

**Santa Barbara County
Workforce Investment Board Meeting
Friday, December 14, 2012
4050 Calle Real, Cen Cal Health
DRAFT Minutes**

WIB Members in Attendance:

Ruth Ann Bowe, Cindy Burton, Karen Dwyer, Angela Hacker, Timothy Harrington, Anthony Mitchell, Christopher Montigny, Dianne Owens, Patricia Manfredonia, Phylene Wiggins.

WIB Members Not In Attendance:

Kathleen Griffith, Diane Hollems, Julie Holmes, Chuck Huddleston, Kristen Miller, Gabriel Morales, Rick Rantz, Fred Razo, Grace Schoch-Manzano, Steven Weiner

Guests:

Hilary Goodkin, Cenetri Group, Inc.

County Staff in Attendance:

Celeste Andersen, Avanti Alias, Denise Cedillos, Stephanie Fodor, Karen LeDoux, Michelle Lynch, Ray McDonald, Angela Olmos, Luis Servin, Julie Smedley

Roll Call and Introductions:

Meeting was called to order at 10:15 a.m. A quorum was not established.

Public Comment: No public comment was heard.

A. Reorganization of the Agenda:

No reorganization was made.

B. Old Business:

1. **Approval of Minutes:** No action was taken on the minutes for October 26, 2012 due to a lack of quorum.

C. New Business:

1. **Announcements:** Mr. McDonald announced that the Collective Impact Presentation by the community college representatives will not be given because they were not available and that it will be rescheduled to a future Board meeting. Mr. McDonald mentioned that the Youth Program Update as well as the Budget update will be provided at the February 22 WIB meeting.
2. **One Stop Assessment Presentation:** Mr. McDonald introduced Dr. Hilary Goodkin and explained why we do assessments of the One Stops. It is the responsibility of the WIB as part of the MOU with the Consortium to let them know if their MOU will continue. As part of the Performance Committees action items, the assessment of customer satisfaction is required. Dr. Goodkin already presented survey results to the Performance Committee which they approved.

In addition, the Executive Committee also heard the findings and approved of the report and it is now ready to come to the full board for action.

Dr. Goodkin explained the purpose of the assessment which was to:

- gain data on customer satisfaction at the One Stops
- comparison of 2010 and 2012 data
- understanding which service elements may be improved
- outline improvement opportunities

The survey was conducted as a paper and pencil survey. An online survey will be evaluated for future use. There were 22 questions asked in English and Spanish. A total of 126 respondents were queried:

- | | |
|--------------------------|--------------|
| ▪ Santa Maria | 74 responses |
| ▪ Santa Barbara | 46 responses |
| ▪ Unknown/Didn't respond | 6 |

The highest percentage of clients learned about the One Stops by referrals from other agencies (i.e. Dept. of Social Services, EDD, Colleges). The second highest percentage was through friends. Lompoc is served by the One Stops on an ongoing basis, however, they were not represented during the four days the survey was conducted because no one from Lompoc came into the One Stops.

The education level of most respondents was a High School GED and some college for the dominant population that is being served. The main reason they are using the One stops is to find a job. The average length of use of the One Stops is over six months. In addition to the One Stops, they access professional associations and personal networks, as well as Face Book.

In summary the data collected for 2012 is consistent from last year. The clients are largely satisfied, however, the majority of clients are under-educated (H.S./GED) Santa Maria has productivity challenges due to literacy and seasonal issues. A desire for more job fairs and links to employment options were requested. A few improvement opportunities would be to conduct online surveys with longer survey period as well as internal continuous improvement teams.

Conclusions of assessment:

- Workforce Resource clients remain largely satisfied at both centers; however there is a perceived need for more at both centers.
- Awareness of workshops is uneven and more workshops are needed
- Clients expressed a great need for more computers and upgrades of Microsoft as well as a reduction in the wait time to access computers

Mr. McDonald mentioned that based on industry clusters, employers are looking for more educated populations. The Workforce Resource Centers are doing outreach via PSA's in order to attract a more diversified education population to access the One Stops. UCSB and SBCC both have career centers which may be an area where services can be exchanged.

WIB Member Karen Dwyer shared that there is an Experience Unlimited Club which is run by EDD for higher educated unemployment clients that fall into the

Tier 1 and Tier 2 clients. The Santa Maria WRC has a partnership with Allan Hancock to take computer classes in order to move from one Tier to the next by improving their skills.

WIB member Chris Montigny asked if there are any employers that are connecting to WRC? Mr. McDonald said this survey did not address Employer groups but will look to include in the next assessment.

Mr. McDonald asked for feedback from the Board to get view of whether or not we would continue using existing one stop operator. He said that the Performance and Executive Committees have both recommended to the WIB to continue contracting with One Stop Consortium in the operations of the Workforce Resource Centers.

Ms. Wiggins said that some gaps were discussed during the Performance Committee meeting and they will be addressing these more in detail at the January meeting.

Ms. Burton asked if the Board knows how we negotiate the MOU with the One Stop. Executive Director McDonald said he can send the PowerPoint on the Roles and responsibilities of WIB with One Stop. The WIB as the policy making board, has oversight for the One Stops in Santa Barbara County, and, as prescribed by law may take up issues such as right services, industries, etc. The current cost to fund the One Stops in Santa Barbara and Santa Maria is \$4 million. WIA stipulates that delivery of services for adult and dislocated population go through one stop career centers and the WIB designates who that one stop operator is. Mr. McDonald further mentioned that one of the foundations of WIA is competitiveness by evaluating to see if there is another vendor that can do it better. The current operator is doing the best job they can do in Santa Barbara County at the present time; however, there will be an evaluation as to whether another resource would work.

3. Recommendation to Continue with Existing One Stop:

No action was taken on this item due to a lack of quorum.

4. Accomplishments 2012 and Executive Director Report:

Executive Director McDonald gave an overview of accomplishments for 2012. This past year has seen the Santa Barbara County Workforce System move forward, particularly in the areas of youth programs, business engagement, and industry sectors. We are now positioned to lay a strong role in the economic vitality of Santa Barbara county, as well as the greater region.

Financials:

The largest amount of funding is in the youth program. Some funds are carried over into next year. When the County experiences business closures and layoffs, the more the WRC's respond, the higher the amount of monies we receive in Rapid Response funds.

Youth Performance Measures:

The WIB board approved the new Youth Program Design in 2011. The new program was assigned to Youth WIB staff to coordinate beginning in Sept. of 2011. This program design has worked because the performance outcomes have been exceeded for the 2012. For the first time in existence of the Santa Barbara County WIB, we are exceeding the performance results which is due to the WIB Career Employment Specialist Staff.

Assessment of the Youth Program with our youth staff and vendors will be done by Hilary Goodkin in 2013.

The state has put into place a new designation for a “high performing” WIB which is based on partnerships.

Highlights of the Year:

1. OJT employer targeted marketing campaign
 - 4 month campaign July through October
 - incorporated television and cable, 5 radio stations as well as print media
 - separate KEYT 10 minute “In Focus” segment filmed
 - Last phase included marketing to Job Seekers in order to meet the needs of recruited employers
2. WIA Youth Program Design was revised in Sept. 2011 and implemented in January 2012. (see slide in 2012 Annual Report)
3. Close Up Washington High School Program – WIB Youth, Nancy Aguilar was selected to go on this important trip for Youth and meet with Congresswoman Lois Capps
4. Youth Trainings were provided to the WIB youth program participants
 - “Makin It” interactive training by Edward DeJesus who also leads various series at the California Workforce Assoc. Youth Conferences
 - Youth Job Skills training was provided by Performance Outcomes Associates to WIB youth in North and South County
 - Carpinteria Computer Lab was opened for youth to access in their skills training

Future Challenges 2013:

- Continued Engagement with Industry Sectors
- Partnership Building: in-county and regional
- Continued high-quality Youth Program
- New Local Plan Requirements
- High Performing WIB Designation

5. Set Agenda Items:

- Action items continued onto next meeting
 - Approval of Oct. 26, 2012 minutes
 - Recommendation to continue with Existing One Stop
 - Youth Program Membership Recommendations
- Collective Impact Presentation
- Youth Program Update
- Industry Sector Presentations
- Performance Committee

The meeting adjourned at 11:45 a.m.

Minutes Taken by Stephanie Fodor