

EXECUTIVE BOARD MEETING

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

WEDNESDAY, AUGUST 10, 2016, 10:30 a.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 advised: 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

10:30 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

OPENING

- 1) Chair Call Meeting to Order

CONSENT

- 2) Approve Minutes of July 13, 2016 Executive Board Meeting

DISCUSSION

- 3) Discuss and Approve Workforce Development Board Draft Mission Statements Proposed by The 20/20 Network
 - a) Attachment 1- Proposed Mission Statements
- 4) Discuss Asset Mapping
- 5) Discuss Next Steps on Executive Board Strategic Action Items
- 6) Discuss and Approve Ad Hoc Committee Recommendations for Public Relations Activities

INFORMATION

- 7) Budget Report
- 8) County Report given by Mariann Ruffolo

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.

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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.

**San Bernardino County
Workforce Development Board
Executive Board
Agenda Item**

MEETING DATE: August 10, 2016

ITEM: (2)

SUBJECT: Approve Minutes of July 13, 2016 Executive Board Meeting

PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)

CONSENT **DISCUSSION** **INFORMATION**

RECOMMENDATION: Approve Minutes of July 13, 2016 Executive Board Meeting

BACKGROUND: See attached Minutes

**Workforce Development Board
EXECUTIVE BOARD MEETING**

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

WEDNESDAY, JULY 13, 2016, 10:30 a.m.

MINUTES

9) Chair Called Meeting to Order at am. Members introduced themselves. In attendance:

Committee Members Present

Tony Myrell
Phil Cothran
William Sterling
Robert Loeun
Jon Novack

Committee Members Absent

B.J. Patterson

Staff and Special Guests

Sandy Harmsen- Executive Director
Kristi Sandberg- Executive Secretary

Stephanie Murillo- Staff Analyst II
Fred Burks- Administrative
Supervisor II
Mariann Ruffolo- Deputy Director

CONSENT

Motion to approve Minutes of June 15, 2016 by William Sterling. Phil Cothran second. Motion carried.
Abstentions:Jon Novack and Robert Loeun.

DISCUSSION

ITEM 3- Discuss Workforce Development Board Draft Mission Statements

Two versions of mission statement as developed at Strategic Planning meeting were presented

- a) Version 1- "Develop economic and employment opportunities for businesses, employees, and job seekers by creating partnerships and providing services"
- b) Version 2- "San Bernardino County Workforce Development Board develops and promotes economic and employment opportunities for businesses, employees and job seekers by understanding emerging economic trends, listening to employers, encouraging and creating partnerships, encouraging innovation and providing services in a caring manner."

Members discussed both versions of mission statement. Tony Myrell recommended that PR assist with final development of Mission statement. Phil Cothran motion to have 20/20 PR work on draft mission statement. Robert Loeun second. William Sterling oppose. Motion carried.

ITEM 4- Discuss Strategic Planning Meeting Summary and Committee Assignments

Sandy explained draft chart of groups/action steps/ milestones and committee assignments.

Groups 1, 3, and 5- members agreed with committee assignment(s)

Group 2- Sandy explained staff cannot be directly involved with discussions pertaining to 501c3

Group 4- members agreed with committee assignment with EDBR as primary lead committee

Group 6- members discussed topic and agreed to move this topic from EDBR to Exec

Members discussed definition of "Incubator" program/event and its relevance to work of the board.

Public comment on item 4: Ken Boshart- relates to getting more capital in County (investors/bankers)- a Forum where people with ideas can present- Ken mentioned that members interested in could attend similar events to gather information to help clarify objective and purpose for this Board's direction- (outcome would be tracking results of people obtaining capital from investors or banks after presenting)-

Jon Novack suggested Exec researching for other County agencies/organizations who are working with "start ups", etc.

Tony suggests calling "task forces" within the Committees assigned to work on topics and how to handle WDB members who may not be on specific committee but are passionate about topic.

Ask Sophie if WDB members not on a specific committee can still be assigned to a task force.

Will Sterling motioned to approved. Robert Loeun second. Motion carried.

ITEM 5- Discuss Recommendation to Approve a List of Twelve Occupational/Vocational Training Providers for the Inland Empire SlingShot Initiative

Tony and Sandy provided brief summary of history of process for selection of recommended SlingShot training provider list. Process included a thorough review of training providers by Business Industry Champions.

Providers can provide training in both counties.

Phil Cothran motioned to approve. Robert Loeun second. Motion carried.

ITEM 6- Discuss Ad Hoc Committee for Marketing/Public Relations

Sandy explained that in the past an Ad Hoc of the Exec. has met with staff to help provide direction and focus for PR work. Tony called for volunteers- Jon Novack and Phil Cothran and William Sterling and Tony Myrell.

Phil Cothran motioned to approve. William Sterling second. Motion carried.

ITEM 7- Discuss recommendation to approve the release of the Requests for Qualifications for a Manufacturing Industry Sector Coordinator and a Healthcare Industry Sector Coordinator under the Job-Driven Training SlingShot Initiative

Sandy explained that the Sector Coordinators will provide oversight of the trainings, coordinate meetings. SlingShot Steering Committee recommended that more detail was needed for qualifications for the coordinators. Tony clarified that this item is only to approve the release of the RFQ and that the positions are being paid out of the SlingShot funding from State and not out of WDB budget.

William Sterling motion. Phil Cothran second. Motion carried.

INFORMATION

Budget Report given by Madeline Tsang

Madeline reviewed the County of San Bernardino Workforce Investment Board Year-to-Date Expenditure Report as of May 31, 2016. Madeline explained that County finalizes June reports at end of July.

Sandy pointed out the "J" column is important to review at Fiscal Year End- also great management of Admin costs which are under 10%

County Report given by Sandy Harmsen

Four new hires at Admin- Mariann, James, Shellie, Nidia

New WIOA Regulations- Stephanie provided the top points (handouts) and Sandy reviewed bullet points with members

-procurement: Sandy recommends hiring a contract one-stop operator (procurement is not required for Career Services)

-delivery of adult & dislocated worker activities

-performance

-standing youth committees

-youth program design, elements, parameters

PUBLIC COMMENT

There are no public comments at this time.

ADJOURNMENT

William Sterling motioned to adjourn. Second by Phil Cothran. Motion carried. Meeting adjourned at 12:16 p.m. The next WDB Executive Board Committee meeting is scheduled for Wednesday, August 10, 2016 at 10:30 am to be held at WDD Admin, 290 N. "D" Street, 6th Floor, San Bernardino, Ca 92401.

Kristi Sandberg, Executive Secretary II

**San Bernardino County
Workforce Development Board
Executive Board
Agenda Item**

MEETING DATE: August 10, 2016

ITEM: (3)

SUBJECT: Discuss and Approve Workforce Development Board Draft Mission Statement
Proposed by The 20/20 Network

PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)

CONSENT **DISCUSSION** **INFORMATION**

RECOMMENDATION: Discuss and Approve Workforce Development Board Draft Mission Statement
Proposed by The 20/20 Network

BACKGROUND:

During the May 4-6, 2016 Workforce Development Strategic Planning meeting, Workforce Development Board members discussed the current board mission statement and developed two versions that better aligned with the goals and objectives of the board. At the July 13, 2016 Workforce Development Executive Board meeting, the Executive Board assigned the contracted Public Relations firm, The 20/20 Network, to further develop and make recommendations regarding the mission statement.

Attachment 1- The 20/20 Network Proposed Mission Statement

WDD Mission Statement Versions from May Strategic Planning Meeting

Current Version 1

Develop economic and employment opportunities for businesses, employees and job seekers by creating partnerships and providing services. (17 words)

Current Version 2

San Bernardino County Workforce Development Board develops and promotes economic and employment opportunities for businesses, employees and job seekers by understanding emerging economic trends, listening to employers, encouraging creative partnerships, encouraging innovation and providing services in a caring manner. (39 words)

Recommendations from The 20/20 Network:

- Develop **vision statement** (e.g. “robust local workforce with the skills needed for today and tomorrow”) and identify **core values** (e.g., “cooperation, transparency, and relevancy).
- Keep it simple (15-20 words).
- Focus on the end game (supporting economic vitality)

Alternate Version of Mission Statement (1)

Promote a workforce development system that supports economic vitality by creating opportunities for businesses, employees and job seekers. (18 words)

Alternate Version of Mission Statement (2)

Support a strong, vibrant economy by promoting a workforce development system that creates opportunities for businesses, employees and job seekers. (20 words)

Alternate Version of Mission Statement (3)

Support a strong, vibrant economy with a workforce development system that creates opportunities for businesses, employees and job seekers. (19 words)

**San Bernardino County
Workforce Development Board
Executive Board
Agenda Item**

MEETING DATE: August 10, 2016

ITEM: (4)

SUBJECT: Discuss Asset Mapping

PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)

CONSENT ____ **DISCUSSION_X**__ **INFORMATION**_____

RECOMMENDATION: Discuss Asset Mapping

BACKGROUND: See handouts

**San Bernardino County
Workforce Development Board
Executive Board
Agenda Item**

MEETING DATE: August 10, 2016

ITEM: (5)

SUBJECT: Discuss Next Steps on Executive Board Strategic Action Items

PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)

CONSENT _____ **DISCUSSION** X **INFORMATION** _____

RECOMMENDATION: Discuss Next Steps on Executive Board Strategic Action Items

BACKGROUND: See handouts

**San Bernardino County
Workforce Development Board
Executive Board
Agenda Item**

MEETING DATE: August 10, 2016

ITEM: (6)

SUBJECT: Discuss and Approve Ad Hoc Committee Recommendations for Public Relations Activities

PRESENTED BY: Mariann Ruffolo, Deputy Director
Workforce Development Department (WDD)

CONSENT _____ **DISCUSSION_X**_____ **INFORMATION**_____

RECOMMENDATION: Discuss and Approve Ad Hoc Committee Recommendations for Public Relations Activities

BACKGROUND:

On August 4, 2016, the Public Relations Ad Hoc committee met with The 20/20 Network team to share and discuss key points and priorities for public relation activities.