

**California Workforce Investment Board
August 13, 2013 Meeting Summary**

I. Welcome and Opening Remarks

With a quorum of 39 of 56 members being present, Chair Mike Rossi convened the meeting at 10:10 AM. Chair Rossi thanked Steve Levy for joining the Executive Committee.

Members Present:

Roberto Barragan	Josh Becker
Robert Beitcher	John Brauer
Ken Burt	Jerry Butkiewicz
Jamil Dada	Jim Suennen for Diana Dooley
Imran Farooq	Allen Fernandez Smith
Larry Frank	Mike Gallo
Van Ton-Quinlivan for Brice Harris	Chris Hill
Sharon Hilliard	Pamela Kan
Michael Kelly	Steve Levy
Alma Perez for the Hon. Ted Lieu	Laura Long
Steve Monteros	Brian McMahon for Marty Morgenstern
Lisa Mortenson	Hanna Snider for the Hon. Kevin Mullin
Nathan Nayman	The Honorable Henry Perea
Tim Rainey	Bob Redlo
Ulysses Romero	Mike Rossi
The Honorable Rudy Salas	Alma Salazar
Hermelinda Sapien	Anette Smith-Dohring
Bruce Stenslie	Floyd Trammell
Joseph Williams	

II. Public Comment

Chair Rossi asked for public comment. There was no public comment.

III. Action Items

a) Approve May 8, 2013 Meeting Summary

Chair Rossi asked for a motion, it was moved by Mike Gallo, seconded by a member and unanimously approved.

b) Approve Eligible Training Provider List Policy

Executive Director (ED) Tim Rainey described the State Board's actions on policy criteria and noted the Executive Committee's changes in verbiage on page 17 of the meeting materials and to the community college section. ED Rainey provided a brief introduction to the ETPL, state legislative actions affecting the ETPL and the overall goal of providing quality training and how this policy achieves that goal. Joseph Williams asked how the community college system fits in, as there are no subsequent eligibility criteria for them. ED Rainey stated the community colleges are the premier training providers and noted that the State Board will work with them

to develop subsequent eligibility criteria. Bruce Stenslie asked where most of the training occurs and wondered if this policy facilitates the movement of training towards these ETPL providers. Ulysses Romero asked for the logic behind the 70% completion rate threshold and the thought behind it. ED Rainey stated the majority of providers appear to be meeting that threshold and noted this policy allows us to develop a statewide baseline standard to check the performance of ETPL providers and maintain a level of quality. Alma Salazar asked who will determine the validity of the credentials; monitor the work; and whether or not credentials could be aligned to state financial aid programs. ED Rainey stated the State Board committees will continue to work with partners to determine industry- recognized and valuable credentials and the additional performance measures help inform whether those certificates/credentials are effective. The Employment Development Department (EDD) will monitor and verify the credentials through a system of communications with the Local Workforce Investment Boards (LWIBs). The ETPL policy includes a scorecard for consumers to review in assist them in making informed choices. Hermelinda Sapien asked if the performance standard applies to WIA eligible graduates only, or to all graduates. ED Rainey replied WIA graduates only. Larry Frank asked if there were still two ways to get on the ETPL, one of them being ITrain. ED Rainey stated the method of getting on to the ETPL is unchanged and that it will continue to go through a LWIB.

Chair Rossi asked for a motion. The motion was made by Steve Levy, seconded by Steve Monteros, and unanimously approved.

c) Approve Additional Performance Measures

ED Rainey framed the discussion by describing the federal WIA common measures and how the proposed performance measures add additional detail and noted the consistency with the State Strategic Plan in driving the system towards the goals of the State Board. Steve Levy offered that he had read 12 local plans and those LWIBs picked sectors that may not match his desires, as an economist. This begins a long conversation as to whether the sectors chosen by the LWIBs are appropriate. Mr. Levy noted that some of these LWIBs are trying to fit people into the same sectors as neighboring LWIBs. Mr. Levy feels that placing hard-to-place, unemployed persons into living wage jobs in priority sectors may be unrealistic, given the fact that most available jobs are replacement jobs and not necessarily tied to priority sectors with living wages. Mr. Levy asked if the State Board's approval of this item gives permission for ED Rainey to discuss the details of the performance measures with the LWIBs, or if the measures are being "cast in stone". ED Rainey replied that the State Board is approving the framework, and that the details will be negotiated with the LWIBs.

Chair Rossi agreed with Mr. Levy's comments and noted he has read all 49 local plans. Chair Rossi stressed that we need to understand the 49 LWIBs' geography are artificial boundaries, or subsets of employment zones and further stated he agrees with the need to create a broader communication among LWIBs in thinking about jobs in employment zones. Chair Rossi also noted the local plans are too long, and that he would like to see multiple LWIBs combine to draft a single plan consistent with their employment zone. While the approach may look unrealistic,

as Mr. Levy noted, Chair Rossi believes we need to be aspirational. Larry Frank stated he likes the aspirational approach, but feels “the devil is in the details” and reminded the State Board that what will really be measured is a very small subset of job seekers (actually performing case management on about 1 percent (2,500 of 175,000) of total participants in Los Angeles City. Mr. Frank went on to say that only .5-3% of WIA participants receive training. Mr. Frank continued by saying some LWIBs have universal enrollment, giving them a better overall performance indication. More persons are served through universal access than just those receiving training services. Mr. Frank asked if there are there other things that can be measured, other than the .5-3% that we case manage.

Bruce Stenslie stated he hoped we can implement career ladder based sector-driven programs that can address the full spectrum of labor market skills. Mr. Stenslie stated the policy moves towards a demand-driven system and does not consider or provide incentives to those jurisdictions that serve population with barriers to employment. ED Rainey stated the policy does take into consideration the populations being served. Mr. Stenslie also noted that he is not sure that the WIA system would saturate the market as Chair Rossi stated. Roberto Barragan stated the action request referred to LWIB’s high performance designation and asked for clarification. ED Rainey stated these additional measures will eventually be included in the high performance board criteria in the near future. There is a lot of interest in local boards being designated as high performing.

Pamela Kan stated it is great to have aspirational goals, but noted, as an employer, she is worried about the living wage aspect and feels that just because a person has a degree/credential, they are not going to start at the top of a salary range. She would like to see the wording indicate that this is a career ladder: even with training and certification, the living wage will not be there at the start, but will take time to move up to the living wage. ED Rainey stated we did not identify a specific tool to measure the living wage as it varies around the state and went on to note that if public dollars are being spent to place and train a person in a job, those investments should at least pull those participants out of poverty and eventually take them to the middle class. Brian McMahon asked ED Rainey to clarify that the State Board’s vote acknowledges there is a lot more work to do, but that the State Board approves the direction so far. ED Rainey stated the performance measures will come back to the full Board in the future.

Joseph Williams indicated he has received many tough questions from his LWIB colleagues regarding this policy. He would like to see a standard around collaboration, as his LWIB does not have the capacity to do all of this on their own, and LWIBs cannot be “everything to everybody.” LWIBs need help to get all the partners to the table to leverage funding. ED Rainey referred to the last 3 measures and how they will address the items Mr. Williams mentioned, recognizing the WIA dollars cannot do this alone. What is needed is a systems approach. Anette Smith-Dohring stated she would like to see the second to last measure include some incentive for LWIBs to have a regional strategy, how they are working together, that will ensure they are meeting the needs of their regional employers. She believes LWIBs are still thinking and acting

within their own jurisdictions, and not what the regional needs are. ED Rainey stated the State Board would like to see a regional performance measure, as opposed to a LWIB-based measure, as a deeper level of coordination, and what the State Board can do to provide incentive to engage in this regional work. Steve Levy stated that, at the highest level, the State wants to be aspirational, but that he does not think the LWIBs have picked the sectors that have the most jobs and that will bring the highest wages. Rather, he believes they picked what will employ the most people in their areas and reiterated that most job openings are replacement jobs that may not fit our aspirational goals.

Mike Gallo stated his belief that we have not quite bridged the current LWIB performance negotiation process with these aspirational additional performance measures, and mentioned LWIBS using universal access being compared to areas that do not enroll nearly as many participants. Bob Redlo commented that he supports the document and that it was clear at the Executive Committee that more regional collaboration is necessary. He also noted that to have successful training in a sector like health care, Anette's comments are correct – the need to work together regionally. Mr. Redlo stated he does not see anything around cultural competencies to encourage people to move up the career ladder, cultural competence and awareness being keys to success. Chair Rossi concluded the discussion on the item by reiterating we are serving the state, not the individual LWIB performance.

Chair Rossi asked for a motion. A motion was made by Mike Gallo, seconded by Bob Redlo and unanimously approved.

IV. Updates & Discussion

a) Workforce System Performance Measures

ED Rainey described the past and current performance negotiation processes. The majority of LWIBs have directly negotiated their current year's goals. ED Rainey acknowledged the LWIBs with universal enrollment have lower performance and noted that has been taken into consideration. The intention is that none of the LWIBs fail their WIA common measures this year, offering technical assistance to those areas that need such help. ED Rainey went on to say that going forward, we want to look at this regional approach to negotiation. Brian McMahon asked if there are any periodic measurement points to see if the LWIBs are progressing as planned, so that the goals can be renegotiated if necessary. Assistant Director Amy Wallace stated we do have an opportunity to renegotiate with the Department of Labor after the first quarter data is received.

b) Sector Survey and Mapping

ED Rainey referred the members to the sector data in their packets and provided additional details, stating the overlay shows commonality among the 30 LWIBs that provided information, and noting we are close to having a complete list. Steve Levy reiterated his earlier comment about replacement jobs in non-high growth/living wage sectors. Michael Kelly noted that no one is mentioning the needs of small business/entrepreneurial training,

and stated this is a big segment that is being left out of the analysis. ED Rainey stated the sector approach helps to better serve large, medium and small businesses. Amy Wallace said there are some impediments that need to be overcome in serving these new forms of small business. We need to better understand the regions and their business composition so we can better target serves to them. Northern California LWIBs have done some great work in this area. Mr. Kelly mentioned work in the export business in the Los Angeles area. Van Ton-Quinlivan stated the community colleges and Governor's Office of Business Investment have funding dedicated for small business and these funds can be braided with WIA funds to grow jobs. She mentioned the Centers for International Trade, which reside on community college campuses, were just recognized by the White House for their work in promoting global exports. Larry Frank noted the City of Los Angeles also has Community Development Block Grant funds available to help create pipelines and provide support for small businesses.

c) Member-to-Member Communication Campaign

ED Rainey referred to the letters sent to the 49 LWIB chairs and vice chairs about the upcoming regional events and invitations to State Board members to participate in these discussions. He noted there would also be a statewide event tied to the November Board meeting in the Oakland Bay Area. ED Rainey stated the State Board would also be partnering with the California Workforce Association at their Meeting of the Minds conference in Monterey, and invited all members to be a part of that discussion. ED Rainey continued by indicating his desire to facilitate ongoing communications between the State Board and LWIB members, and provided information on the two earlier regional conversations with LWIBs held in Monterey and Oakland. He stated the events proved to be intense and enriching discussions. Alma Salazar asked if staff could provide members with a "cheat sheet" on their LWIB's performance measure discussions, as she wants members to be prepared to answer any critical questions they may receive from their LWIB's counterparts.

d) Committee Reports

Chair Rossi asked the members if they had questions on any of the reports contained in the agenda packet. Bob Redlo asked to verbally report on his committee's activities (see below).

HEALTH WORKFORCE DEVELOPMENT COUNCIL

Bob Redlo summarized the Council's activities. The Council met August 7th and remains committed to increasing primary care jobs by 10%. The Council received a \$1.78 million grant for health care workforce training. The Council is working with the Office of Statewide Health Planning and Development on mental health career pathways. The California Committee for the Employment of Persons with Disabilities (California Committee) provided a presentation to the Council on their work and challenges to

employing their clients and the Council will be taking up work in this area to help them find work. A part of their client base includes veterans, so they are looking forward to engaging in that work with the California Committee. The Council formed a subcommittee on developing apprenticeships. Mr. Redlo also described the tentative agenda for their October meeting.

CAREER PATHWAYS AND EDUCATION COMMITTEE

Mike Gallo summarized the Committee's activities. The Committee is focusing on four primary objectives:

1. \$250 million career pathways trust program in the state budget - the Committee is engaging in this process with the California Department of Education.
2. College and career readiness certification standards – the Committee is investigating these standards in the hope of bringing them to California as part of a high school graduation requirement.
3. Linking K-12 to community college career pathway programs.
4. Disseminating regional industries of focus to the career technical education community in Adult Education and K-12 systems.

V. Information

Chair Rossi asked if there were questions on the items listed below. Hearing none, the State Board moved to other business.

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

VI. Other Business

Chair Rossi asked if there was any other business. Having no other business, Chair Rossi adjourned the meeting at 11:44 AM.