

**WORKFORCE DEVELOPMENT BOARD
EXECUTIVE BOARD MEETING**
Workforce Development Department Administration Office
Executive Conference Room
290 North D Street, 6th Floor, San Bernardino, California

WEDNESDAY, JANUARY 9, 2019 AT 8:30 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

8:30 A.M. CONVENE MEETING OF THE WORKFORCE DEVELOPMENT EXECUTIVE BOARD

OPENING

- 1) Call Meeting to Order
- 2) Adoption of Agenda
- 3) Introductions

REVIEW AND APPROVAL OF MEETING MINUTES

- 4) Approval of Minutes from December 5, 2018 Executive Board Meeting

PUBLIC COMMENT

- 5) Comments from the General Public in Attendance

DISCUSSION

- 6) Approve the Release of a Request for Proposal for Professional Communications and Media Relations Services
- 7) Discuss 2019 Goals for the Youth, EDBR and Special Population Committees

REPORTS AND INFORMATION

- 8) Workforce Development Board Initiatives – Program Year 2018-2019
- 9) One Stop Operator Report
- 10) Public Relations/Media Report
- 11) County Report

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) 387-9862 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: January 9, 2019

ITEM: (4)

SUBJECT: Approve Minutes from December 5, 2018 Executive Board Meeting

PRESENTED BY: Miguel McQueen, Deputy Director
Workforce Development Department (WDD)

CONSENT **DISCUSSION** **INFORMATION**

RECOMMENDATION: Approve Minutes from December 5, 2018 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, DECEMBER 5, 2018, 8:30 A.M.

MINUTES

ATTENDANCE:

Members	Present
Tony Myrell (Chair)	X
Phil Cothran (Vice Chair)	X
William Sterling (Second Vice Chair)	X
B.J. Patterson	X
Jon Novack	X
Anita Tuckerman	X
Staff to WDB	Present
Devra Bell	X
Sandy Harmsen	X
Reg Javier	X
Molly Wiltshire	X

WDD Staff	Present
Fred Burks	X
Curtis Compton	X
Mariann Johnson	X
Miguel McQueen	X
Stephanie Murillo	X

OPENING

- 1) Chair called meeting to order at 8:33 A.M.
- 2) **Adoption of Agenda** – The Chair called for a motion to adopt the agenda. Will Sterling motioned; Anita Tuckerman seconded the motion. None opposed, motion carried.
- 3) **Introductions** were made. Reg introduced Molly and gave her background. Molly introduced herself to the members. Introductions occurred around the room.

REVIEW AND APPROVAL OF MEETING MINUTES

4) Approval of Minutes from November 14, 2018 Executive Board Meeting

The Chair called for a motion to approve the Minutes from the November 14, 2018 Executive Board (Exec) meeting. Will Sterling motioned; B.J. Patterson seconded. None opposed. Motion carried.

PUBLIC COMMENT

5) Comments from the General Public in Attendance

No public comment cards presented.

DISCUSSION ITEMS:

Miguel McQueen presented items 6, 7 & 8 as one discussion item.

- 6) **Approve the Release of a Request for Qualifications for Human Resource Hotline Services**
- 7) **Approve the Release of a Request for Qualifications for Business Workshops**
- 8) **Approve the Release of a Request for Qualifications for Business Process Improvement Consulting Services**

Jon Novack and B.J. Patterson requested information about the outcome from the services provided. Curtis noted there were over 600+ individual calls from employers. Each year the volume has been increasing. A discussion ensued about the need to get the word out in the community to publicize these services, including utilizing social media pages. Additional discussions regarding setting target goals and providing reports occurred.

The Chair requested a motion to approve the release of all three Requests for Qualification. Will Sterling motioned. B.J. Patterson seconded. None opposed. Motion carried.

PRESENTATION

Adam Fowler & Alysa Hannon from UC Riverside led the presentation. The first item discussed was "Education" and the data included information from other counties, to provide some perspective to the numbers. Mr. Fowler noted that there is a good percentage of individuals that start college, but they are not necessarily completing their degrees. Also discussed was researching the distance to schools and how it impacts people completing their degree. San Bernardino County (SBC) currently has the same level of attainment of a degree, whereas other counties have seen an increase in the attainment of degrees.

The next topic discussed was "Migration" and Mr. Fowler noted that people are being pushed out to different counties, particularly when housing costs have had a financial impact. Additional costs to maintain a house is very different between counties and SBC is much lower than other counties. The number of people and ages of those in a household can also impact the results. Also noted was the level of disposable income in SBC is lower than other counties.

The "Labor Force Participation Rate" in SBC is currently trending lower and especially with those that have a lower education. SBC has seen a higher drop of individuals obtaining their high school diploma. A discussion ensued about what people are doing to survive financially, if they are not continuing their education or working. Mr. Fowler noted that some of the people are out of the workforce due to their choice (stay at home parents or early retirement). Most counties should see somewhat of the same statistics for that "opt out", but SBC is different than the other counties. Going forward, the statistics in the reporting will exclude public assistance dollars from the calculations.

Next, Mr. Fowler and Ms. Hannon discussed "Industry" projections and issues surrounding robotics and automation in the various industries. Automation provides opportunities for businesses to expand what they are doing and offering additional services to their customers. Mr. Fowler noted that we have record openings that are outpacing the employees available. Housing costs and the salary paid are factors in filling these positions. Small companies will not have the technology and automation to keep up with the larger companies. In addition, smaller companies are competing with the large companies with respect to the salary they can offer, as the larger companies are paying the higher salaries.

Lastly, industry sectors were discussed and SBC currently has a higher percentage of manufacturing jobs than other counties. We are looking for a breakdown of the types of manufacturers in the county, so we can accelerate training to help fill those positions.

REPORTS AND INFORMATION

6) Legislative Report

Josh Candelaria provided the legislative updates. He noted that there is now a 2/3 super majority in California, which will allow legislators to raise taxes, change constitutional amendments and put new initiatives on the ballot.

11) County Report

Miguel McQueen provided updates. A report showing the Top 10 Employers in the County will be circulated to the Executive Board members for review and we will subsequently invite these businesses to attend a meeting to discuss the Career Pathways initiative and how the businesses can take part in supporting that effort. Mr. McQueen also introduced the County's new initiative, Vision2Succeed, which will be brought before the Board of Supervisors at the 12/18/18 meeting. The Board members were informed that iPads will be used in 2019 at the Board meetings, replacing hard copy documentation. Mariann Johnson discussed the updates currently being made in Suite B at the West Valley AJCC.

ADJOURNMENT

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

Meeting adjourned 10:29 A.M.

The next WDB Executive Board Committee meeting is scheduled for January 9, 2019 at 8:30 a.m. to be held at WDD Admin, 290 North D Street, 6th Floor, San Bernardino, CA 92415.

Devra Bell – WDB Secretary

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

MEETING DATE: January 9, 2019

ITEM: (6)

SUBJECT: **REQUEST FOR PROPOSALS FOR PROFESSIONAL
COMMUNICATIONS AND MEDIA RELATIONS SERVICES**

PRESENTED BY: Molly Wiltshire, Assistant Director
Workforce Development Department

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

RECOMMENDATION: Approve the submittal of the release of a Request for Proposals (RFP) to solicit vendors to provide the San Bernardino County Workforce Development Department (WDD) and Economic Development Agency (EDA) professional communications and media relations services (Services) for the period of July 1, 2019 through June 30, 2022 to be submitted to the Workforce Development Board (WDB).

BACKGROUND: On June 28, 2016 the County's Board of Supervisors approved a contract with The 20/20 Network, LLC for a total amount not to exceed \$360,000 to provide locally focused professional communications and media coordination services for the period of July 1, 2016 through June 30, 2019. On August 16, 2017, the WDB approved a recommendation for award to Spaulding Thompson and Associates of a total contract amount not to exceed \$150,000 to provide nationally focused communications and media coordination services for the period of August 17, 2017 through June 30, 2019. Given the pending expiration of the existing agreements, staff recommends the release of a new RFP.

The consolidated expanded Scope of Work of this RFP will include but not be limited to:

- Preparation
 - Comprehensive Strategy Development
 - Key Market Messaging Development
 - Event Messaging
 - Media Kit
 - Leading-Edge Indicators
 - Top Tier Media Program
 - Proactive Information/Success Story Gathering
- Implementation
 - Proactive Media Relations Strategy
 - Proactive Social Media Relations Content Calendar
 - Content Development
 - Speakers Bureau
 - Monthly Outgoing Executive/Media/Influencer Briefing
 - Co-brand with Local Media Channel(s)
 - News Bureau
 - Influencer Meetings
- Event Planning and Support
 - High-Level Program/Event
 - General Event
- Marketing/Branding/Advertising
 - Associations/Conferences
 - Marketing Theme/Campaign

- Advertising
- Collateral
- Industry Programming/Promotion
- Performance Metrics

The RFP will allow the WDB and EDA to follow a competitive process to select from a pool of qualified vendors able to provide Professional Communications and Media Relations Services. Services will be provided for a term of three (3) years with a total WDB contract amount not to exceed \$585,000. With approval, the RFQ will be released in late January and this item will be presented to the WDB for ratification on February 27, 2019. The recommendation for approval of the selected contractor and contracted amount will be presented to the Executive Board and WDB prior to contract award.