

EXECUTIVE BOARD MEETING

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

WEDNESDAY, AUGUST 9, 2017 at 9:30 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 92415. 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, 92415. The agenda and its supporting documents can be viewed online at www.sbcounty.gov/workforce. 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

9:30 AM CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

OPENING

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

CONSENT

- 3) Approve Minutes from July 12, 2017 Executive Board Meeting
- 4) Agreement with Spaulding Thompson & Associates

DISCUSSION

- 5) One Stop Operator Workplan
- 6) Executive Board Strategic Action Goals

INFORMATION

- 7) Attendance Report
- 8) Expenditure Report
- 9) High Desert Training Center Update
- 10) PR Report
- 11) County Report

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, 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 Board Secretary at least three (3) business days prior to the Board meeting. The Board Secretary's telephone number is (909) 387-9886 and the office is located at 290 North D Street, 6th Floor, San Bernardino, California 92415. 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.

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

MEETING DATE: August 9, 2017

ITEM: (3)

SUBJECT: Approve Minutes from July 12, 2017, 2017 Executive Board Meeting

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

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

RECOMMENDATION: Approve Minutes from July 12, 2017 Executive Board Meeting

BACKGROUND: See attached Minutes

WDB Action:

Motion: *Second:*

Affirmative: *Negative:*

Abstention:

DATE:

**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 12, 2017, 8:30 p.m.

MINUTES

Attendance:

Members	Present
Tony Myrell (Chair)	X
Phil Cothran (Vice Chair)	X
William Sterling (Second Vice Chair)	X
Robert Loeun	X
Jon Novack	
B.J. Patterson	X
Staff to WDB	Present
Gina Beltran	X
Sandy Harmsen	
Reg Javier	

WDD Staff	Present
Fred Burks	X
James Johnson	X
Miguel McQueen	
Stephanie Murillo	X
Mariann Ruffolo	X
Madeline Tsang	
Nidia Vargas	X

OPENING

Chair called meeting to order at 8:32 am

Chair called for a motion to adopt the agenda. B.J. Patterson motioned and William Sterling seconded. None opposed; motion carried.

CONSENT

ITEM 2- Motion to approve Minutes from June 14, 2017 Meeting

Chair called for a motion to approve the minutes from the June 14, 2017 meeting. William Sterling motioned and B.J. Patterson seconded. None opposed; motion carried.

DISCUSSION

ITEM 3- One Stop Operator Workplan

Angela Gardner presented the draft workplan and what the deliverables will be under the One-Stop Operator contract. She will officially present the workplan for recommendation for approval at the August 9, 2017 Executive Board meeting then for final approval at the August 16, 2017 Full Board meeting.

ITEM 4 – Next Steps on Executive Board Strategic Action Goals

Mariann Ruffolo presented, giving updates on each item from the spreadsheet. She reported that the Regional Plan was approved by the State. The Local plan had one question from the State about the One Stop Operator procurement and Workforce staff submitted an updated plan in response. All local area plans are going for final approval to the State Board in August 2017.

Fourteen of the twenty-eight signatures needed have been collected from AJCC System MOU partners for the Phase II MOU.

There was discussion on the 2016 retreat goals and on what this Board would like to see on the spreadsheet moving forward. The Board decided to remove some of the 2016 goals and add the new goals from the 2017 retreat.

INFORMATION

ITEM 5 – Legislative Update

Maral Hernandez presented, providing a handout with Trailer Bills that have been signed and reviewed it with the Board.

ITEM 6 – AJCC Certification

Mariann Ruffolo presented and provided a handout on the AJCC Certification process, a new requirement under Workforce Innovation Opportunity Act (WIOA). The Board reviewed the baseline and hallmarks of excellence certification timelines outlined on the handout. The West Valley AJCC will be the focus of certification at this time, because it is the Comprehensive Center.

ITEM 7 – PR Report by 20/20 Network

Steve Lambert presented, providing a handout with current media hits and articles. He noted Lynne Kennedy put a reference to the Chmura report on the Inland Valley Daily Bulletin. The East Valley job fair event was a big hit on social media. Steve reviewed the most recent version of the WDB Newsletter with the Board and the Board would like to see it go out as an email blast. Steve will work on getting this out within the next week or two.

ITEM 8 – County Report

Mariann Ruffolo presented, first highlighting the East Valley job fair that took place at the San Bernardino National Orange Show. There were 69 employers present and 774 people in attendance. Of those people who attended, 28% left with interviews and 30% were currently employed and looking for their next job. It was noted that the majority of the people who attended the job fair came dressed for an interview and were prepared with their resume. Business Services will be hosting another job fair in September in the West End and the High Desert will have a job fair in October. Both of these events will be advertised on social media.

Staff are working with Riverside County to figure out a better way to streamline the sharing of regional funds such as SlingShot. Any ideas or recommendations will go to the Executive Board first.

With regard to the business consultant contracts, there is one vendor who is not able to continue. Z-CO has decided not to continue their contract. It could be due to a logistics standpoint since they are located in Colorado.

Staff participating in the Department of Labor's Customer-Centered Design initiative was selected to go to DC. The San Bernardino County team has been focusing on improvements for the AJCC lobbies, streamlining and improving customer access.

There will be Workforce Development Department (WDD) staffing changes. James Johnson, Business Services Manager will be leaving this Friday, July 14, 2017 due to a promotion. Curtis Compton will be the Interim Business Services Manager and Darren Cook will be the Interim Supervisor. Stephanie Murillo has been promoted to Administrative Supervisor I and will work on regional initiatives with Riverside County. Effective July 1, 2017, the roles of the WDD Deputies has changed. Mariann Ruffolo will be over adult and youth programs and the AJCCs and Miguel McQueen will take over the Administration duties. The Business Services and Fiscal units report directly to Reg Javier.

Gina Beltran reported there have been some Outlook issues and in an attempt to resolve some of the confusion on calendar invites, she reminded the group that any official calendar invite or cancellation for a meeting will come from her. If anyone receives an Outlook invite or cancellation that is not from her, disregard and let her know. She will continue to send reminder emails as a way to track and monitor for quorum.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

Chair called for a motion to adjourn. William Sterling motioned and B.J. Patterson seconded. None opposed; motion carried.

Meeting adjourned at 10:00 a.m.

The next WDB Executive Board Committee meeting is scheduled for Wednesday, August 9, 2017 at 8:30 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92401.

Gina Beltran, Executive Secretary II

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

MEETING DATE: August 9, 2017

ITEM: (4)

SUBJECT: **FUNDING REQUEST FOR PROFESSIONAL COMMUNICATION AND MEDIA COORDINATION SERVICES BY SPAULDING THOMPSON & ASSOCIATES**

PRESENTED BY: Reg Javier, Deputy Executive Officer
Workforce Development Board

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

RECOMMENDATION: Recommend the approval of funding in an amount not to exceed \$150,000 for professional communication and media coordination services provided by Spaulding Thompson and Associates from August 17, 2017 through June 30, 2019 for the Workforce Development Board (WDB).

BACKGROUND: This funding request for Professional Communication and Media Coordination services by Spaulding Thompson & Associates will expand outreach while promoting increased awareness of the County's workforce services and programs, specifically addressing what the Workforce Board is doing to meet future workforce needs and to develop collaborative public-private systems to handle demand and encourage greater investment in the region among a target audience that includes, but is not limited to, media, high profile business/corporations, government influencers, and investment partners.

The scope of work complements that of the 20/20 Network and integrates with current services provided to the County by Spaulding Thompson and Associates. To date the firm has achieved annual circulation impact in excess of 10,000,000 and more than \$300k in organic or unpurchased media advertising exposure for Economic Development. The agreement will add an exclusive and separate scope of work for WDD in an amount not to exceed \$75,000 during each of the next two fiscal years.

The WDB exclusive Scope of Work will include:

- Strategic Planning: Develop a comprehensive public relations strategy; improve WDB's brand positioning; participate in monthly strategy meetings; and provide regular outcome reports.
- Preparation: Establish a top tier media and influencers outreach program; engage in proactive data/information/success story gathering; develop message platform, and conduct media audits.
- Implementation: Develop a proactive press release and consistent influencer outreach strategy; develop and pitch bylined articles, develop and produce white papers, coordinate social media messaging and placement in collaboration with 20/20, support the WDB speakers bureau; coordinate influencer presentations by leading executives; establish a WDB news bureau; and engage regional/national influencers.
- Measurement: develop media message placements; and enhance business relationships, establish meetings and outreach program
- Media Relationship Building: Build trusted relationships between WDB and reporters covering related topics in workforce, job creation, and economy at a regional and national level.
- Expert Sourcing: Promote WDB's expertise in workforce development; and establish the WDB as a source for information, interviews and quotes related to industry, labor and employment issues.
- Miscellaneous: Create fact sheets; promote industry sector work; and provide monthly reports by the 15th of each subsequent month in which services are performed.

Program Objectives

This agreement will integrate with the services provided under the 20/20 agreement. The services of 20/20 assist in positioning WDB as a contributor to the County's economy, promote its Board as thought

leaders, and engage County-based employers and job seekers. The services provided under this proposed agreement will work hand in hand with 20/20 to leverage information beneficial to both outreach efforts within the County (20/20) and to external audiences.

The services provided by Spaulding Thompson & Associates will specifically serve to:

- Position WDB as a thought leader at state and national levels
- Position WDB as an influencer in policy and practice
- Increase WDB's ability to gain funding from corporations and non-profit organizations and at the state and national level

Audience

This agreement will expand WDB's existing audience to include additional key business and workforce media outlets. Businesses within strategically targeted industries will remain a primary target by focusing upon leading industry specific trade publications. Additionally, the services will improve promotion of the WDB and its programs among an array of strategic partners to include economists, government leadership, corporate America, foundations and think tanks, brokers/site selectors, county business owners.

Outcomes

The agreement will include the following metrics to gauge outcome performance:

- Curated list of influencers, thought leaders and media that can help change the conversation and regional positioning for workforce/magnet region; guide potential investment;
- Creation of position pieces including two white papers and two bylined articles per year as well as industry fact sheets;
- Quarterly thought leader outreach;
- Earned media that helps to elevate WDB and County and follows program messaging; and
- Media meetings/tours with target outlets/influencers at a state and national level.

Upon approval by the Executive Board, this agreement will be presented to the WDB for consideration on August 16, 2017.

WDB Committee Action:	
<i>Motion:</i>	<i>Second:</i>
<i>Affirmative:</i>	<i>Negative:</i>
<i>Abstention:</i>	
DATE:	

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

MEETING DATE: August 9, 2017
ITEM: (5)
SUBJECT: One-Stop Operator Annual Work Plan
PRESENTED BY: Angela Gardner, One-Stop Operator
Workforce Development Solutions, Inc.

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

RECOMMENDATION: Recommend the approval of the One-Stop Operator Draft Annual Work Plan

BACKGROUND: The Workforce Innovation and Opportunity Act requires Local Workforce Boards to competitively procure for One-Stop Operators to coordinate service delivery of required one-stop partners and service providers in accordance with the America's Job Center of California (AJCC) Memorandums of Understanding (MOU). On March 1, 2017, the Workforce Development Board (WDB) approved the release of a Request for Proposal (RFP) to procure a One-Stop Operator for the period of July 1, 2017 through June 30, 2021, responsible for ensuring the implementation of partner responsibilities and contributions agreed upon in the AJCC MOUs.

On May 17, 2017, the WDB recommended approval of the contract with Workforce Development Solutions, Inc. to serve as the One-stop Operator. The contract was subsequently presented and approved by the Board of Supervisors on June 13, 2017.

The contract with Workforce Development Solutions, Inc. indicates that timelines for submission of projects described in the Annual Work Plan and specific expectations for assignments/projects will be mutually agreed upon between the WDB and Workforce Development Solutions, Inc. On July 12, 2017, Workforce Development Solutions, Inc. presented the Draft Annual Work Plan to the Executive Board for review and input. Approval of this item will allow for the One-Stop Operators Annual Work Plan to be presented to the Workforce Development Board on August 16, 2017.

WDB Committee Action:

Motion: _____ *Second:* _____

Affirmative: _____ *Negative:* _____

Abstention: _____

DATE: _____

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

MEETING DATE: August 9, 2017

ITEM: (6)

SUBJECT: Discuss Executive Board Strategic Action Goals

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

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

RECOMMENDATION: Discuss Executive Board Strategic Action Goals

BACKGROUND:

Discuss and review the 2017-18 strategic action goals for the Executive Board.

WDB Action:

Motion: _____ *Second:* _____

Affirmative: _____ *Negative:* _____

Abstention: _____

DATE: _____