Agenda Packet

Tuesday, August 13, 2013
10:00 a.m. to 12:30 p.m.

Red Lion Hotel—Woodlake Conference Center
Meeting Room—Edgewater A
500 Leisure Lane
Sacramento, CA 95815
(916) 922-2020

Governor
Edmund G. Brown Jr.

Chair
Mike Rossi

Executive Director
Tim Rainey

Tim Rainey,
Executive Director

Michael Rossi, Chair

CALIFORNIA WORKFORCE INVESTMENT BOARD
MEETING NOTICE

Tuesday, August 13, 2013
10:00 am to 12:30 pm

Red Lion Hotel – Woodlake Conference Center
Meeting Room - Edgewater A
500 Leisure Lane
Sacramento, CA 95815
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Edmund G. Brown, Jr.
Governor

AGENDA

I. **Welcome and Opening Remarks**

II. **Public Comment**

III. **Action Items**
   a. Approve May 8, 2013 Meeting Summary
   b. Approve Eligible Training Provider List Policy
   c. Approve Additional Performance Measures

IV. **Updates & Discussion**
   a. Workforce System Performance Measures
   b. Sector Survey and Mapping
   c. Member-to-Member Communication Campaign
   d. Committee Reports
      - Issues and Policies Committee
      - Health Workforce Development Council
      - Advanced Manufacturing Workforce Development Council
      - Green Collar Jobs Council
      - Career Pathways and Education Committee

V. **Information**
   a. Local Strategic Plan Review
   b. California Workforce System Annual Report
   c. One-Stop Branding
   d. State Board Meeting Calendar

VI. **Other Business**

Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the State Board to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at http://www.cwib.ca.gov or contact Daniel Patterson for additional information. Meeting materials for the public will be available at the meeting location.

Item 1. Welcome and Opening Remarks

Item 2. Public Comment

Item 3. Action

a) **Approve May 8, 2013 State Board Meeting Summary**

b) **Approve Eligible Training Provider List Policy**

c) **Approve Additional Performance Measures**

California Workforce Investment Board
May 8, 2013 Meeting Summary

Members Present:

Jonathon Andrus
Robert Barragan
Robert Beitcher
Monica Blanco-Etheridge
John Brauer
Ken Burt
Jerry Butkiewicz
Bill Camp
Jamil Dada
Shannon Eddy
Diane Factor
Imran Farooq
Allen Fernandez Smith
Larry Frank
Mike Gallo
Pam Harris
Chris Hill
Pamela Kan
Michael Kelly
Ro Khanna
Steve Levy
Laura Long
James Mangia
Karl Mehta
Brian McMahon for Marty Morgenstern
Stephen Monteros
The Honorable Kevin Mullin
Nathan Nayman
Catherine O'Bryant
The Honorable Henry Perea
Tim Rainey
Diane Ravnik
Bob Redlo
Ulysses Romero
Mike Rossi
Richard Rubin
The Honorable Rudy Salas
Alma Salazar
Hermelinda Sapien
Jeremy Smith
Anette Smith-Dohring
Abby Snay
Jim Suennen for Diana Dooley
Van Ton-Quinlivan for Brice Harris
Floyd Trammel
Joseph Wiliams
The Honorable Roderick Wright
Carol Zabin

Chair Mike Rossi convened the meeting at 10:00 AM. A quorum was present. Executive Director Tim Rainey introduced the 12 new board members appointed since the February meeting. Mr. Rossi welcomed and invited U.S. Department of Labor (DOL) Region 6 Administrator Virginia Hamilton to say a few words. Ms. Hamilton welcomed the newly reconstituted State Board; stated that DOL expects Labor Secretary nominee Thomas Perez to be confirmed soon; and that Assistant Secretary Jane Oates is leaving at the end of May. Ms. Hamilton also stated that DOL Region 6 work is very aligned with the State Board and Community College Chancellor's efforts related to sector strategies, identifying skills gaps, etc. Ms. Hamilton advised that sequestration is an issue and that California received a 3% overall reduction, which is less than most other states. Lastly, Ms. Hamilton urged California to apply for Trade Adjustment Act grants and stated that California's State Plan will be approved.

Mr. Rainey welcomed and introduced Assembly members Kevin Mullin and Rudy Salas as the designated representatives from the State Assembly.

1. **Public Comment**
   Mr. Rossi asked for public comment. There were no public comments.

2. **Action Items**

   a) **Approval of February Meeting Summary**

   Mr. Rossi asked for a motion, it was moved by Mr. Camp and seconded. The item was unanimously approved with minor administrative corrections.

   b) **Approval of State Performance Measures**

   Mr. Rossi introduced this item and asked for a motion. Mr. Brauer moved for approval, a second was provided by Mr. Camp. There was some discussion on this item. Larry Frank asked 2 questions: 1) Leverage funds – tracking WIA related funds only will cause an unintended direction towards the use of Individual Training Accounts (ITA). Mr. Frank asked the committee to understand these unintended consequences and went on to say that the State has to trust local partnerships developed by the local boards. 2) Most performance numbers only track case managed placements (5000 per year in Los Angeles) and not the 25000 universal access placements. Mr. Frank stated the system needs to move towards a universal enrollment strategy and offered to share his placement data with the State Board.

   Mr, Rainey explained the Performance Ad hoc Workgroup and how they will be handling this. The Executive Committee approved these high level outcomes and wants to look at the broader workforce system, not just WIA.

   Carol Zabin commented on the living wage performance indicator that it is important to consider it by sector. Ms. Zabin stated that we do not want public workforce dollars going to undermine other higher paying sectors or higher paying jobs within the sector. In other words, we shouldn't always go for the poorer jobs in the sector.

   John Brauer commented on the self-sufficiency measure and how it is calculated. The cost of living varies greatly in parts of California and that needs to be taken into consideration.

   Mr. Rossi provided his observation that different definitions are being used for sustainability, high-quality, etc. As the State Board moves forward we need a measurable commonality of language and to move from word-smithing documents to actual implementation. Mr. Rossi asked the following questions: Can we measure performance? Do we know what performance is? He urged the members to stay focused on the citizens

who need our services to survive and to remember that in performing the activities necessary to help the people. He concluded saying the State Board's job is not writing papers and arguing about documents, but whether or not we did something worthwhile to change the lives of Californians and their children. We need to get to plans that really drive change.

Mr. Rossi asked for a vote on the performance measures. They were unanimously approved.

c) Approve Committee Reports

Advanced Manufacturing Workforce Development Council
Mr. Khanna summarized the committee's activities. The written report is included in the agenda. Mr. Rossi asked some clarifying questions related to performance metrics and Mr. Khanna agreed.

Career Pathways and Education Committee
Mr. Gallo summarized the committee's activities. The written report is included in the agenda. Mr. Camp asked some questions regarding how participants are selected to reduce the fallout rate. Abby Snay stated youth in special education are usually left out and urged their inclusion in the programs supported by the committee. Ms. Ravnik noted that a theme is emerging as both committee reports and the state plan are all calling for industry recognized credentials. Mr. Brauer asked that the committee discuss with the Community Colleges Chancellor's Office (CCCO) the reporting they are doing around accountability and transparency. Mr. Rossi recommended the following specifics be added to the report: define career-based; describe how each bullet will happen and who will do what; define career-oriented learning environments; define leveraged; and define key employers. Laura Long commented on the Health Workforce Development Council's (HWDC) career pathways work and hopes this committee can do similar. Mr. Williams suggested adding verbiage related to building work experience through service learning/community service.

Health Workforce Development Council
Mr. Redlo summarized the committee's activities. The written report is included in the agenda. Mr. Nayman asked how the council will coordinate with the needs of the health care exchange. He also asked if the council could report to the Issues and Policies Committee (IPSC). Mr. Redlo stated that healthcare employers are well aware of their needs to provide healthcare services under the Affordable Care Act.

Green Collar Jobs Council

Ms. Zabin summarized the committee's activities. The written report is included in the agenda. Mr. Farooq asked if there is a mechanism to incorporate these shared principles among reciprocal committees on the energy policy side. Ms. Zabin replied there is no mechanism at this time but they are working on it. Mr. Fernandez Smith offered youth assistance. Senator Wright stated we want to develop skills training in broad occupations as most green occupation clusters stem from broader occupations. Ms. Sapien asked if the committee has looked at any labor market data to see if the job creation in green jobs is living up to all the hype. Mr. Rossi also provided some input.

Issues and Policies Committee

Mr. Camp summarized his committee's activities as well as the ETPL and Performance ad hoc committees. The written report is included in the agenda. Van Ton-Quinlivan noted the CCCO is not listed in the summary regarding the ETPL committee and should be listed. Ms. Smith-Dohring asked if the private providers will meet the industry professional standards as well as Bureau of Private Postsecondary Education (BPPE) standards. Mr. Rainey explained the intent of the ETPL performance standards.

4. **Discussion**

a) State and Local Board Member Campaign

Mr. Rossi opened by saying the State Board needs to go out and sell its strategic plan through a campaign of talking with the local boards on a regular basis. The campaign document deals with each member being assigned to a local board. Mr. Rossi opened the floor for discussion. Mr. Brauer stated it is a great idea related to best practices, utilization of Individual Training Accounts (ITA) and training dollars to meet the 25% training expenditure requirement. Mr. McMahon he feels it is important that there be a structured, systematic way the State Board can be informed by this individual dialogue. Mr. Trammell agreed and Ms. Ravnik concurred. Mr. Levy suggested getting 3-4 local board executive directors together to discuss this before the campaign starts to keep it positive. Mr. Rossi stated he would like to invite local board chairs to State Board meetings. Ms. Salazar agreed that local directors should be solicited for their input.

Mr. Nayman suggested we step back briefly and come up with a plan that the State Board can push out urging the general public to engage with their local board and that the State Board needs to consider and encourage the general public to weigh in locally first. Mr. Levy said there are 2 parallel forces (workers needing help and employers needing workers) that need to see a common interest otherwise they do not communicate with each other. Mr. Hill agreed that local boards, employers and workers need to be consulted. Mr. Dada stated

as a local board Chair, the local boards are anxious to hear from the State Board. Mr. Barragan questioned the goal of this initiative. Mr. Rossi clarified that the State Board does not communicate well with local boards and that there needs to be a partnership predicated on trust and respect. Mr. Barragan acknowledged the State Board is taking a new approach and asked if it is trying to get the 49 local boards to adopt it as well? Mr. Rossi replied yes, this is essentially a cultural change through creating trusting relationships as partners.

Mr. Gallo stated this is a value proposition not a compliance issue and that a shared vision is critical. Ms. Blanco-Etheridge agreed this is key and that the Board should move forward with a common message. She furthered that in Fresno there is a disconnect between the local board and the services they provide to the people. Ms. Ms. Salazar stated what is missing is how the State Board will support the local boards in this effort. Mr. Rossi reiterated he is not talking about just one meeting, but regular meetings. Mr. Lanter of the California Workforce Association (CWA) stated it is a great idea and that local boards do not want to be anxious about what the State Board is doing. Rather, they want the State Board to understand what their needs are. Having a two-way street is important. Mr. Lanter offered to connect some local directors into this effort. Ms. Long strongly encouraged a mechanism for bringing local input back to the State Board. Ms. Ravnik suggested the State Board Chair issue a letter to the Local Boards. Mr. Rossi will send a joint letter with CWA. Mr. Williams asked about the State Board's capacity to respond, in terms of resources and staffing, to requests for capacity building support from local boards. He expressed concern about collecting all this input and then not coming back with anything. Virginia Hamilton stated DOL will try to find resources to help this effort as well as waivers and policy changes.

Ms. Kan stated that most people looking for jobs and employers would not understand what we are talking about. There is no callout as to who is going to do the work in any of the documents. Ms. Kan stated she wants to see fewer words and to get things done and check off accomplishments. In other words, boil it down and make it simple in a language everyone understands. Ms. O'Bryant stated that the consensus appears to be that local boards are not doing well, therefore there needs to be policy guidance coming from the State Board. As a business owner, Ms. O'Bryant suggested going to the local boards to identify successful programs and how those successful programs get workers and employers together. In other words, approach it from the bottom up, not from the top down. Mr. Rossi disagreed by saying that we are trying to effectuate a particular change that moves the State Board to a more metrics-driven system of measuring 49 local boards similarly. He asked how we drive statewide, the behaviors that create middle skill jobs and that the issue is not whether or not we are driving what local boards are doing, but whether or not measurements are consistent, and are incenting the mid-level skill sets needed. Ms.

Harris agreed this is a change to approaching workforce investment and that the state needs to help the local boards find the way and listen to identify what the State Board can do to help them. Ms. Harris went on to say the State Board will be more of a convener and a facilitator for an integrated approach, and to be effective, it must be clear on its expectations and help the local boards to get there. He suggested we proceed with this initiative and pledged that we will get our written reports much more specific.

b) City of Los Angeles Report – Building a Stronger Los Angeles Workforce
Larry Frank discussed this report.

c) Economic Analysis – State Strategic Workforce Development Plan
Steve Levy reviewed the workforce and economic analysis chapter (Chapter II) of the Strategic Plan.

d) Local Sector Overlay/Survey Results
Executive Director Rainey discussed the overlay, which was requested at the February meeting.

3. INFORMATION

The members were asked to review the following informational items included in their meeting materials:

a) Youth Career Technical Education Manufacturing Skills Pilot – Request for Application
b) 25% Dislocated Worker Project – Central Valley Employment Initiative
c) Local Strategic Plan Timetable
d) Federal Sequester – Impact
e) Regional Industry Cluster of Opportunity - Solicitation for Proposal 2013/14, Alternative and Renewable Fuel and Vehicle Technology Program

4. OTHER BUSINESS

Richard Rubin suggested members look at the document he handed out on immigration and immigration reform. Mr. Rubin stated there will be an immigration reform bill and recommended the State Board give thought to the 3 million undocumented immigrants in California that will require jobs. Mr. Rubin stated we need to take seriously the fact that we will have to accommodate this influx of individuals. He also stated the IPC will include this topic on their agenda at a later meeting. Mr. Rubin mentioned that Mr. Levy, Mr. Brauer, Mr. Camp and other members are already thinking about how we are going to implement

immigration reform in California and cited page 220 of the Los Angeles City report related to the large percentage of Hispanic population.

Having no other business, Mr. Rossi adjourned the meeting at 12:50PM.

Action Requested
The California Workforce Investment Board (State Board) is asked to approve the Eligible Training Provider List (ETPL) policy criteria outlined below.

Background

In January 2013, the State Board's Issues and Policy Committee formed the ETPL ad hoc subcommittee. Its membership included representatives from a broad list of stakeholders (ad hoc member roster is included). The subcommittee was tasked with addressing the following items:

a) Identify the minimum performance standards for private postsecondary education training providers to be included on the ETPL. Local boards can develop more stringent local performance requirements for their training providers approved locally,

b) Develop administrative processes to ensure the California Bureau for Private Postsecondary Education (BPPE) and its reporting system is leveraged and that ETPL providers adhere to BPPE requirements,

c) Determine minimum performance standards for the Department of Industrial Relations' Division of Apprenticeship Standards (DAS) registered apprenticeship programs and the administrative process for their inclusion on the ETPL,

d) Establish procedures to ensure the ongoing management of the ETPL and that training providers maintain performance standards, and

e) Ensure the role and responsibilities of local boards outlined in WIA are maintained.

The subcommittee met twice and provided input on draft documents developed by staff. The resulting policy revision addresses all the issues outlined above. This policy establishes statewide minimum performance standards for all three categories below and specifies that training programs must be in priority industry sectors that have been identified either through the local planning process or the state economic analysis. All ETPL programs to be subject to an annual performance review to ensure only quality training programs are included and remain listed on the ETPL. Specifically, the policy revision requires:

Policy Criteria

Private Postsecondary Training Programs: Must meet and maintain a 70% placement rate for all eligible graduates in that program. Training must be for occupations in priority sectors identified in the State plan and/or local area plans. Training must result in completion/receipt of an industry recognized credential, certificate, or degree, including all industry appropriate licensing and/or certification requirements.

Definition of Placement Rate for BPPE Approved Programs: Placement is measured six months from the graduation date of each student, and reports all students in the program compared to those who have gained employment in the field of study. This calculation excludes students who meet specific exclusion criteria (e.g. death, incarceration, active military duty, continued education beyond graduation, etc.)

California Community College Programs: Must achieve and maintain a 70% certificate or credential attainment rate overall and a 70% Placement Rate in training-related employment for WIA enrolled students in that program. Training must be for occupations in priority sectors identified in the State plan and/or local area plans. Training must result in completion/receipt of an industry recognized credential, certificate, or degree, including all industry appropriate licensing and/or certification requirements.

This category of program will not be subject to the initial performance standards as data to evaluate performance is not currently collected. However, the performance criteria will be applied to these programs in subsequent years.

DAS Registered Apprenticeship Program: Maintain a 70% Apprenticeship Completion rate.

Definition of Completion Rate for DAS Programs: State-registered apprenticeship programs, which have had at least two (2) graduating classes, which have had an annual apprentice completion rate of at least 70% of the average completion rate for two (2) consecutive years for the applicable trade or occupation as verified by the State Division of Apprenticeship Standards.

Implications

a) The policy ensures the state requirements for training providers, subject to registration and approval to operate by BPPE, are properly vetted and comply with BPPE's annual performance reporting requirements.

b) The policy provides a documented method to review performance, for both the initial determination and an annual performance assessment, to list and retain only those programs that meet and maintain the state's minimum level of performance.

c) The policy implements administrative solutions to list programs offered by the campuses of the California Community College system as well as apprenticeship programs registered with DAS.

d) Some providers, with history of providing training services to WIA clients may not have registered or have not received approval to operate by BPPE. This could result in some providers that provide quality training programs being removed from the list, pending their approval by BPPE. The policy includes a transition period to January 1, 2014 to ensure all providers listed on the ETPL are properly registered and approved to operate by BPPE.

e) The list will be reviewed annually by the state and local boards. The timelines associated with this performance review are outlined in Steps b-h below. If programs do not meet the performance standards, the local board will notify them of their removal from the ETPL. The State Board will also remove training programs if they have not complied with BPPE's annual report card requirement. The policy also includes detailed instructions regarding notification and appeal procedures.

Timeline

a) September 2013
DRAFT Policy Directive is published for 30-day public comment period.
Training Providers are required to submit their Annual Report of Performance to BPPE.

b) December 2013
The Employment Development Department (EDD) provides lists of providers by local area to local boards for review and subsequent eligibility determination.

c) February 2014
Local boards complete the local review of training providers and subsequent eligibility determination and forward the list to EDD.

d) March/April 2014
Local boards notify the providers that have been delisted and provide information on appeal procedures.

EDD shall verify with BPPE that reporting requirements have been satisfied, retain all providers that meet the performance criteria, and delist all providers that do not meet the performance requirements.

e) May 2014
EDD shall notify the providers that have been removed from the ETPL due to noncompliance with BPPE reporting requirements and provide information on the appeal process. EDD will also notify local boards of training providers that have been removed from the ETPL to ensure that referrals are no longer made to that program.

f) June 2014
EDD will update the ETPL and republish the list.

g) October 2014
Staff will complete and submit a report to the Issues and Policy Committee and the State Board on the policy implementation and outcomes.

Next Steps

A draft policy directive will be issued in September 2013 for a 30-day public comment period. The final policy will be issued in October 2013.

Feedback on implementation issues -- including evaluation of performance, annual review, and criteria for developing local ETPL policies -- will be integrated into directives and guidance.

Eligible Training Provider List Ad Hoc Committee Member Roster

NAME	TITLE ORGANIZATION/AFFILITATION
John Brauer	Executive Director of Workforce and Economic Development, California Federation of Labor
Kris Stadelman	Executive Director, North Valley Job Training Consortium (NOVA)
Alma Perez	Vice President of Education & Workforce Development, Los Angeles Chamber of Commerce
Joanne Wenzel	Deputy Bureau Chief, Bureau of Private Postsecondary Education
Stewart Knox	Executive Director, San Mateo County Workforce Investment Board
Patricia Rey	System Analyst, Employment Development Department
Robin Purdy	Exec Director, Sacramento Employment and Training Agency
Blake Konczal	Executive Director, Fresno Regional Workforce Investment Board
Jan Vogel	Executive Director, South Bay Workforce Investment Board
Felicia Flournoy	Exec Director, Riverside Workforce Investment Board
Diane Ravnik	Director Division of Apprenticeship Standards
Jeremy Smith	Deputy Legislative Director State Building and Construction Trades Council of California
Cris McCullough	California Community Colleges Chancellor's Office
Carol Padovan	Federal Project Officer, US Department of Labor, Region 6, San Francisco

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Action Requested

The California Workforce Investment Board (State Board) is asked to approve the additional performance measure policy criteria for Local Workforce Investment Boards (Local Boards) and their service providers. These measures will be used to evaluate future High-Performing Local Board designation.

Background

On May 8, 2013, the State Board, through the work of an ad hoc subcommittee of the Issues and Policy Committee, approved seven "additional" performance measures for use in evaluating customer and system progress. These measures complement and further define the WIA common measures that are standard for the California system (these include job placement, job retention, and income increases for adult and dislocated workers, and placement in employment or education, skills increases, and certificate or degree attainment for youth). In selecting these measures, it was the State Board's intention to create measurements that are directly tied to the goals of the State and local strategic plans, and tailored to reflect meaningful outcomes for jobseekers, workers, and employers.

Guiding principles for these measures- They should be:

- Easily explainable to a lay audience
- Applicable to different geographical and institutional areas of interest
- Create a level playing field among programs and service strategies
- Promote behaviors that lead to the desired outcomes
- Result in sustainable practices and efficient use of resources without compromising quality
- Methodologically sound
- Difficult to game or manipulate

The State Board requested that staff further define measurements, timeline for implementation, and implications. *See attached Policy Criteria.*

Implications and Timeline

Between August 2013 and January 1, 2014, State Board staff will work with Local Board directors, staff, and members to further define measurements (including ***what*** is counted, ***when*** in a service delivery cycle information is captured, and ***how*** progress is measured), the process for implementation, and individual benchmarking pilot efforts. This process will result in formal guidance and direction on how data is to be reported and evaluated. In order to

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ensure that staff at local One Stops and training providers as well as the Employment Development Department performance management unit have adequate training, and that technical issues, definitions, and/or other aspects of the new measures can be adjusted or addressed, a pilot period to test the infrastructure for capturing and reporting data will be developed. The scope and scale of the pilot period will be determined in coordination with the Employment Development Department and Local Boards.

What will we count?

Baseline for each of the performance measures will be established both State-wide (collective goals), and for individual Local Boards (similar to the process used for the WIA Common Measures). A minimum threshold for performance will be established, and performance goals for each Local Board will be negotiated on an annual basis. These will reflect a numeric or percentage increase, and be evaluated based on progress toward goal.

How will we use this data?

These performance measures will be a criteria used to determine High-Performing Local Board designation beginning in FY 2015/16. In order to be considered for High-Performing status, Local Boards will need to meet or exceed performance goals in the majority of the measures.

Next Steps

State Board staff will work with Local Boards, the Employment Development Department, and other stakeholders to develop a timeline and process for piloting, benchmarking and implementing the measures and address technical and programmatic implications, data validity concerns, and build workforce system capacity to capture and report data.

Policy Criteria – WIA Additional Performance Measures

What is the Policy Goal?	How Will Success Be Measured?	How is the Measure Defined?	What Are the Details?
Increase the number of Californians with the skills necessary to compete in today's economy.	Attainment of Industry-Valued Credentials	Certificates and credentials that enable students to enter middle skill jobs or career pathways. *Credentials/certificates recognized by employers, trade associations, and licensing entities as meeting occupational requirements and used in hiring decisions.*	"Industry –Valued" are those certificates, degrees, or credentials (C/D/C) that are necessary to: • Enter into an occupation, without which the job seeker would not be allowed to practice or is at a disadvantage in the application process. • Enter into an occupation at a substantially higher wage rate than applicants w/o the C/D/C. • Advance in an occupation or along a career path, as evidenced by wage gain or job advancement (e.g. title change, scope of work change).
Increase the number of Californians who earn enough to make ends meet.	Placement in Quality Jobs (living wage jobs)	Jobs that meet a minimum threshold for wage and/or benefits. *A living wage is a wage that is high enough to maintain a decent standard of living (adequate food, shelter, and other necessities). Living wage varies based on the area-specific cost of living.*	Quality jobs are those that meet or exceed the Self Sufficiency Standard or Lower Living Standard Income Level for a single adult for the county in which the job is located. This will be measured by the hourly wage at placement.
Increase the number of Californians with jobs and careers in high-demand, priority industries in the regional or State economy.	Placement in Targeted Industry Sectors	Occupations in priority industry sectors as identified by the State Board or local WIBs. *Sectors may be high-demand (new jobs or replacement job openings), high-wage, or represent a critical or emerging role in the State/local economy.*	Defined as placement of an unemployed job seeker in a job in the priority industry, transition of an employed worker (in a different industry) to a job in priority industry sector, or advancement of current industry worker into new occupation in the same priority industry sector.

Policy Criteria – WIA Additional Performance Measures

What is the Policy Goal?	How Will Success Be Measured?	How is the Measure Defined?	What Are the Details?
Increase the income of Californians who participate in workforce services and/or training.	Return on Investment	Expenditures for workforce services as compared against outcomes achieved.	Defined as income increase for workers placed in a new job or advanced to a new occupation as a result of services delivered through the local WIB. Return on Investment will be measured by the ratio between workforce service cost as compared to income change.
Increase the value of the workforce system to businesses/employers.	Employer Engagement & Employer Investment	Employers are active partners in and customers of workforce services, and provide meaningful contributions – financial and in-kind- to programs.	Measurement of the: • Percentage of employers who are repeat customers of the local workforce system, and/or • Increase in the dollar value or percentage of total budget from employer contribution to training, internships, equipment, or other services.
Increase the responsiveness of the workforce system to local, regional, and State-wide economic conditions.	Industry Sector Partnerships	Collaboration among workforce system providers, educational and training institutions, labor, and employers that target the supply and demand gaps (hiring, training, productivity, diversity, etc.) in targeted industries.	Increase in the number and /or strength of industry sector partnerships, as measured by: • Number or percentage of workers hired from sector programs. • Number or percentage of credentials achieved for sector program graduates. • Improvement in sector employer/industry outcomes (increased productivity, decrease time to hire, etc.)
Increase the impact of the workforce system and limit duplication of services.	Alignment of Funding Streams	Local and/or regional funding decisions are reflective of workforce system goals.	Funding that is dedicated to workforce system performance and outcome measures defined in the local WIB plan (including those listed here), as measured by the percentage of total LWIB budget.

Performance Ad Hoc Committee Member Roster

NAME	TITLE ORGANIZATION/AFFILITATION
Alma Perez, Ad Hoc Chair	Vice President of Education & Workforce Development, Los Angeles Chamber of Commerce
Joseph Williams	CEO, Youth Action Project
Abby Snay	Executive Director, Jewish Vocational Services
John Brauer	Executive Director of Workforce and Economic Development, California Federation of Labor
Nathan Nayman	State and Local Relations, Visa Inc.
Stewart Knox	Executive Director, San Mateo County Workforce Investment Board
Patricia Rey	System Analyst, Employment Development Department
Robin Purdy	Executive Director, Sacramento Employment and Training Agency
Nick Schultz	Director, Alameda County Workforce Investment Board
Felicia Flournoy	Executive Director, Riverside Workforce Investment Board
Stephen Baiter	Director, Contra Costa County Workforce Investment Board
Jeremy Smith	Deputy Legislative Director State Building and Construction Trades Council of California
Cris McCullough	California Community Colleges Chancellor's Office
Pam Harris	Director, Employment Development Department
Carol Padovan	Federal Project Officer, US Department of Labor, Region 6, San Francisco

Item 4. Updates and Discussions

a) Workforce System Performance Measures

b) Sector Survey and Mapping

c) Member-to-Member Communication Campaign

d) Committee Reports:

- Issues and Policies Committee
- Health Workforce Development Council
- Advanced Manufacturing Workforce Development Council
- Green Collar Jobs Council
- Career Pathways and Education Committee

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Workforce System Performance Measures

Creating a Cross- System Performance Report Card

The State Working Group, a collaboration of key state agencies involved in workforce development, is developing a cross-system "report card" on California's human capital investment in workforce development to better understand the collective impact of these investments on the labor market. This report card will provide a status report on credential/degree attainment and wage gain outcomes of these programs. California can then measure year-to-year improvement and develop improvement goals for these outcomes. The report card will also provide information on the match between demand in targeted sectors and credential/degree attainment and provide demographic breakdowns of employment, wage, and credential/degree outcomes.

After a series of state team meetings and regional outreach sessions convened for the purposes of developing a state workforce plan, the state team of workforce agencies identified a cross system report card as one of their priority items for collective action. A technical advisory team was created with representatives from the California Workforce Investment Board (State Board), Employment Development Department, Employment Training Panel, California Community College Chancellors Office, California Department of Education, and the Division of Apprenticeship Standards to discuss the purpose for collecting this data, to identify the appropriate goals to measure, to determine the meaningfulness and feasibility of tracking possible metrics, and to plan a timeline for implementation.

The cross-system metrics that the technical advisory team decided were the most feasible for initial implementation are:

- Credential and degree attainment in targeted sectors, by demographic characteristics, and
- Wage gain (comparing two years before program competition to two and five years after program completion.)

One consideration in looking at any data initially developed is that benchmark data will include wages earned during the Great Recession because of limitations on wage archived data. For example, if the first report card was issued in 2014, data on participants who completed programs in 2006 will be the first cohort that would have five years after program completion wage archived data – wages earned in 2011.

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The cross-system performance outcomes and timeline for implementation will be presented to the State Board at the November 12, 2013 meeting.

Developing Local Board Performance Targets

State Board staff are currently negotiating local performance targets for the Workforce Investment Act (WIA) common measures (these include job placement, job retention, and income increases for adult and dislocated workers, and placement in employment or education, skills increases, and certificate or degree attainment for youth). These performance goals reflect local performance, demographics, and service strategies, but also take into account local economic conditions, particularly the improvement in the labor market over the past year. State Board staff will complete performance negotiations by October 1, 2013 (in alignment with the review of the local board strategic plans).

The WIA common measures represent a baseline for system performance, and it is the State Board's intention that the "additional "performance measures be used to further describe the progress of the system in developing a middle class workforce, and placing Californians in middle skill jobs. The additional measures will be used to evaluate High-Performing Board designations in 2015/16.

Local Workforce Investment Board (LWIB) Priority and Emergent Industry Sectors
Overlayed with California Community College (CCC) Sector Navigator Matrix

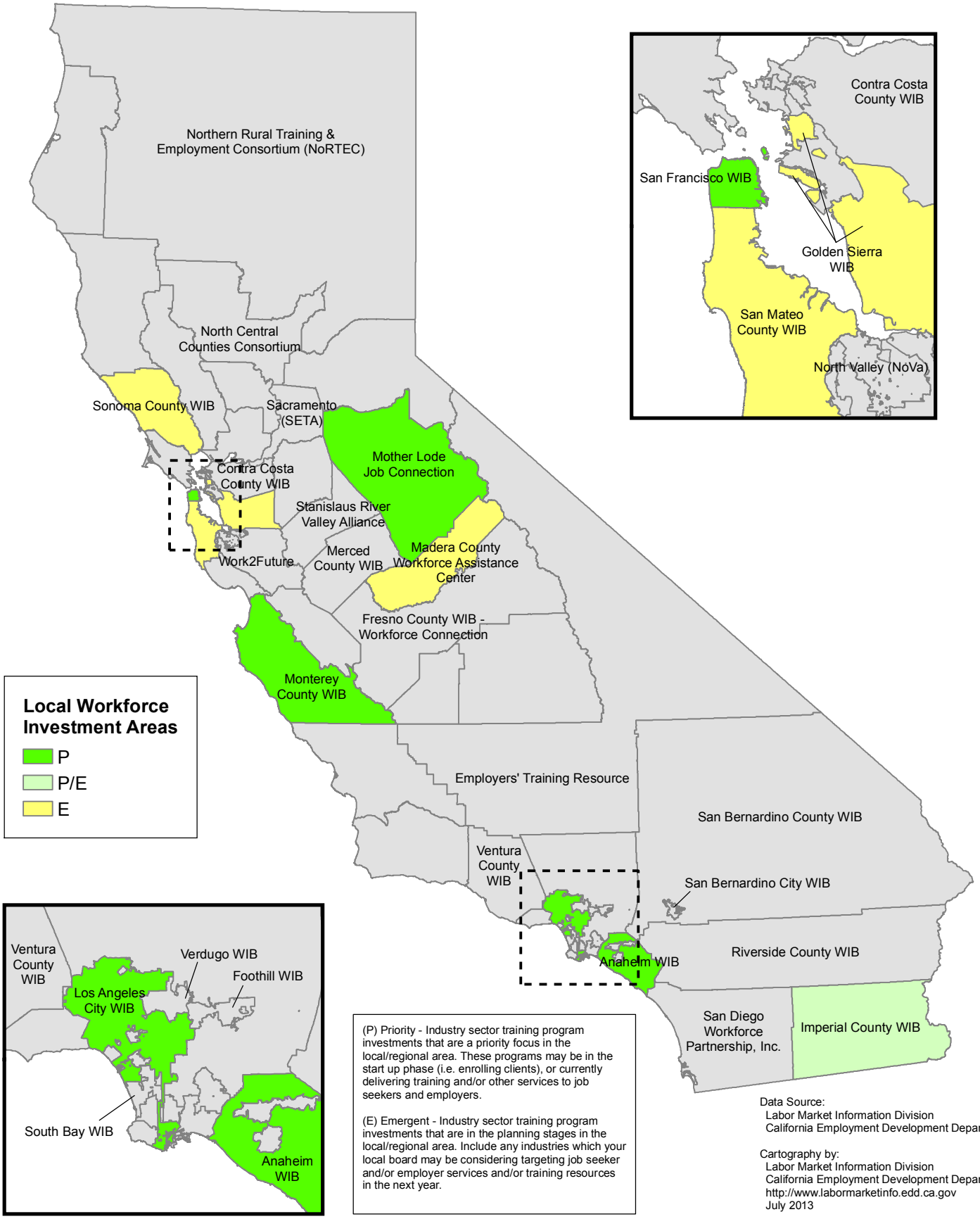
CCC Identified Economic Regions (with corresponding LWIBs)	CCC Identified Industry Sectors										Non-CCC Industry Sectors	
	Health	Advanced Manufacturing	Agriculture, Water, & Environmental Tech	Life Sciences/ Biotech	Information and Communication Technology (ICT)/ Digital Media	Retail/ Hospitality/ Tourism	Advanced Transportation & Renewables	Energy (Efficiency) & Utilities	Small Business	Global Trade & Logistics	Construction and Public Infrastructure	Finance and Insurance
Greater Sacramento												
Golden Sierra WIB	P	P	E	P		E	P	P	E			E
North Central Counties Consortium	P	P	E					P			P	
Sacramento Employment and Training Agency (SETA)	P				E			P		E		
Northern Coastal												
Northern Inland												
Northern Rural Training & Employment Consortium (NoRTEC)	P	P	P		P				P			
SF/Mid Peninsula												
North Valley Job Training Consortium (NoVa)	P	P			P						P	
San Francisco WIB	P				P	P					P	
San Mateo County WIB	P	P			P	E		E		E		P
East Bay												
Contra Costa County WIB	P	P		P	E			E				
Silicon Valley												
Work 2 Future	P	P			P							
North Bay												
Sonoma County WIB	P	E				E						
Santa Cruz/Monterey												
Monterey County WIB	P/E		P			P						
Central Valley												
Fresno County WIB - Workforce Connection	P	P	P		P		P	P		P	P/E	
Kern/Inyo/Mono County WIB	P	P					P	P/E		P	P/E	
Madera County Workforce Assistance Center	P	P	P			E	E	E		P		
Merced County WIB	P	P	P/E	P			P	P		P	E	
San Benito county WIB	P	P	P									
San Joaquin County WIB	P/E	P/E	P					P		P		
Stanislaus River Valley Alliance	P	P	E					E		P	E	
Tulare County WIB	P	P						P		P		
Mother Lode												
Mother Lode Job Connection	P		P		P/E	P						
South Central												
San Luis Obispo County WIB		E										E
Ventura County WIB	E	E						E				
LA County												
Foothill WIB	P		E		P			E			P	P
Los Angeles City WIB	P	P				P		P		P	P	P
South Bay WIB	P	P			E					P	P	
Verdugo WIB	P	P			P/E							
Orange County												
Anaheim WIB	P	P			P	P		P		P	P	P
Orange County WIB	P	E			P	P					P	P
San Diego/Imperial												
Imperial County WIB	P		P			P/E		P/E				
San Diego Workforce Partnership, Inc.	P	E		P	P			P				
Inland Empire												
Riverside County WIB	P						P	E		P		
San Bernardino City WIB	P	P						E		P		
San Bernardino County WIB	P	P					P	P		P	P	

(P) Priority Industry Sectors- Industry sector training program investments that are a priority focus in the local/regional area. These programs may be in the start-up phase (i.e. enrolling clients), or currently delivering training and/or other services to job seekers and employers.

(E) Emergent Industry Sectors- Industry sector training program investments that are in the planning stages in the local/regional area. Include any industries which your local board may be considering targeting job seeker and/or employer services and/or training resources in the next year.

Retail / Hospitality / Tourism

Local Workforce Investment Board Priority and Emergent Areas



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Data Source:
Labor Market Information Division
California Employment Development Department

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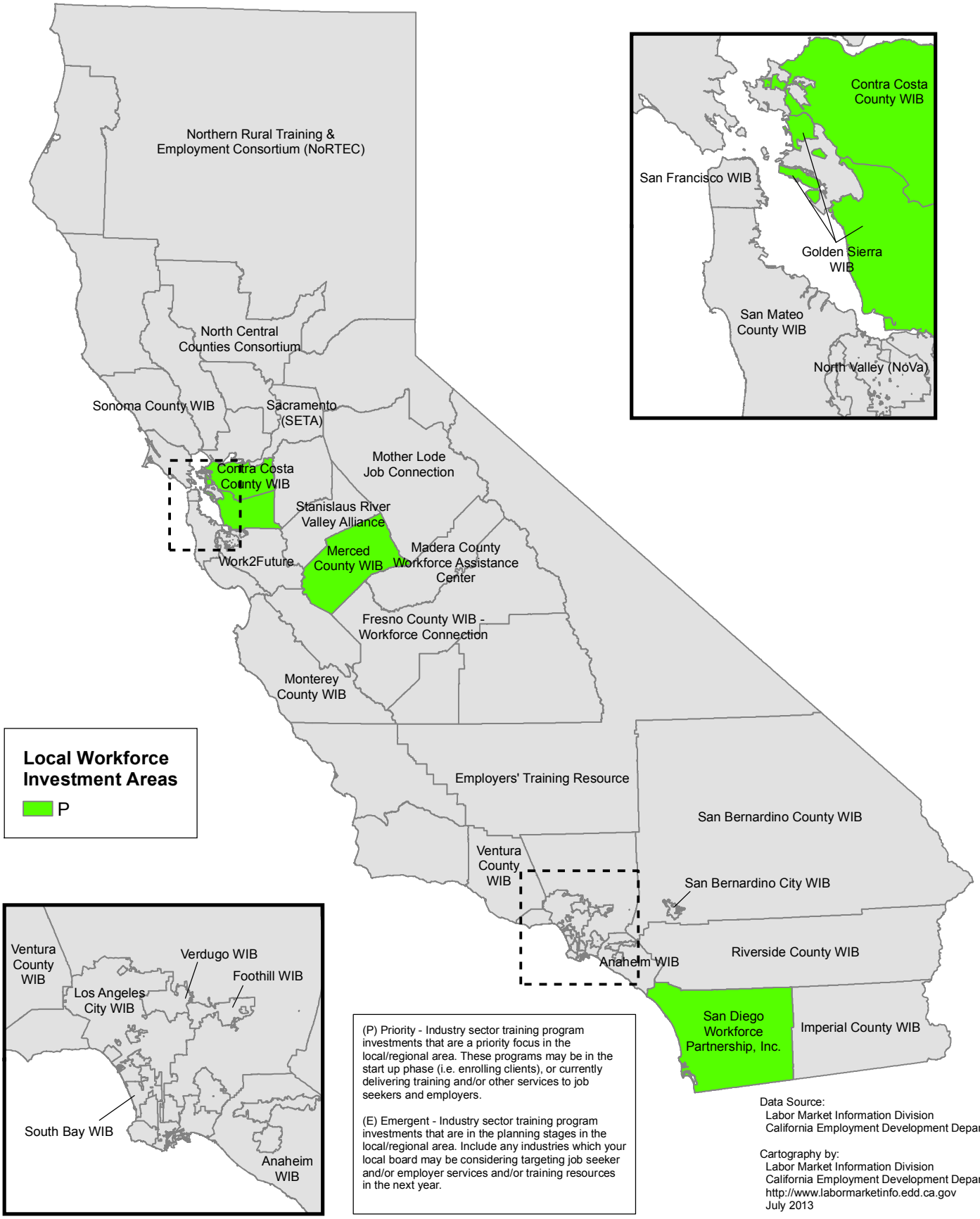
Life Sciences/Biotechnology

Local Workforce Investment Board Priority Areas



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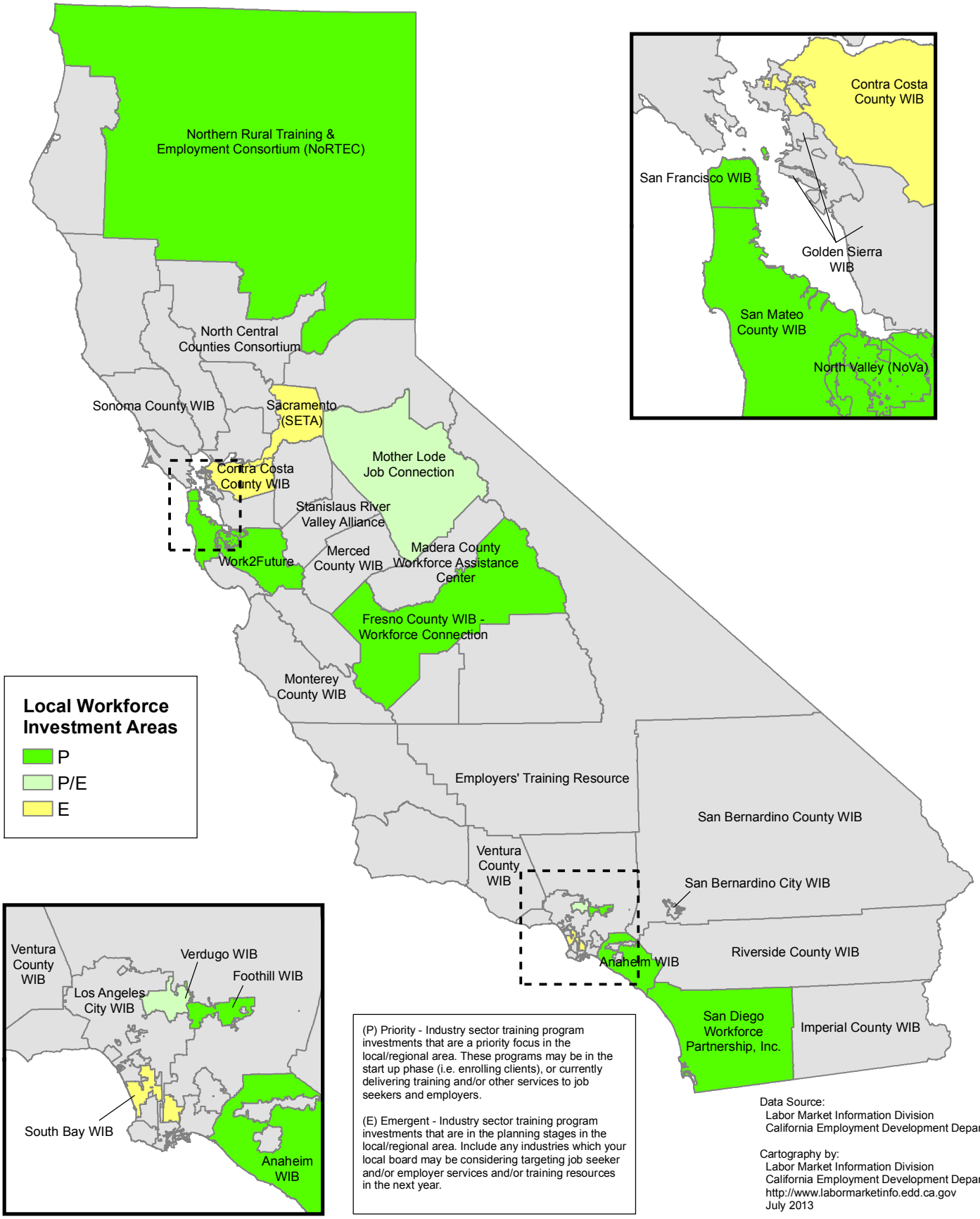
Information and Communication Technology (ICT) / Digital Media

Local Workforce Investment Board Priority and Emergent Areas



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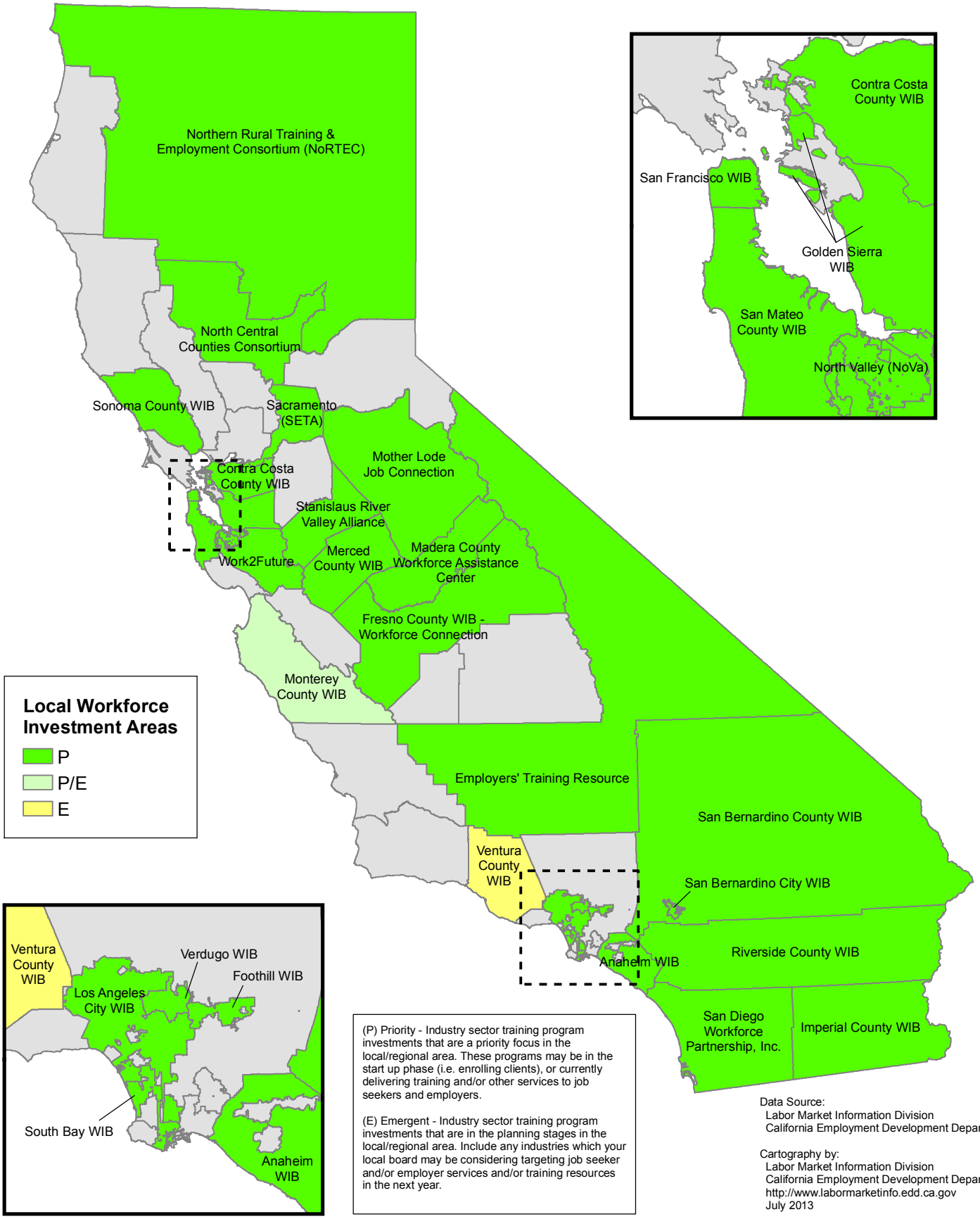
Health Industry

Local Workforce Investment Board Priority and Emergent Areas



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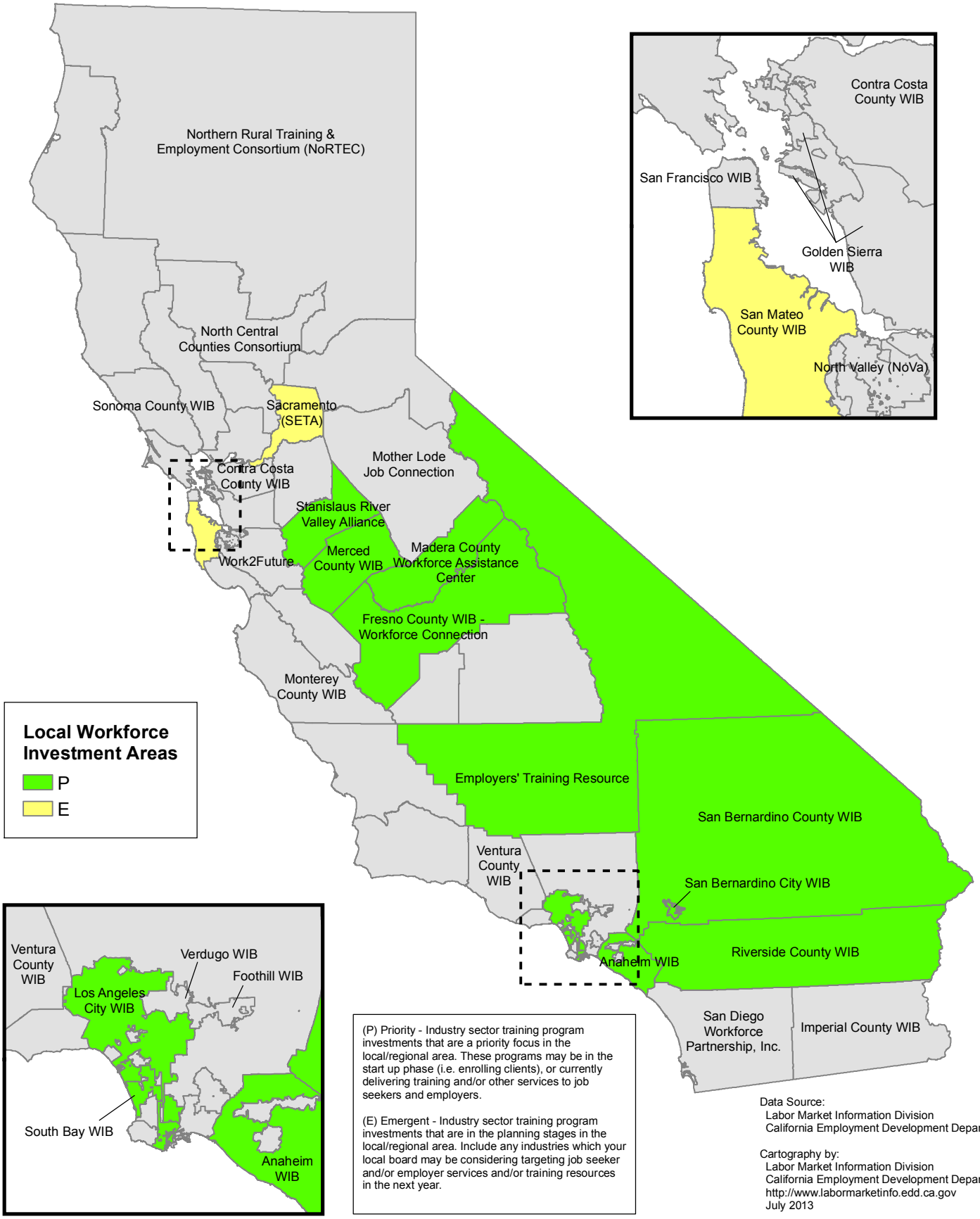
Global Trade and Logistics

Local Workforce Investment Board Priority and Emergent Areas



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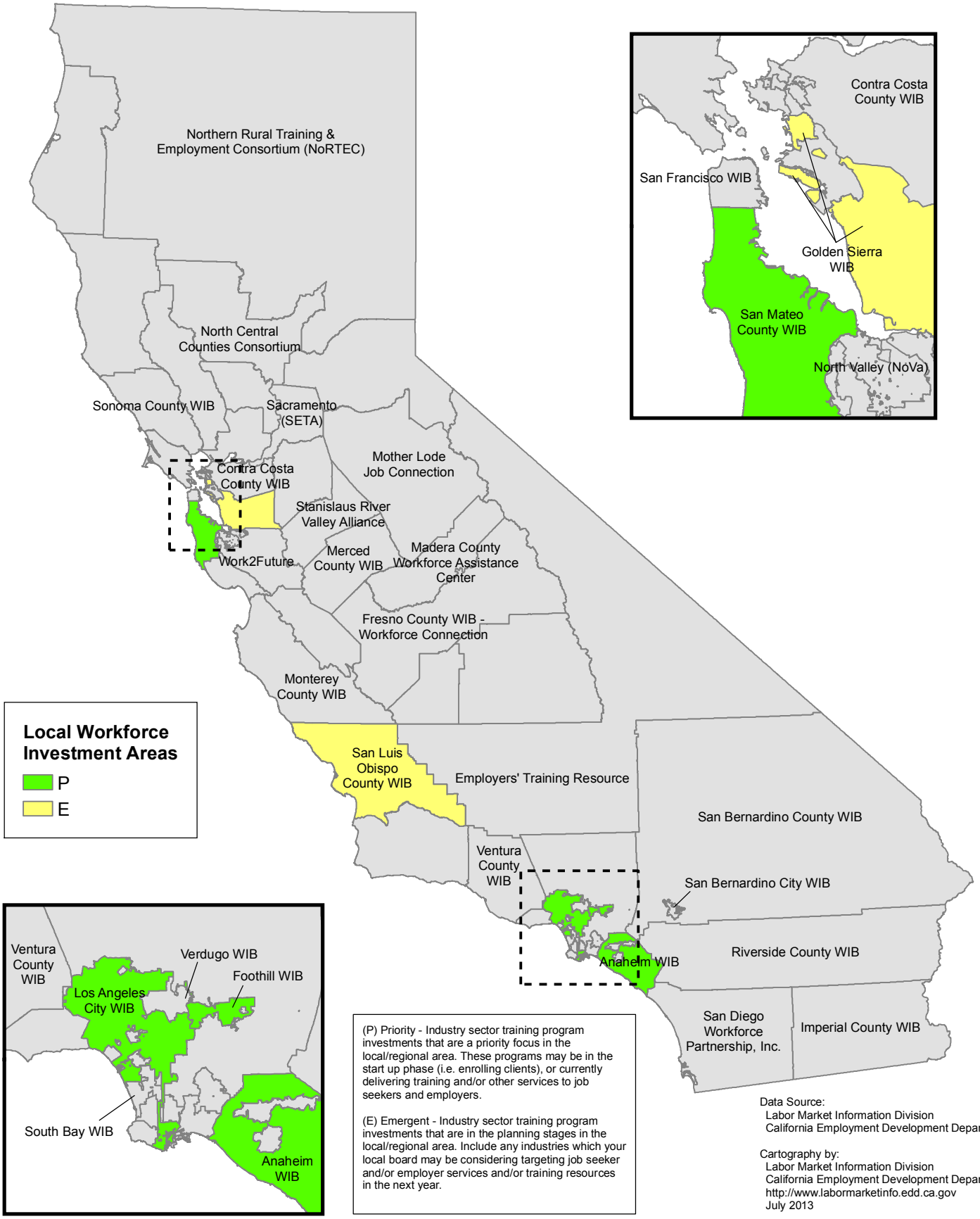
Finance and Insurance

Local Workforce Investment Board Priority and Emergent Areas



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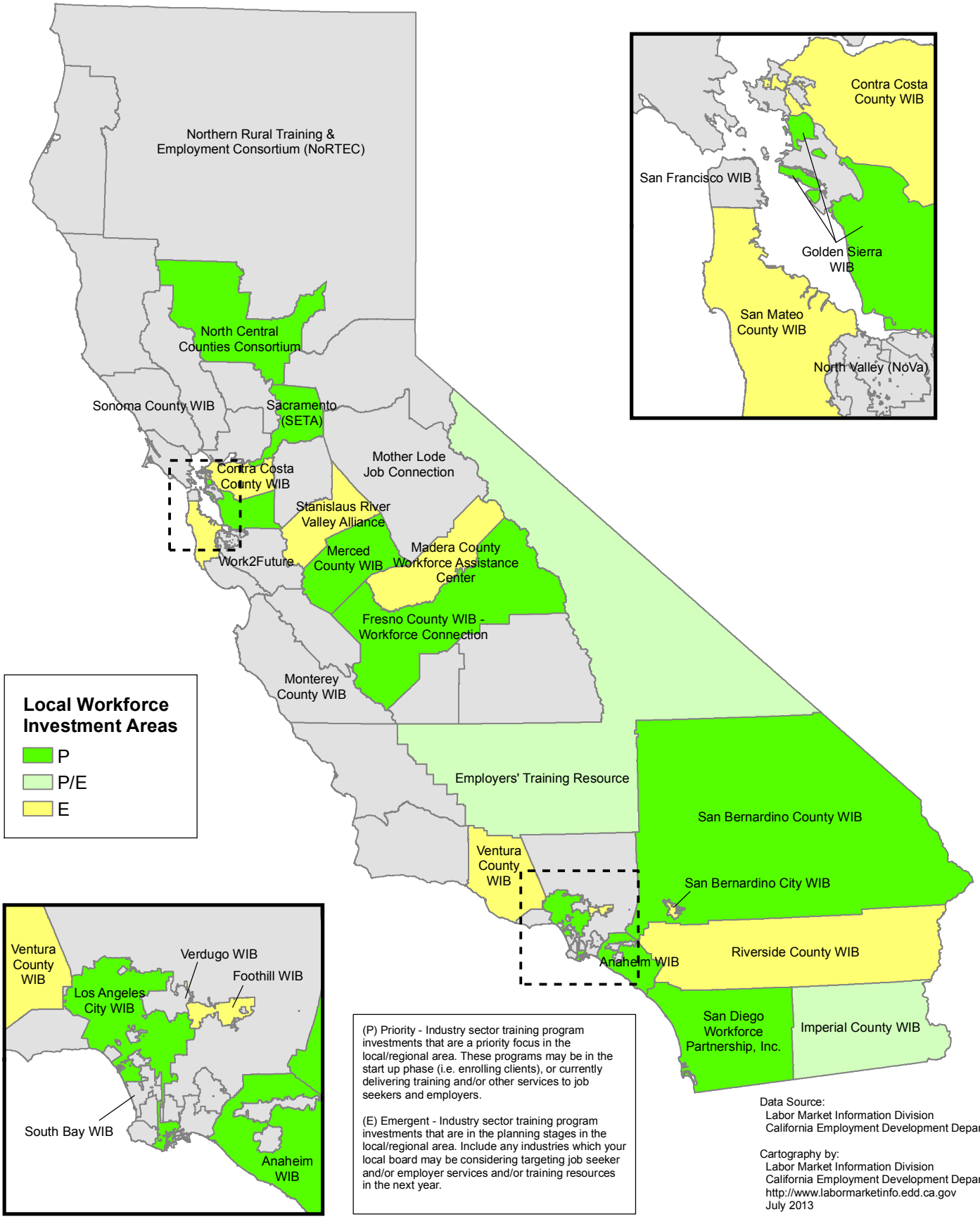
Energy (Efficiency) and Utilities

Local Workforce Investment Board Priority and Emergent Areas



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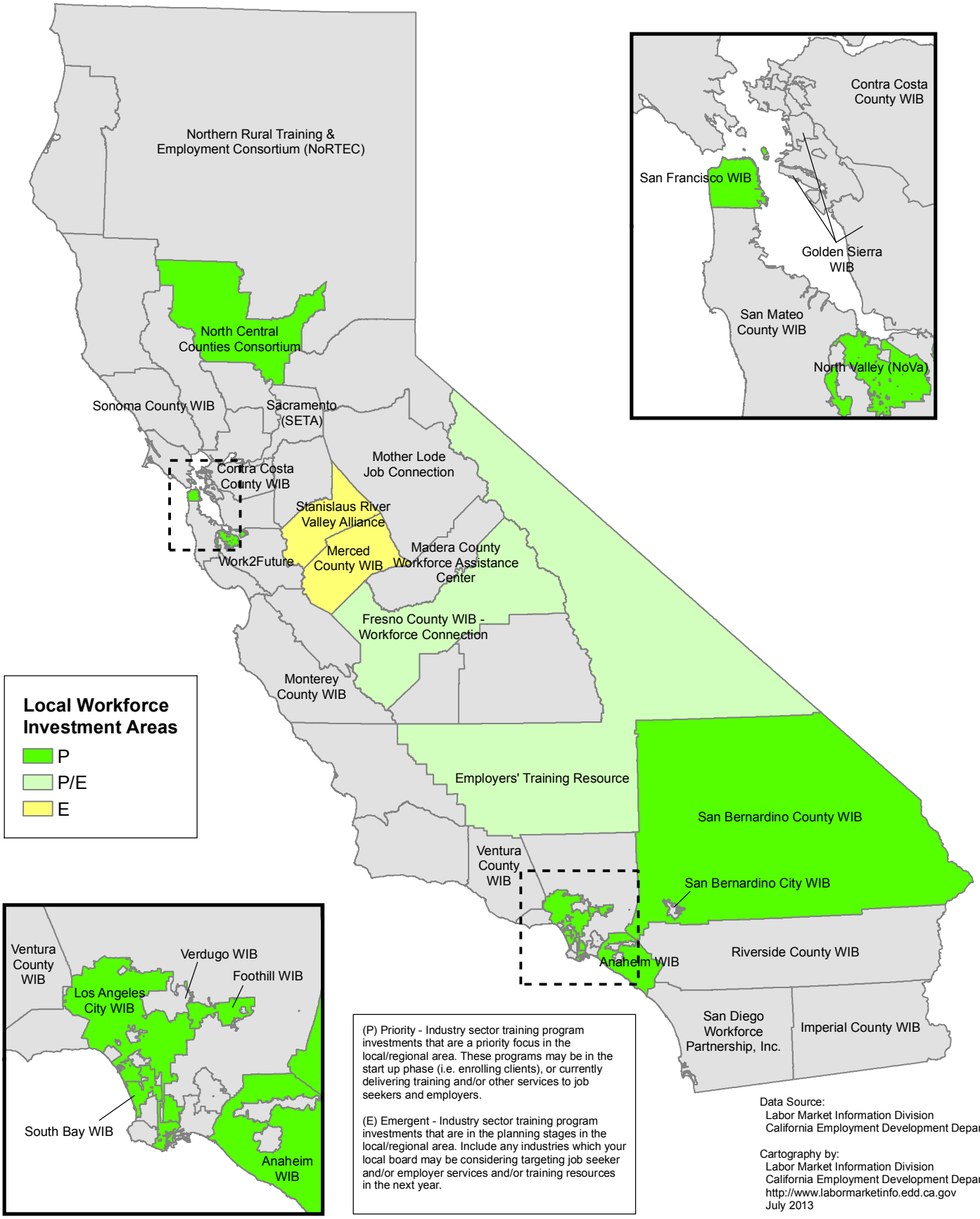
Construction and Public Infrastructure

Local Workforce Investment Board Priority and Emergent Areas



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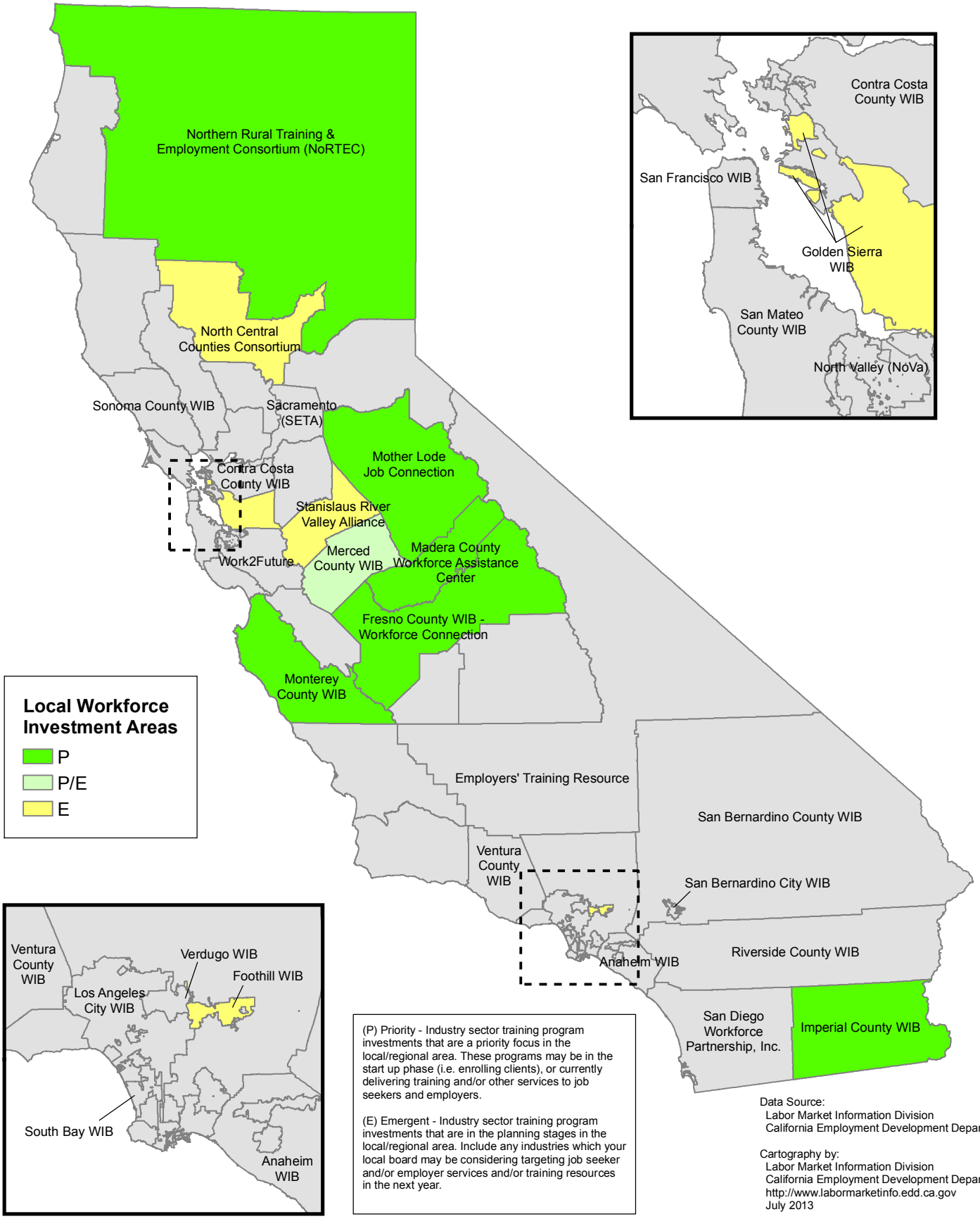
Agriculture, Water, and Environmental Technology

Local Workforce Investment Board Priority and Emergent Areas



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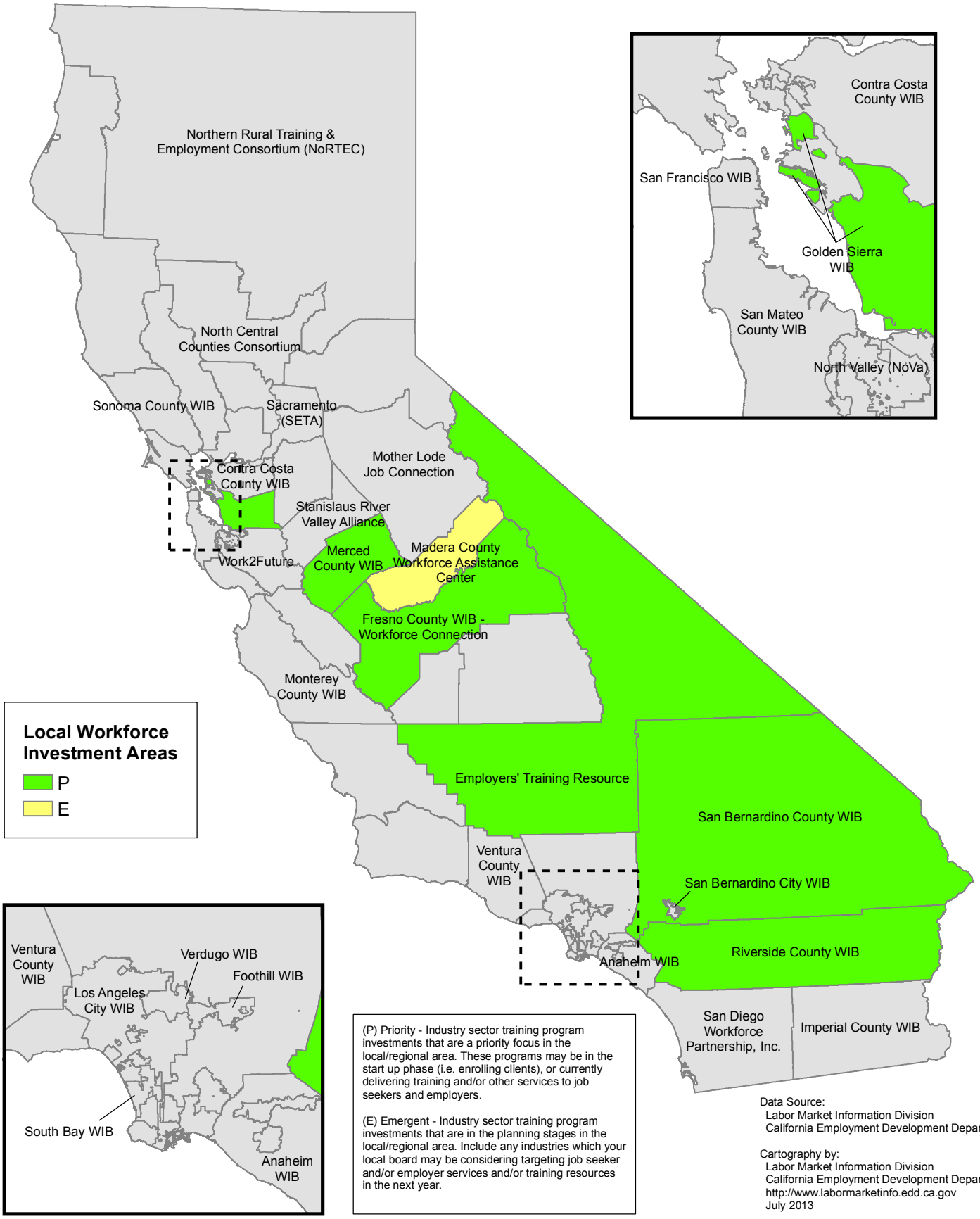
Advanced Transporation & Renewables

Local Workforce Investment Board Priority and Emergent Areas



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July 2013

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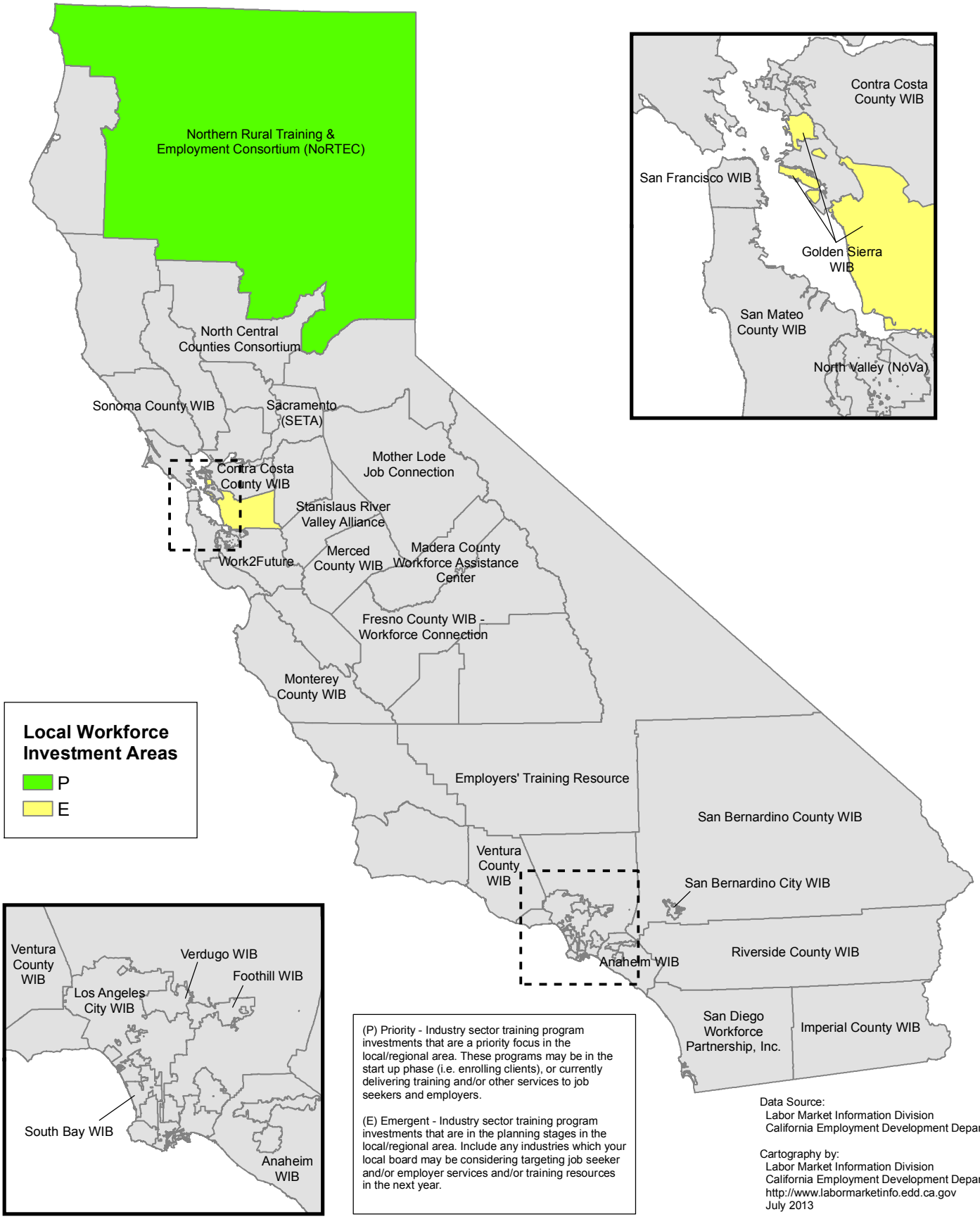
Small Business

Local Workforce Investment Board Priority and Emergent Areas



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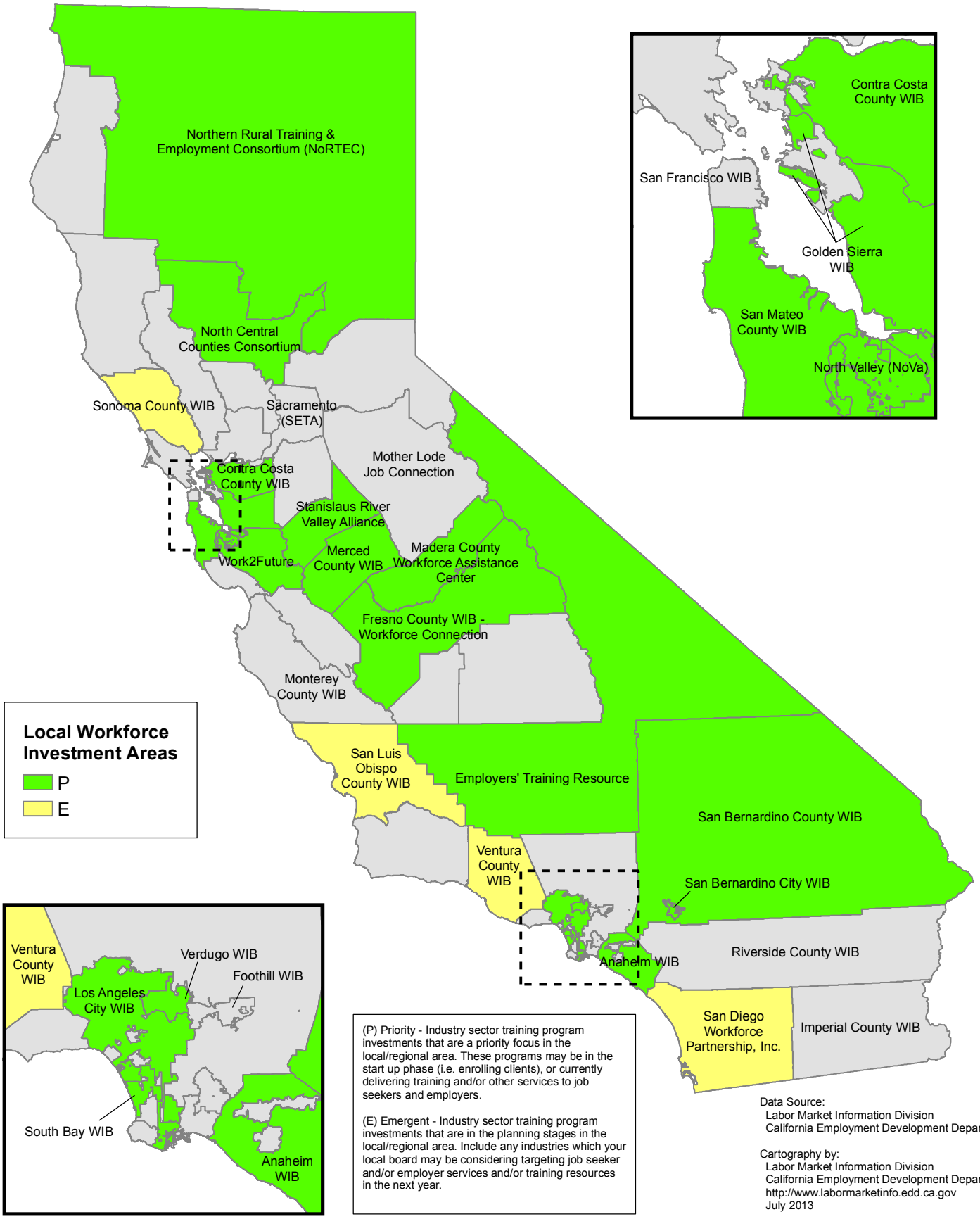
Advanced Manufacturing

Local Workforce Investment Board Priority and Emergent Areas



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#

Member-to-Member Communication Campaign Update

At the May 8, 2013 State Board meeting, members launched a "member-to-member" communication campaign to increase collaboration among State Board members and Local Workforce Investment Board (Local Board) Chairs. Subsequent to the meeting, State Board staff contacted all the Local Board directors to inform them of the campaign, solicit feedback, and begin planning a series of regional meetings among State and local board members. As of the August 13, 2013 State Board meeting, two of these regional meetings will have been conducted: San Benito, Monterey and Santa Cruz Local Boards, and Oakland, Alameda, Richmond and Contra Costa Local Boards.

Next Steps

State Board staff will be organizing the remainder of the regional meetings from August – November 2013. Larger regions may be divided into a few smaller meetings to ensure maximum participation by local board members.

Regions Include:

- Region A: Riverside, San Bernardino San Diego, Imperial
- Region B: LA City & County, Verdugo, Foothill, South Bay, Pacific Gateway
- Region C: Greater Orange/LA (Orange County, Anaheim, Santa Ana)
- Region D: Central Coast (San Luis Obispo, Santa Barbara, Ventura)
- Region E: No./Central Valley (Kings, Tulare, Fresno, Madera, Merced, Kern, Inyo Mono Consortium, Stanislaus, San Joaquin, Mother Lode)
- Region F: San Jose-Silicon Valley, San Mateo, Oakland, Alameda, SF, Contra Costa, Richmond).
- Region G: Sacramento, Golden Sierra, Yolo Co.
- Region H: Marin, Napa-Lake, Sonoma, Solano, Mendocino, Humboldt

The November 12, 2013 State Board meeting will be extended to include the first of the Member-to-Member campaign "retreats", at which State Board members can craft strategies, refine statewide goals, and identify opportunities to gain traction and momentum in local implementation. Work at the retreat would focus on:

- Reflection and incorporation of Local Board meetings and feedback into Workforce Campaign design;
- Articulation of Workforce Campaign goals (e.g. 50% increase in apprenticeship or skills credential achievement, 100,000 youth placed in high-growth occupations, etc.); and
- Development of Campaign Strategy and next phase of work with Local Boards.

California WORKFORCE INVESTMENT BOARD

Michael Rossi, Chair ▪ Tim Rainey, Executive Director ▪ Edmund G. Brown, Jr., Governor

July 23, 2013

Dear Local Workforce Investment Board Chairs and Vice Chairs:

The California State Workforce Investment Board is embarking on a new endeavor to reshape and reinvigorate the State's workforce development system to respond to the rapidly changing economic climate and demographic shifts in our State. As the leadership of a local Workforce Investment Board, you are on the cutting edge of this change, and we wish to thank you for your commitment to your community and the State of California.

The members of the State Board are very interested in working with you and all the members of your Board to create solutions to challenges both large and small. As you know, building a strong skills system and workforce pipeline is critical to driving economic growth in our cities, regions, and state, and the State Board wants to hear from you, learn from your successes, and build on the strong infrastructure you have created.

In order to drive the workforce system forward, we have created a "member-to-member" communication campaign, designed to introduce the State Board members to your priorities locally, and to update your fellow WIB members on the work at the state. Our goal is to begin the process of developing strong connections and increased collaboration that is necessary to build on great work, and increase opportunities for California's students, workers, and businesses to succeed.

Members of the California State Workforce Board and staff will be reaching out to you to discuss opportunities to talk with you and your fellow members. We will be assisting in the coordination of this effort to ensure that your time and that of the local staff is used well, and to assist in planning of regional meetings. Attached is some additional information on the California State Board's work; please contact Tim Rainey (tim.rainey@cwib.ca.gov / 916-324-3364) if you have any questions or would like additional information.

Thank you again for your commitment to California's workforce development system, and all those who benefit from the work of your local Board, staff, and community.

Sincerely,

Michael Rossi
Chair
California Workforce Investment Board

Tim Rainey
Executive Director
California Workforce Investment Board

REBUILDING OUR WORKFORCE SYSTEM: A CAMPAIGN FOR CALIFORNIA'S FUTURE

Call to Action

The California Workforce Investment Board has developed an ambitious 5-year strategic plan that will substantially retool the state's workforce development system - and implementation requires an all hands on deck approach. To create the changes needed to put more Californians to work, we must align the assets and commitment of the system's many partners and stakeholders to build a strong skills system and workforce pipeline. Aligning a coalition of State and Local Workforce Investment Board members driving toward our collective goals is key to this effort. This is a call to action – a campaign to unite State and Local Board members across California.

The Opportunity

The work of skilling up job seekers and placing them in employment takes place in neighborhoods and cities. Local Boards are the backbone of the workforce education and training system in California. They represent the best opportunity to engage the many players implementing the State's strategic goals of growing industry partnerships, increasing skills credentials and investing in learn and earn strategies. Implementing these proven strategies via the substantial infrastructure that exists at the regional and local levels is essential to our collective success.

Assets that this campaign will mobilize include the impressive network of 49 Local Boards and over 1,500 Local Board members representing business, labor, education, social services, and community-based organizations. This system invests $400 million annually in federal Workforce Investment Act funds, and several billion dollars of state, federal and private sector investments in workforce education and training.

Workforce Board Member-to-Member Campaign

The State's strategy for creating shared prosperity through the development of a high-performing workforce system must be implemented through effective partnership between the State and Local Board members. State Board members will work with Local Boards and staff to:

- Engage Local Board members in a discussion of local priorities, opportunities and challenges, and how these can be championed by the State.
- Share the role of the State Board, and encourage Local Board members to engage in workforce system change efforts in cities and regions.
- Identify best practices in local communities, strategies to bring these programs to scale, and innovations that can transform the way the system serves job seekers and businesses.

Issues and Policies Committee
Committee Report

Background

In January 2013 the Issues and Policies Committee (IPC) formed three ad hoc committees to develop policy recommendations in three areas: Additional Performance Measurement, revising the Eligible Training Provider List, and the "Future of the One Stop". Those committees' membership includes State Board members, Local Board directors and staff, state and local stakeholders and other parties essential to developing the policy guidance. The IPC has continued to conduct its work through the ad hoc committees formed in January 2013. The following activities summarize their efforts since May 2, 2013.

Summary of Activities

Eligible Training Provider List (ETPL) Ad Hoc Committee and Additional Performance Measures Ad Hoc Committee

The Eligible Training Provider List Ad Hoc Committee and the Additional Performance Measures Ad Hoc Committee convened between January and August 2013 to develop policy criteria and recommendations. The action items included in the August 13, 2013 meeting of the State Board reflect the work of these ad hoc committees. The work of these committees will be transitioned to the implementation phase, and be expanded to include State Board staff, Local Board directors and staff, and other system stakeholders.

Future of the One-Stop Ad Hoc Committee

The IPC formed an ad hoc committee to consider and make recommendations to improve on this model of service delivery. As part of the discussion, the committee will review the recommendations of the Integrated Services Delivery Evaluation Report and its impact on the development of service delivery strategies through the America's Job Centers; consider how new technologies can be implemented to more effectively serve the clients, and the needs of the clients being served through these centers. Several members have already volunteered to participate on the ad hoc group, and new members will be solicited over the next several weeks. The first meeting of the Future of the One Stops Ad Hoc Committee will be convened in September 2013.

Layoff Aversion Workgroup

The IPC will form a workgroup in September 2013 to evaluate how the Rapid Response funds are being utilized in California. Staff will work with the Employment Development Department and local partners to evaluate the current policy and to make recommendations back to the IPC on changes that will promote the delivery of layoff aversion activities, particularly in priority industry sectors in the State and regional economies. Recommendations will ensure the Governor maintains the flexibility to maximize the use of these funds to implement strategies to achieve the goals outlined in the State Workforce Development Plan.

Next Steps

- The Layoff Aversion Workgroup and the Future of the One Stop Ad Hoc Committee will be convened in September 2013. At these meetings, members will develop priorities and create action plans including timelines, outcomes, and deliverables. These will be presented for approval to the next IPC meeting.
- State Board staff will be developing a regular reporting structure to update the Committee and State Board on progress, challenges, and outcomes related to the implementation of the ETPL and Additional Performance Measures work. Staff will be engaging Local Board directors and staff, along with impacted agencies in the roll-out of these plans.

California Workforce Investment Board
Issues and Policies Committee
Member Roster

NAME	TITLE ORGANIZATION/AFFILITATION
Chair, Bill Camp	Executive Secretary-Treasurer, Sacramento Labor Council
Vice-chair, Abby Snay	Executive Director, Jewish Vocational Services, San Francisco
Allen Fernandez-Smith	President and CEO, Urban Habitat
Blake Konczal	Executive Director, Fresno Regional Workforce Investment Board
Bruce Stenslie	President and CEO, Economic Development Collaborative, Ventura County
Jeremy Smith	Deputy Legislative Director, State Building Constructions Trades Council of California
Joseph Williams	CEO, Youth Action Project
John Brauer	WED Executive Director, California Labor Federation
Kenneth Burt	Political Director, California Federation of Teachers
Nathan Nayman	State and Local Relations, Visa, Inc.
Nick Shultz	Director, Alameda County Workforce Investment Board
Stan Diorio	Designee for Senator Roderick Wright
Steven Baiter	Director, Contra Costa County Workforce Investment Board
Steven Levy	Director and Senior Economist, Center for Continuing Study of the California Economy

Stewart Knox	Executive Director, Northern Rural Training and Employment Consortium
Alma Salazar	Vice President of Education & Workforce Development Los Angeles Chamber of Commerce
Felicia Flournoy	Exec Director, Riverside Workforce Investment Board
Robin Purdy	Exec Director, Sacramento Employment and Training Agency
Van Ton-Quinlivan	Designee for Chancellor Harris
Sharon Hilliard	Chief Deputy Director, Employment Development Department
Chris Hill	Chief Strategy Officer, Mycotoo, Inc.
Nadine Forman	Executive Director, Hospitality Training Academy-Los Angeles
Jamil Dada	Vice President, Investment Services – Provident Bank-Riverside County Branches
Henry Perea	County Supervisor, County of Fresno
Michael Kelly	Executive Director, Los Angeles Coalition for the Economy and Jobs

Health Workforce Development Council
Committee Report

Background

A core goal of the Health Workforce Development Council (HWDC) is to expand California's full-time primary care workforce by 10-25% over the next ten years. To achieve its mission, the HWDC has engaged a broad range of public and private stakeholders in an extensive process to understand statewide and regional priority health workforce needs and develop strategies to address health care skill gaps.

Summary of Activities

Dislocated Worker Health Care Training Program Framework

In late June 2013 the Employment Development Department, in partnership with the California Workforce Investment Board, was awarded $1.78 million from the U.S. Department of Labor in order to re-train and place dislocated workers. This National Emergency Grant (NEG) will be sub-granted to local Workforce Investment Boards and their partners to provide training and work based learning for dislocated workers, veterans, and other disadvantaged job seekers.

The NEG funds will be allocated via a competitive solicitation to regional partnerships of Local Workforce Investment Boards/One Stops, Community Colleges, community-based organizations, and health care employer associations/consortia and/or large acute care or long-term care providers. Funds will be used to provide training and internships or clinical experience (via on-the-job and customized training) in programs that provide credentials for high-demand health care occupations. The HWDC expects to create a model for health care apprenticeships/ learn-and-earn strategies. The proposed focus will be placed on:

- Expanding the scale of credential or certificate programs in regions and communities with a deficit of primary care (e.g. community health workers credentials for rural communities and/or urban areas with high concentrations residents with multiple adverse health indicators).
- Occupations with high projected growth due to implementation of the health care mandate (Covered California).
- Innovations in serving the target populations and bringing services to scale (e.g. prior learning assessments that "translate" and maximize veterans' service experience).

Regional partnerships will be incentivized via the grant-making process to develop the infrastructure that is needed to increase capacity of the workforce system beyond the term of the grant.

Career Pathways Sub-Committee – Mental Health Occupations

The HWDC reconvened the Career Pathways Sub-Committee to analyze and provide recommendations on career pathways focusing on Behavioral Health, Mental Health, and Substance Abuse occupations. The Sub-Committee began in July and will complete this phase of work in September 2013. Specifically, the Sub-Committee is focused on developing career pathways for the following occupations:

- Psychiatrists;
- Marriage and Family Therapist (MFT);
- Clinical Psychologist;
- Psychiatric Mental Health Nurse Practitioner/Clinical Nurse Specialist;
- School Psychologist;
- Peer Support Specialist;
- Licensed Professional Clinical Counselors; and
- Alcohol and other Drug Abuse Counselors

The developed career-pathways will inform the mental health workforce development strategy that, in large part, will be overseen by the California Department of Office of Statewide Health Planning and Development (OSHPD).

August 7, 2013 Meeting

At HWDC's next meeting, they will begin discussions regarding two potentially opportune areas:

- The application of the apprenticeship model in the health care industry
- The role of one-stop career centers in conducting outreach and education regarding Covered California.

The HWDC's findings will be provided in a future committee report.

Next Steps

- *Dislocated Worker Health Care Training Program* solicitation for regional grant proposals will be released by September, and grants will be awarded in October, 2013.
- Career Pathways Sub-Committee will submit its findings and recommendations to the HWDC at the October 2013 meeting.
- The HWDC will develop policy recommendations regarding the role of One-Stops regarding Covered California and the implementation of Apprenticeship Training Programs in the health care field.

California Workforce Investment Board
Health Workforce Development Council
Member Roster

NAME	TITLE ORGANIZATION/AFFILITATION
Lupe Alonzo-Diaz,	Deputy Director, Health Workforce Development Office of Statewide Health Planning & Development
Jonathan Andrus	CEO Fairchild Medical Center
Kevin Barnett, DrPH MCP	Co-Director California Health Workforce Alliance
Steve Barrow	California State Rural Health Association
Cindy Beck	Health Careers Education Consultant California Department of Education
John Blossom, M.D.	Project Director California Area Health Education Center Program
Kim DeWeese	Chief, Quality Performance and Workforce Development California Department of Public Health
Diane Factor	Director Worker Education & Resource Center
Katherine Flores, M.D.	Co-Director California Health Professions Consortium
Cindy Sherwood-Green	California Workforce Association
Gary Gugelchuk, Ph.D.	Executive Vice-Provost Western University of the Health Sciences
Senator Ed Hernandez	Chair Senate Committee on Health Committee
Laura Long	National Workforce Director, Kaiser Permanente

James Mangia	President & CEO St. John's Well Child and Family Center
Cathy Martin	Director of Workforce California Hospital Association
Cathryn Nation, M.D.	Associate Vice President, Health Sciences and Services University of California Office of the President
Rosielyn Pulmano	Consultant California State Assembly Committee on Health
David Quakenbush	Vice President of Programs California Primary Care Association
Bob Redlo – Chair	Vice President, Patient Relations, Labor Relations & Workforce Development Doctors Medical Center
Diane Ravnik	Chief, Division of Apprenticeship Department of Industrial Relations
Chad Silva – Vice Chair	Statewide Policy Director Latino Coalition for a Healthy California
Anette Smith-Dohring	Workforce Development Manager Sutter Health – Sacramento, Sierra Region
Abby Snay	Executive Director Jewish Vocational Services
Sheila Thomas	Dean of Extended Education The California State University, Office of the Chancellor
Linda Zorn	Statewide Initiative Director Health Workforce Initiative California Community College Chancellor's Office

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California Workforce Investment Board
Advanced Manufacturing Workforce Development Council
Member Roster

NAME	TITLE ORGANIZATION/AFFILITATION
Jose Anaya	Statewide Director, Advanced Manufacturing Economic and Workforce Development Program California Community College
Josh Becker	Chief Executive Officer Lex Machina
John Brauer	Executive Director of Workforce and Economic Development California Federation of Labor
Josie Camacho	Executive Secretary-Treasurer Alameda Labor Council – AFL-CIO
Imran Farooq	Partner Omnius Group LLC
Michael Gallo	Chief Executive Officer Technical Employment Training Inc.
Pamela Kan - Vice-Chair	President Bishop Wisecarver Corporation
Ro Khanna- Chair	Counsel Wilson Sonsini Goodrich and Rosati
Mark V. Martin, Ph.D.	Laney Community College Director, Advanced Manufacturing Workforce Development
Brian McMahon	Undersecretary Labor & Workforce Development Agency
Karl Mehta	Venture Partner Menlo Ventures
Lisa Mortenson	Chief Executive Officer American Biodiesel, Inc. dba Community Fuels

Ms. Diane Ravnik	Director Department of Apprenticeship Standards San Francisco, CA 94202-0603
Ms. Beata Richey	Beata Richey, Executive Director & Chief Executive Officer BAPAC
Mr. Gene Russell	President & CEO Manex Corporation
Mr. Bruce Stenslie	President & Chief Executive Officer Economic Development Collaborative, Ventura County

Green Collar Jobs Council
Committee Report

Background

Under the purview of the California Workforce Investment Board (State Board), the Green Collar Jobs Council (GCJC) is charged with developing and updating a framework to address skills demands and changes that result from expanded use of renewable energy and energy efficiency to meet State policy goals. The challenge that the GCJC must address is ensuring that in all climate policy deliberations, the approach to workforce development is clear, effective, and consistent across all state agencies.

Summary of Activities

The California Clean Energy Jobs Act (Proposition 39)

Proposition 39 resulted in the formation of the Clean Energy Job Creation Fund that is created by the annual transfer of $550,000,000 from the General Fund. The Job Creation Fund will be available for energy efficiency projects for public school facilities, university and college facilities, and workforce development activities. Legislation requires State Board to:

1. Develop, implement, and administer a $3 million competitive grant program for local workforce development projects targeted to disadvantaged youth and veterans;
2. Establish a formula or tool (with the California Energy Commission) for local education agencies and college districts to use to calculate projected jobs impacts (number of trainees, apprentices, and direct full-time employees) for each energy efficiency or clean energy project;
3. Through the duration of the Job Creation Fund period, the State Board must utilize required project reports filed with the Citizens Oversight Board by Local Education Agencies (LEAs) and college districts to quantify total employment affiliated with funded projects, as well as to estimate new trainee, apprentice, or full-time jobs resulting from Job Creation Fund activity. The State Board must also prepare a report with this information annually for the Citizens Oversight Board.

AB 1315 (John A. Pérez)

AB 1315 will require the GCJC to develop and annually update a common framework that consists of elements to address workforce development needs that arise from *changes in the*

energy, building and construction, transportation, and other industries impacted by state policies to reduce greenhouse gas emissions. The GCJC would be required to submit the common framework and annual updates to the State Board for review and approval. The bill encourages state agencies to work with the GCJC to develop the common framework, including:

- State Air Resources Board,
- California Environmental Protection Agency,
- Public Utilities Commission,
- State Energy Resources Conservation and Development Commission,
- Business, Transportation and Housing Agency,
- Department of Housing and Community Development,
- Department of Food and Agriculture,
- Office of the Chancellor of the California Community Colleges
- Governor's Office of Business and Economic Development.

This bill adds the Speaker of the Assembly and the President Pro Tempore of the Senate as members of the Green Collar Jobs Council. Additionally, the bill allows the GCJC membership to include representatives from other state agencies, higher education, local workforce investment boards, industry representatives, and philanthropic, nongovernmental, and environmental groups, as appropriate. Currently, the authorizing legislation, AB 3018 only allows State Board members to be GCJC members.

Next Steps

- The GCJC will review the program framework to guide the implementation of Prop. 39 grants. The program will leverage other Prop. 39 funded workforce development resources that will be administered by the California Conservation Corps and the Chancellor’s Office of Community Colleges. The grants will fund pilot projects that create opportunities for disadvantaged youth and veterans to improve their qualifications to prepare for energy efficiency occupations and qualify for certified apprenticeship programs and/or community college career pathways.

- The Prop. 39 competitive grant solicitation will be released by September 30. The grants will focus energy-related training, including multi-craft pre-apprenticeship programs.

California Workforce Investment Board
Green Collar Jobs Council
Member Roster

BOARD MEMBER/ADVISOR	TITLE/AFFILIATION
Mr. John Brauer	Executive Director of Workforce and Economic Development California Federation of Labor
Mr. Jerome Butkiewicz	Workforce Readiness Manager San Diego Gas and Electric
Ms. Strela Cervas ADVISOR	Co-Coordinator California Environmental Justice Alliance
Mr. Jamil Dada	Senior Financial Manager Provident Bank – Riverside County Branches
Ms. Martha Diepenbrock ADVISOR	Director of External Affairs California Conservation Corps
Mr. John DiStasio	General Manager Sacramento Municipal Utility District
Ms. Shannon Eddy	Executive Director Large-Scale Solar Association
Mr. Erik Emblem ADVISOR	Executive Administrator Joint Committee on Energy and Environmental Policy
Ms. Cecilia V. Estolano ADVISOR	Estolano LeSar Perez Advisors LLC
Mr. Imran Farooq	Partner Omnius Group LLC
Mr. Louis Franchimon	Executive Secretary Napa-Solano Building Trades Council
Mr. Laurence Frank	Deputy Chief of Staff City of Los Angeles, Office of Mayor
Ms. Lisa Hoyos ADVISOR	Director of Strategic Field Initiatives Blue/Green Alliance
Ms. Annie Notthoff ADVISOR	Director – CA Advocacy, Government Affairs Program Natural Resources Defense Council

BOARD MEMBER/ADVISOR	TITLE/AFFILIATION
Ms. Diane Ravnik	Director Department of Apprenticeship Standards
Mr. Jeremy Smith	Deputy Legislative Director State Building and Construction Trades Council of California
Ms. Van Ton Quinlivan	Designee for Chancellor Bruce Harris California Community Colleges Chancellor's Office
Dr. Carol Zabin (Chair)	Director of Research UC Berkeley Labor Center

Career Pathways and Education Committee
Committee Report

Background

Career Pathways and Education Committee's (CPEC) stated purpose is to Identify and implement comprehensive strategies to align education with career preparation in regional growth and demand occupations to successfully compete within the 21st Century global marketplace.

Summary of Activities

California Career Pathways Trust

On behalf of the CPEC and at the direction of its chair, staff has been working with California Department of Education (CDE) to develop a process where the CPEC can support CDE's administration of the California Career Pathways Trust (CCPT). The state budget that took effect July 1, 2013 includes $250 million to form the CCPT to fund grants for career technical education in K-12 districts, charter schools and community colleges. The money will be dispensed through competitive grants for up to three years, with a priority given to those districts that have matching contributions from industry partners, especially for high-need, high-growth sectors of the economy.

CPEC Action Plan

A draft of an action plan has been developed that will be reviewed and approved by the CPEC at its next meeting in September 2013. The action plan will entail, in part, the following:

- California Career Pathways Trust: CPEC will support CDE's efforts by:
  - Developing recommendations to inform the implementation of Career Pathways programs, including the potential role of workforce system in developing regional collaborations and employer engagement. These recommendations will be developed at the September meeting of the CPEC.
- College and Career Readiness Certification: CPEC identified college and career readiness standards, work experience and certifications as an effective strategy to preparing high schools students for careers and post-secondary education.
  - Staff will conduct research and develop a report based on its findings and emergent recommendations by September 2013.

- CPEC approved recommendations may be piloted at representative local school district(s).
- The San Bernardino City Unified School District (SBCUSD), the 8th largest school district in California, has expressed interest in participating.

- Disseminate Regional Industries of focus to the Career Technical Education (CTE) Community: CPEC in collaboration with CDE will seek to assist K-12 CTE programs to better reflect their regional economies, engage students in work-based learning opportunities, and that offer career pathways into high-paying jobs.
  - Materials will be developed for the CTE (K-12) community regarding regional industries being targeted by community colleges and local workforce investment boards by October 2013. The CPEC and State Board staff will develop recommendations for how CTE programs can prioritize their activities in key regional industry sectors, and develop work-based learning strategies for priority industry employers.

Next Steps

- California Department of Education staff will present to the CPEC its approach to the California Career Pathways Trust at the next CPEC meeting.
- CPEC will review and approve its action plan outlined above including timeline, outcomes, and deliverables.

California Workforce Investment Board
Career Pathways and Education Council
Member Roster

NAME	TITLE/AFFILIATION
Mr. Brian McMahon	**DESIGNEE FOR MORGENSTERN** Labor & Workforce Development Agency
Lupita Cortez Alcalá, Deputy Superintendent of Public Instruction	Superintendent of Public Instruction Department of Education
Josh Becker	Chief Executive Officer Lex Machina
Mr. Kenneth Burt	Political Director California Federation of Teachers
Mr. Jerome Butkiewicz	Workforce Readiness Manager San Diego Gas and Electric
Ms. Linda Collins	Career Ladders Project Executive Director
Mr. Louis Franchimon	Executive Secretary Napa-Solano Building Trades Council
Mr. Michael Gallo (Chair)	Chief Executive Officer Technical Employment Training Inc.
Ms. Pamela Kan	President Bishop Wisecarver Corporation
Mr. Ruben Lizardo	Policy Link Deputy Director
Dr. Dale Marsden	Superintendent San Bernardino City Unified School District
Jennifer Ortega	California State Director America's Edge
The Honorable Henry R. Perea	County Supervisor County of Fresno

NAME	TITLE/AFFILIATION
Ms. Diane Ravnik	Director Department of Apprenticeship Standards
Ms. Nicole Rice	CMTA Policy Director, Government Relations
Ms. Alma Salazar	Vice President of Education and Workforce Development Los Angeles Area Chamber of Commerce Unite-LA
Ms. Hermelinda Sapien	President Center for Employment Training
Mr. Bruce Stenslie	President & Chief Executive Officer Economic Development Collaborative, Ventura County
Ms. Van Ton-Quinlivan	**DESIGNEE FOR B. HARRIS** CA Community Colleges
Mr. Jeremy Smith	Deputy Legislative Director State Building and Construction Trades Council of California
Mr. Joseph Williams	Chief Executive Officer Youth Action Project

Item 5. Information:

a) Local Strategic Plan Review

b) California Workforce System Annual Report

c) One-Stop Branding

d) State Board Meeting Calendar
   - November 12, 2013
   - February 11, 2014
   - May 13, 2014
   - August 12, 2014

Local Strategic Plan Review Update

In July 2013, the California Workforce Investment Board (State Board) began reviewing strategic plans for the Local Workforce Investment Areas. In an effort to have a broad and comprehensive review process, readers were solicited from the State Board and it's sub-committees as well as from our state-level partners. The review period began July 16th and will be completed by August 16th, 2013.

Readers were trained on evaluation, vision, and key elements related to the Governor's vision and the State Board's Strategic Plan. The review criteria include:

- Questions that address the success of the local board's plan to improve activities that:
  - Meet the workforce needs of high demand sectors of the regional economy
  - Support system alignment, service integration and continuous improvement, and using data to support evidenced-based policy making
  - Improve Business Services, Adult and Youth strategies, and Administration

- Questions that address the local board's:
  - Coordinated pre-apprenticeship and apprenticeship programs
  - Local board composition (legal, community representation)
  - All other legally required elements

- Technical Review of the local board's Participant Plans and Budgets, One-Stop Partners, Memorandum of Understanding (MOUs), Bylaws, Board Composition, and Corrective Action Plans (CAPs)

By October 1, 2013, local boards will be notified of their recertification and High-Performing Board (HPB) status. Those local boards that do not receive HPB status will have 45 days to submit a request and supporting documents for re-evaluation. These will be reviewed and evaluated by December 15, 2013. The Executive Committee will review/approve recommendations by January 2014. Local boards will be able to submit applications quarterly thereafter for consideration of HBP status through January 1, 2015. The State Board and EDD staff will have 90 days to evaluated these applications and notify the local board of the results.

Workforce Investment Act (WIA) Program Year (PY) 2012 Annual Report

Each state that receives WIA funds must prepare and submit an Annual Report of performance progress to the Secretary of Labor by October 1, 2013. There are two components to the Annual Report: (1) a narrative report and (2) the WIA common measure performance results.

The required elements of the Annual Report include:

- Information from the strategic plan that highlights innovative service delivery strategies, including program activities that support dislocated workers, low-skilled/low-income adults and disadvantaged youth, the outcomes expected, and the actual outcomes for these populations.
- Performance data on the core and customer satisfaction measures, including progress of local areas in the state in achieving local performance measures;
- Summary of recent accomplishments.
- Summary of the activities funded by the state's discretionary funds.
- Information on participants in the workforce investment system.
- Listing of the waivers for which California received approval and the impact of the waivers on state and local area performance outcomes.
- Performance data tables and analysis for each of the 49 local areas.

The Annual Report will be will be presented to the Executive Committee for approval on behalf of the full board. The approved Annual Report will be provided to the full board at its November meeting. A "user friendly" synopsis of the report will be developed and distributed to State Board members and other system stakeholders.

One Stop Branding

In October 2012 the California Workforce Investment Board (State Board) approved the use of the above logo for implementing the re-branding of California's WIA funded One-Stop system. Since that time communication efforts with the Employment Development Department and Local Areas has been ongoing. The Local Areas were provided a branding toolkit which included materials and instructions on how to ensure local participation in this statewide effort.

In addition, the America's Job Center of California (AJCC) web portal, americasjobcenter.ca.gov was launched on July 1, 2013. The portal is the hub of the branding effort. It is a portal that is both user-friendly and accessible for both the job seeker and employer, it also available via mobile devices. The AJCC web portal is an access point where jobs can be searched, local success stories are posted, job openings can be listed and both job seekers and employers can read about trends and other stories regarding the workforce community. The goal is that this portal becomes the centrifugal component in linking workforce partners and agencies, connecting training opportunities with jobs, providing employer services and a skilled workforce to the employer community.

Staff is working to develop a media campaign to do a formal public launch of this portal. This initiative is in the early planning stages, will be coordinated through the Labor and Workforce Development Agency and will be launched a few days prior to the Labor Day weekend. This effort will include short testimonials from service providers, state partners (education, labor, business) and employers that have partnered with the America's Job Centers of California.

Item 6. Other Business