmsen- Executive Director
Kristi Sandberg- Executive Secretary
Fred Burks- Administrative Supervisor II
Miguel McQueen- Deputy Director
Brad Gates- Deputy Director
Stephanie Murillo- Staff Analyst
Gloria Moore- MaryAnn Pranke Consulting

Asset Identification (Individuals, Organizations, Networks, Associations, Clubs)

Members spent time identifying networks/alliances, and individuals they are already connected to and how to utilize those connections with strategic activities.

Individuals

7 Mike Stull/Dean Rose
2 Logan Olds
2/3 Lowell Kings
3 Jerry Almendarez
3 Steve Pontell
3 Mary Jane Olhasso
3/7 John Husing
3/2 DePhil Levarso
3 Phil Feghali
2/5/7 Tamica Foots-Rachal
3/4 Pauline Pina
1 Paul Granillo
3 David Eagan
3 Acquanetta Warren
3 Bill Hawkins
3 Jamil Dada
1/3 Dick Hart/J.C. Belliard
1/3 Congressman Pete Aguilar
1 20/20 Network
5/4/6 Audrey Mathews
1/3/4 Tim Rainey
2/3 Lynne Kennedy
1/3/4 Ron Painter
1/3/4 Bob Lanter
5 Jim Erickson
3 Mark Takano
SBC BOS
3/7 Mike Morrell

Organizations

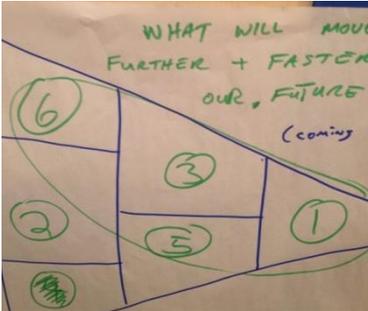
CSUSB-UCR
Comm. Colleges
IEEP
Inland Action
Colton Chamber & other chambers
MCIE
Gazelle Institute
Service Clubs (Kiwanis)
LLUMC
Hospitals
Casa Colina Rehab. Hospital
DOR
SCDD
IRC
NAIOP
CEAC
EDD
CTA
CSEA
Geo Solutions
Chmura
Nat'l Latina
Business Women's Assoc

Networks/Linkages

City EDAs & councils
SBCCD-SBVC-CHC
SBDC/IEWBC/SBA/SCORE
SBCSS
Alliance for Education
Corp. Foundations (general)
NAWB/CWA
Community Colleges
CEA (Calif. Employers Assoc.)
MIT Enterprise Forum, San Diego
Calif. Council of Excellence
AEBG/AB104 Regional Consortium
Irvine Foundation

4- Virginia Hamilton

Strategic Directions



**numbers in above chart correspond to practical visions/goals above and groups listed below

Group work on strategic activities (1, 2, 3, 4, and 5)

- Look at Next Steps (90-120 days)
- Obstacles
- Milestones

Group 1 (B.J. Patterson and Stephanie Murillo) (Jon N , Ken, Phil)

Group 2 (Joseph Williams, Robert Loewen, Mike Gallo)

Group 3 (Jon Novack, John Andrews, Cheri Greenlee, Miguel McQueen)

Group 4 (Jonathan Weldy) (Jon, Mike, Dale)

Group 5 (Tony Myrell, Phil Cothran, Will Sterling) (Ken)

Group 7 (Ken Boshart, Dale Marsden, Brad Gates) (Tony, Rob, John A, BJ, Will, Joseph)

<u>Groups</u>	<u>Next Steps (90-120 days)</u>	<u>Obstacles</u>	<u>Milestones</u>
Group 1 POWERFUL WELL-REGARDED BRAND	<ol style="list-style-type: none"> 1. contract in place 2. meet with 20/20 (game plan-brand analysis) 3. develop “elevator pitch” for members to use 4. branding outreach (use pitch in sponsored events) 	<ol style="list-style-type: none"> 1. WIOA 2. revisit old efforts 3. changing perception 4. breaking paradigms 	<ol style="list-style-type: none"> 1. contract & game plan 2. publishing & use of “elevator pitch”
Group 2 BETTER CAREER READINESS, DEVELOPMENT, & RETENTION	<ol style="list-style-type: none"> 1. asset resource mapping 2. targeted MOUs (create system alignment) 3. ID/close gaps in service 4. ID KPI 5. Policy & admin practice change- move towards advocacy 6. increase community engagement 7. meet with key partners (i.e. linked learning) 	<ol style="list-style-type: none"> 1. “hard to break in” 2. hard to serve 3. lack of organization 4. fear- loss of funding 5. disengaged 6. lack of values 7. fragmented services/lack of cohesion 	<ol style="list-style-type: none"> 1. agree on a shared vision (KPI) 2. Asset mapping compete 3. Econ. Analysis- employ sectors- demand sectors- growth industries
Group 3 I.D. & ESTABLISH STRATEGIC ALLIANCES	<ol style="list-style-type: none"> 1. industry alliances (convene meetings, chamber meetings) 	<ol style="list-style-type: none"> 1. time constraints 2. lack of awareness 3. don’t understand benefits 	<ol style="list-style-type: none"> 1. industry alliances with all sectors in strategic plan
Group 4 WELL DEFINED KPI	<ol style="list-style-type: none"> 1. recruit interest group 2. research who is doing what 3. explore non-conventional data gathering 4. define what we want to measure/track/trend 	<ol style="list-style-type: none"> 1. define what we want to measure 2. no standard metrics 3. delay or incomplete data 4. fear 	
Group 5	Transition-	Transition-	Transition-

FISCAL SUSTAINABILITY OF NEW NON-PROFIT

- 1. discuss with BOS
- 2. develop criteria
- 3. begin search
- 4. begin interview
- 5. select candidate

- 1. County Admin
- 2. Time
- 3. Qualified candidates

- 1. Successful hire of recognized, qualified director

- 501c3-
 - 1. gather information from other 501c3's
 - 2. choose consultant
 - 3. buy-in from BOS
 - 4. begin formation: process/legal
 - 5. develop governance

- 501c3-
 - 1. County Admin
 - 2. Funding

- 501c3-
 - 1. formation & structure of 501c3
 - 2. create operational strategy
 - 3. obtain funding/ create goals
 - 4. use funding/ reach goals

Group 7 ESTABLISH ENTERPRISE FORUM

- 1. Attend MIT Enterprise Forum in July
- 2. Meet with Mike Stull/Dean Rose
- 3. Ray Casey, Yucaipa City Mgr., Business Incubator
- 4. Engage IEEP, Econ Dev & Chambers
- 5. Engage tech coast angels

- 1. % of businesses fail each year
- 2. Funding restrictions

Dev. of model & report/recommend to WDB

**12:10 PM BREAK FOR LUNCH
12:32 PM RECONVENE MEETING**

Vision and Mission

Board agreed to leave the Vision statement as is- "Strengthening businesses and transforming lives through employment, education and training."

Mission- suggested to add "innovation"

-Develop economic and employment opportunities for businesses, employees, and job seekers by creating partnerships and providing services

-current version adding "encourage innovation"

Tony suggests bringing both versions to next meeting for finalization.

INFORMATION- there are no information items

PUBLIC COMMENT- there is no public comment

ADJOURNMENT

William Sterling motioned to adjourn. B.J. Patterson second. Motion carried. Meeting adjourned on Friday, May 6, 2016 at 1:02 pm. The next WDB general meeting is scheduled for July 15, 2016 to be held at WDD Admin located at 290 N D Street Suite 600, San Bernardino CA 92401.

Kristi Sandberg, Executive Secretary II