



Napa County Workforce Investment Board

Meeting Agenda

Thursday, October 8th, 2009 ♦ 3:30 p.m. ♦ @ Napa Chamber of Commerce
1556 First St Napa, CA 94559

Item	Time	Discussion	Facilitator
A.	3:30	CALL TO ORDER	Bill Kreysler
B.	3:31	Public Comment	Bill Kreysler
C.	3:40	<p>Consent Calendar (Action)</p> <p>These matters typically include routine financial or administrative actions. Any item on the CONSENT CALENDAR will be discussed separately at the request of any person. CONSENT CALENDAR items are usually approved with a single motion</p> <ol style="list-style-type: none"> 1. Approval of WIB Minutes – July 2009 (Attach. A) 2. Ratification of Job Search workshop RFP and contract process (Attach. B) 3. Ratification of Economic/LMI Research, Analysis & Writing RFP and contract Process (Attach. C) 4. Acceptance of Project GREEN grant funding from Sonoma County WIB (Attach. D) 	Bill Kreysler
D.	3:45	<p>Financial Report (Information) (Action) (Walk-in)</p> <p>This report reflects our budget status as of June 30, 2009.</p>	Carol Haynes
E.	3:50	<p>Performance Report (Information) (Action) (Attach E)</p> <p>This report reflects our WIA system performance as of June 2009</p>	Bruce Wilson
F.	4:05	<p>Student Centered 21st Century Classroom Presentation (Presentation)</p> <p>Mark Morrison, from the Napa Valley Unified School District will provide an overview of the Student Centered 21st Century Classroom learning model. The SC21 learning model is similar to learning taking place at New Technology High School, which the Private Industry Council (precursor to WIB) was involved in developing.</p>	Mark Morrison
G.	4:25	<p>Business Services Committee Report (Presentation)</p> <p>Kate King and Julia Smith will provide a report of the public-private business services partnership between the WIB and the Chambers. This partnership will help the WIB better outreach to businesses in the community and conduct workforce needs analysis.</p>	Kate King/ Julia Smith
H.	4:40	<p>Executive Director/ Board Member Reports (Information)</p> <p>A Perfect Pear Story Project Green Grant</p>	Bruce Wilson
I.	5:00	Adjourn	Bill Kreysler



Napa County Workforce Investment Board

Meeting Minutes

Thursday, July 9, 2009 ♦ 3:30 p.m. ♦ @ WorkforceNapa Business & Career Center
650 Imperial Way, Suite 103 Napa, CA 94559

Attendance: Mark Bontrager, Stephanie Cabral, Mounir Fahmy, Peter Harsch, Aurelio Hurtado, Drene Johnson, Reuben Katz, Kate King, Susan Knapp, Bill Kreysler, Mark Leonardi, Mary Ann Mancuso, Barbara Nemko, Beth Painter, Peter Schiller, Rhonda Slota, Ron Souza, Teresa Zimny

Guests: Delva Singh, Cynthia Solario, Mathew Sweet, Sherry Tennyson, Stacy Lopez

Staff: Bruce Wilson, Carol Haynes, Cynthia Singh, Wayne Nash, Julia Smith, Laura Davis

A. Call to Order:

Bill Kreysler called the meeting to order at 3:35 p.m.

Bill introduced new board member Drene Johnson and welcomed her to the board. He also acknowledged Kate King for her Woman of the Year award from the North Bay Business journal.

B. Public Comment

Bruce took the opportunity to share a thank you letter from an Owens-Corning lay-off participant who is enrolled in our Vocational English as a Second Language (VESL) class held here in the WorkforceNapa classroom. This series of classes comes from a partnership with the Adult School and WorkforceNapa. The first 6-week session ended today and had many monolingual Spanish speakers participating.

C. Approval of Consent Calendar (Action)

These matters typically include routine financial or administrative actions. Any item on the CONSENT CALENDAR will be discussed separately at the request of any person. CONSENT CALENDAR items are usually approved with a single motion

1. Approval of WIB Minutes – April 2009 (Attach. A)
2. Reappointment of Board Members (Attach. B)
3. Approval of WIA Summer Youth Program Award (Attach. C)
4. Approval of WIA Year Round Program & RFP Process (Attach. D)
5. Approval of Officers for 2009-2010 (Attach. E)
6. Approval of One-Stop Partners MOU (Attach. F)
7. Approval of One-Stop Operator MOU (Attach. G)
8. Approval of new Youth Council Members (Attach H)
9. WIB Calendar (Attach I)

MOTION: Barbara Nemko moved that the Consent Calendar be approved. Second by Maryann Mancuso.

VOTE: Passed with Teresa Zimny abstaining from vote as she is part of one stop operator.

D. **Financial Report (Information) (Action) (Attach J)**

This report reflects our budget status as of March 2009. Carol Haynes discussed the report. It still looks like we are overspent in the adult allocation because the State gave us an unrealistically low amount for the first quarter. The June quarter time study hours should balance the adult area. Bill questioned why we are under spent in dislocated worker given the economy. Teresa explained that we have received a lot of resource with a small staff to run the program. We have brought in people to serve as fast as we can but they aren't necessarily people who will benefit from training. The One-Stop is redefining its service delivery to outreach to dislocated workers. WIB's are getting funds all over the country to respond to the increase in the unemployment rate. Julia distributed a rack card with information about our services that we are distributing in the community. Carol continued her report. We have received an allocation of \$826,000 in ARRA funds for the 2009-10 program year. Teresa mentioned a new plan for subsidized employment that she will share with the board when it's ready. Kate discussed the need to educate business owners about the resources available to them. Beth added that many people out of work go back to school for retraining.

MOTION: Kate King moved to approve the financial report. Second by Rhonda Slota.

VOTE: Passed unanimously.

E. **Performance Report (Information) (Action) (Attach K)**

Bill discussed this report, referring to it as a dashboard. The information in this report reflects our WIA system performance as of December 2008. He commended Julia for her work with employers. Julia commented that the numbers may be a little skewed because we depend on employer participation for tracking and employers don't always report back to us. The job matches from CalJOBS isn't available to us so this will be removed from the report. Veterans are self reporting so this statistic reflects only those who choose to report.

MOTION: Barbara Nemko moved to approve the performance report. Second by Susan Knapp.

VOTE: Passed unanimously.

F. **Economic State of the County (Presentation)**

Delva Singh, State Labor Market Consultant presented a Powerpoint presentation overview of the Economic State of Napa County. She also included a handout with information on 2006-2016 Napa County Projection Highlights. There will be a new set of projections available next year.

G. **Summer Youth Employment Program (Presentation)**

Representatives from On the Move, Inc provided an overview of the 2009 Summer Youth Employment Program and its accomplishments to date. Victoria Gonzalez from V.O.I.C.E.S., introduced Frank and Alex, participants in the program, who gave a general overview of Creating Relationships Using Intergenerational Summer Employment (C.R.U.I.S.E.). The program has four job sectors: hospitality, construction, public sector and project groups. More than 60 youth are currently enrolled in the program with 54 currently working. They have 23 job sites with 37 youth working at those sites. C.R.U.I.S.E. will hold a Summer Showcase Event on Thursday, August 6, 2009 to recognize businesses who gave youth a chance and the youth will tell their stories, showcase their work and celebrate their accomplishments. Kate commented that she is encouraged by this program and this is the same group who will be doing the year round program.

H. **Executive Directors Report (Information)**

Green Grant Opportunities – Bruce quickly briefed the board on the grant solicitations available. He said that he expected these to move quickly and that there would be more to follow.

I. **Adjourn:** Meeting adjourned at 5:20

ATTACHMENT B

TO: NAPA COUNTY WORKFORCE INVESTMENT BOARD
FROM: BRUCE WILSON, DIRECTOR
SUBJECT: JOB SEARCH WORKSHOPS RFP PROCESS AND CONTRACTING
DATE: 10/3/09
CC: CONSENT CALENDAR

BACKGROUND

On August 11, 2009, the Executive Committee approved the competitive procurement process to identify and possibly procure job search workshops in order to establish capacity at the One-Stop for basic services. Two proposals were received and on September 22, 2009 the Executive Committee agreed to open negotiations with both agencies to provide workshops on an as needed basis. Need would be determined by the One-Stop manager.

It is expected that these workshops would supplement forthcoming workshops provided by the Employment Development Department and the Employment Services Unit of Health and Human Services Agency – Self Sufficiency.

Potential workshops include:

- Resumes that Grab Attention
- Personalities and Career Exploration
- Assessing and Positioning Yourself for the Job Market
- Returning to the World of Work
- Impressing Them at the Interview
- Communication skills
- And others...

FINANCIAL IMPLICATION:

Dependant of the number of workshops offered and the length of workshops. Contracts will not exceed \$50,000 without prior approval of NCWIB.

DIRECTOR'S RECOMMENDATION

Approve Executive Committee recommendation to enter into negotiations and possible contract with both organizations that provided proposals for workshops. Total of all purchased workshops not to exceed \$50,000 without prior approval from NCWIB.

ATTACHMENT C

TO: NAPA COUNTY WORKFORCE INVESTMENT BOARD
FROM: BRUCE WILSON, DIRECTOR
SUBJECT: ECONOMIC/LMI RESEARCH, ANALYSIS & WRITING RFP & CONTRACT PROCESS
DATE: 10/3/09
CC: CONSENT CALENDAR

BACKGROUND

On August 11, 2009, the Executive Committee approved the competitive procurement process to identify and procure an individual to conduct economic and labor market information research, analysis and writing services. The intent of this procurement was to build capacity of the WIB to clearly understand Napa's economic conditions and the needs of our employers from a workforce perspective. On September 22, 2009 the Executive Committee moved to open negotiations and enter into contract with Jim Cassio, an occupational and labor market information specialist:

FINANCIAL IMPLICATION:

Not to exceed \$70,000 to be paid from Project RESPOND, Rapid Response and Project GREEN.

DIRECTOR'S RECOMMENDATION

Approve Executive Committee recommendation to enter into negotiations and contract with Jim Cassio.

Attachment: Jim Cassio Scope of Work

SCOPE OF WORK

CONTRACTOR shall provide COUNTY with the following services:

I. DESCRIPTION OF SERVICES

- A. Acquisition and categorization of relevant data for an online clearinghouse for local/regional economic, demographic, labor market, and workforce development information.
Deliverable: Establishment of clearinghouse of relevant of data on WIB/WorkforceNapa website(s).
- B. Create “snapshot” sector reports from a combination of existing data and original, supplementary research and surveys that both study and inform the reader of the economic conditions and outlook. Reports will be available for the following sectors:
1. Agriculture;
 2. Hospitality and tourism;
 3. Manufacturing;
 4. Healthcare;
 5. Construction, including green building and sustainable design; and
 6. Green jobs/careers;
 7. Other potential “clusters of opportunity”.
- Deliverable: Produce reports monthly.
- C. Produce information sheets on a monthly basis based on an analysis or presentation of existing labor market/economic data and supplementary local research.
1. Fastest Growing Occupations (in Napa);
 2. Occupations with the Most Job Openings;
 3. Occupations that Pay a Sustainable Wage; and
 4. Economic Impact of a (selected) Industry.
 5. Other topics selected by WIB Director in consultation with WIB and consultant.
- Deliverable: Information sheets
- D. Provide quarterly copy/writing for periodicals and newspapers in order to distribute information gleaned from research and analysis activities on Napa County industries including Green/sustainable potential industry cluster.
Deliverable: Articles
- E. Provide information on employers who are expanding or hiring in the community to WorkforceNapa job development and business services coordinators; provide technical assistance presentations as necessary.
Deliverable: Copy of information provided
- F. Represent the Napa County WIB in meetings, conferences, at public events, and with workforce and economic development stakeholders; conduct oral presentations/workshops of economic/career/labor market information findings to large groups in a workshop, keynote or other setting. As requested by the Workforce Investment Board Director.
- G. Develop and/or provide assistance in the development of electronic surveys to the business community in order to determine industry needs in the areas of growth potential, job training needs, compensation, and services desired or necessary in order to maintain business health; As appropriate, infuse information into written materials and oral presentations As requested by the WIB Director.

Deliverable: Copies of surveys

- H. Manage the establishment of a business database that can be categorized geographically and by industry sector at a minimum.

Deliverable: Establishment of business/industry database.

- I. Provide special assistance to information requests from the Workforce Investment Board Director. This may include:

1. Responding to the Director's request for statistics that can be used in a presentation to the Workforce Investment Board, community, or the County Board of Supervisors; and
2. Analyzing data for workforce development planning purposes, including proposals for new training programs.

Deliverable: Copies of data provided

- J. Gather and analyze information about the workforce needs and characteristics of local employers - especially in high priority industries. This includes obtaining Dun & Bradstreet and moody's type employer databases and analyzing the data in order to:

1. Provide reports of businesses in distress and
2. Estimate the number of jobs in specific industries and/or geographic sectors.

Also gather and analyze information about the job/career and education/training needs of the local workforce.

Deliverable: Copy of reports

- K. Provide outreach and assistance to information requests from businesses and organizations that need data when considering expanding operations in Napa County as approved by the WIB Director.

Deliverable: Copies of information/emails provided

- L. Develop a Napa County WIB version of a "*Green Careers Resource Guide*" e-book – to include:

1. directory of green education/training programs and providers (all sectors)
2. directory of green nonprofit/community-based organizations (volunteer/ internship opportunities)
3. directory of green career networking resources/groups
4. directory of certified green businesses and sustainable organizations (potential employers)
5. Work with local education and training providers to update their curriculum with sustainability/green knowledge.
6. The e-book shall be branded as a Napa County WIB product.

Deliverable: e-book

- M. Develop and create WIB report on programs, successes and accomplishments.

Deliverable: Copy ready report

II. COMPLIANCE WITH GOVERNMENT CODE SECTION 7550. As required by Government Code section 7550, each document or report prepared by CONTRACTOR for or under the direction of COUNTY pursuant to this Agreement shall contain the numbers and dollar amounts of the Agreement and all subcontracts under the Agreement relating to the preparation of the document or written report. The Agreement and subcontract dollar amounts shall be contained in a separate section of the document or written report. If multiple documents or written reports are the subject of the Agreement or subcontracts, the disclosure section may also contain a statement indicating that the total contract amount represents compensation for multiple documents or written report

ATTACHMENT D

TO: NAPA COUNTY WORKFORCE INVESTMENT BOARD
FROM: BRUCE WILSON, DIRECTOR
SUBJECT: PROJECT GREEN
DATE: 10/3/09
CC: CONSENT CALENDAR

BACKGROUND

The Napa County WIB in collaboration with the WIB's of Solano, Sonoma and Marin counties joint submitted a clean energy education and training grant to the California Employment Development Department on September 14, 2009 entitled Project GREEN. The intent of Project GREEN is to use a sector strategy approach to create a robust regional effort that addresses the challenges of the green building industry and creates workforce capacity.

FINANCIAL IMPLICATION:

\$1,000,000 in revenue to the region with \$221,000 to the Napa WIB/County.

DIRECTOR'S RECOMMENDATION

Approve Project GREEN and accept new revenues to build capacity to train workers with skill sets necessary for the clean energy building industry.

Attachment: Project GREEN Executive Summary.

Applicant Name:	Sonoma County Workforce Investment Board on behalf of the North Bay Employment Connection (NBEC)
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PROPOSAL SUMMARY

NBEC proposes the **Green Regional Education & Employment in the Northbay (GREEN)** program in order to address the critical regional need and emerging opportunities to develop a green building workforce. GREEN utilizes a well-articulated sector strategy that unites the skills and capacities of four Local Workforce Investment Boards (LWIBs) in the counties of Marin, Napa, Solano, and Sonoma. In each county, community colleges, employers, labor, and community and business development organizations have joined forces with the LWIBs to create a robust regional effort that addresses the challenges of the green building industry, creates significant workforce capacity, and reinforces the statewide leadership these counties have shown by engaging workers and industry in creating new, clean energy futures closely aligned with local and statewide policies.

The impact of the recession has been particularly devastating in the targeted region with unemployment among construction workers currently estimated at 25%. At the same time, innovative policy efforts implementing AB 811 public financing programs for energy efficient homes and businesses are driving significant demand for workers in green building and energy efficiency projects. The result is a major opportunity to build regional capacity that provides unemployed and underemployed construction workers with new career pathways in the green building industry.

In addition to the LWIBs in each county, local community colleges and specialized training partners will provide workers with a sequenced array of green building training opportunities that build both general and specific skills most-in-demand by employers. A minimum of 300 workers from the targeted population of unemployed and underemployed construction workers will participate in training programs that link directly to occupations employers have identified as being most urgently needed. Workers will have the opportunity to move progressively from entry-level green building and energy efficiency certifications to more specialized training building long-term career pathways. NBEC estimates that these participants will earn over 400 industry-identified certificates. A total of 800 additional workers will receive information and referrals provided through seminars and other services available at participating One Stops.

Each participating LWIB will build significant capacity to continue supporting green building workforce development by employing a Green Navigator who will ensure close linkages between the LWIB, emerging green training opportunities, and the needs of the green building employers. The Green Navigators will be supported by state-of-the-art database systems that will project emerging workforce needs and link these to workers and relevant certification-based training programs. The net result will be the placement of over 220 workers in green building career pathways over the 18-month project period and the development of robust, long-term capacity to sustainably serve the growing regional needs of the green building industry.



WorkforceNapa Program Statistics

Activity period April 1 - June 30, 2009



CAREER CENTER		
Job Seeker Statistics for the Quarter		
<i>New</i>	1402	81%
<i>Returning</i>	326	19%
<i>Veterans (new to Center)</i>	8	.6% (of new)
Job Obtainment Information		
<i>Jobs obtained through Career Center</i>		165
<i>Average Hourly Wage</i>		\$6.13
# of Individuals Who Filed for UIB		37

WORKSHOP DATA	
Workshops Offered in the Quarter	25
Attendees	111
Workshop Survey Results	
<i>% of Attendees Satisfied w/Workshop</i>	99%
<i>% of Attendees Found Workshop Important</i>	99%
Workshop Titles:	
<i>Customer Service</i>	<i>Hidden Job Market</i>
<i>Resume Writing</i>	<i>Choosing a Career</i> <i>Mock Interviews</i>

ON SITE RECRUITMENTS			
Events Offered in the Quarter	14	Job Seekers Interviewed	409
Hires	61	Average Hourly Wage	\$12.86
Types of Positions / Industries			
<i>Restaurant</i>	<i>Winery / Cellar</i>	<i>Car Detailers</i>	<i>Human Resources</i> <i>Administration</i>
<i>Bus / Limo Driver</i>	<i>Forklift Driver</i>	<i>Home Care Asst.</i>	

WIA PROGRAM		
Average # of People each Month Registered as:		
<i>Receiving Core B Services</i>		111
<i>Receiving Intensive Services</i>		56
<i>Receiving Training Services</i>		30
# Enrolled who Held Employment		30
<i>Average Hourly Wage</i>		\$12.14
<i>Average Hours per Week</i>		29
New Employment Information		
# of New Employments:		
<i>Napa County</i>	28	82%
<i>Solano County</i>	3	9%
<i>San Francisco County</i>	1	3%
<i>Contra Costa County</i>	1	3%
<i>Plumas County</i>	1	3%
Industries:		
<i>Retail-8</i>	<i>Health Care-8</i>	<i>Office Support-7</i> <i>Hospitality-5</i>
<i>Financial-3</i>	<i>Transportation-2</i>	<i>Construction-1</i> <i>Law Enforcement-1</i>

CaIWORKs PROGRAM	
Average # of WTW Participants each Month	390
Average Monthly Participation Rate <small>Target= 45.3%</small>	16.5%
Total New Employments during the Quarter	57
<i>Average Hourly Wage</i>	\$10.38
<i>Average Hours per Week</i>	25

CAREER READINESS CERTIFICATES	
# of Assessments	44
# of Employer Requested Assessments	0
# of Employments obtained with certificate	7

EXPERIENCE WORKS PROGRAM	
Average # of Active Clients each Month	10
Total New Employments during the Quarter	6
<i>Average Hourly Wage</i>	\$9.00
<i>Average Hours per Week</i>	30

CaIJOBS INFORMATION	
# of New Job Postings	
# of New Résumés Posted	
# of Job Matches via CaIJOBS	

EMPLOYER SERVICES		
# of Employer Interactions		114
# of Job Orders received via interaction	27	24%
# of Job Orders filled via interaction	8	7%
# of Businesses connected to Employer Assistance Programs		76