

PRIVATE EMPLOYER BUSINESS COUNCIL COMMITTEE MINUTES

Thursday, November 7, 2013

Call to Order 1:08 p.m.

I. QUORUM VERIFICATION

Present: Chair Glenn Ledet, Susan Koepp-Baker, Janeen Dittrick, Richard Friberg, Van Le, Rashad Said, Sima Yazdani.

Absent: Vice Chair Mitch Schoch, Rose Amador, Dr. Mark Novak, Pamela Moore, Jorge Zavala.

II. OPENING REMARKS: Read by Committee Chair Glenn Ledet

Dhez Woodworth, the new Committee Staff, was introduced by Director Chris Donnelly

III. CONSENT ITEMS

Upon motion by Committee member Susan Koepp-Baker, seconded by Committee member Rashad Said, and unanimously approved, the consent items below were accepted. Additional information about leverage funds was requested.

- (a) Accept the Grant Report of October 1, 2013.
- (b) Accept the Labor Market Report of October 1, 2013.
- (c) Accept the September Training Report of October 4, 2013.
- (d) Accept the September Customer Service Report of October 16, 2013.
- (e) Accept the August BusinessOwnerSpace.com (BOS) Report of October 3, 2013.
- (f) Accept the September Outreach Report of October 24, 2013.

Staff provided the following clarifications:

- The anticipated submission date will be available for the EDD grant once discussions with the State have been finalized
- The leveraged funds calculations will be corrected and a final figure provided
- Information regarding underemployment and discouraged workers will be made available quarterly to the Committee

IV. AGENDA ITEMS

A. Old Business

1. Minutes Approval

Upon motion by Committee member Van Le, seconded by Rashad Said, the May 2, 2013 work2future Private Employer Business Council Committee Minutes were approved.

B. New Business

1. Veterans Initiative Update

Richard Martinez of work2future's Workforce Intelligence Team provided a review of the status of the Veterans Initiative. Staff will continue to work with the City on outreach to Veterans with "cross-walk" of skills. To better connect with Vets, staff contributed to a Hire a Vet event and the Website now updated as well with Vet

benefits and links to services. Training of staff and the Board continues with a recent presentation by Brian McDonald, Program Director, Word Institute on Disability

Committee Chair Ledet indicated that this project has been successful in helping Vets get employed and that the City of San Jose has been a good partner. Vets 101 is accomplishing many of the objectives of the Initiative. These successes and reduced staffing levels warrant looking at cutting back on effort in this area. This will allow reallocation of Committee time, potentially toward more support for the Foundation.

Committee member Janeen Dittrick offered to connect Committee members with Vets 101 training.

165 Veterans have taken advantage of the program.

2. Underemployment Initiative Update

Board Vice-Chair Sima Yazdani acknowledged the contributions of Dann Bergman, Project Manager, who has been instrumental in moving the project forward.

Dann Bergman introduced the Underemployment Initiative, indicating that Discouraged and underemployed job-seekers are not represented in unemployment figures. The Underemployment Initiative Committee met once per month since December and concluded that to provide additional avenues for career advancement for this group that skills brushups workshops would be appropriate. This will provide attendees with the ability to maintain a “breadbasket” of needed skills and network since employers expect applicants to have the skills required to step into a job.

A pilot with 10-12 clients is planned for April with a working title of “Intronet”

Board Vice-Chair Yazdani provided a presentation on a delivery system to support continuous learning (SEED - Strategic Employment Education Driven). The presentation focused on providing underemployed individuals with avenues through which they can continue to be competitive and keep their skills up. Peer mentoring moderated through massive open online courses (MOOC) type classes may offer a solution. New employees will need to respond rapidly to changes so continuing education is critical to long-term success. To be effective, workshops will provide specific applicable information. This approach will need to be tailored to non high-tech fields.

work2future can contribute to this project by:

- identifying skill and talent gaps – work2future can be a clearing house of resources
- connecting Mentor and Trainer opportunities
- support the propagation of information about learning resources (look for way to be clearing house of ideas)

3. **work2future Foundation Update**

Chris Donnelly, Director, indicated that the Foundation Board met on October 17 and chose the officers for the coming year:

Chair: Benny Boveda
Vice Chair: Sima Yazdani
Rashad Said
Mark Novak
Dennis Boland

The Foundation also approved:

- Executive Director job placement announcement
- Policies and programs approved (HR, Fiscal)
- Vendor for payroll and retirement

At their next meeting they will discuss healthcare vendors (Kaiser or BlueShield).

An agreement between the City of San Jose and the Foundation is due the first week of December. Staffing will begin in January/February and be completed by June, 2014. No change in branding or service levels will occur; work2future clients won't see the change in terms of service.

Information technology (IT) solutions will be among the most difficult areas of implementation.

4. **2014 Meeting Dates**

Upon motion by Committee member Rashad Said, seconded by Committee member Van Le the following meeting dates were approved:

- February 6, 2014
- May 1, 2014
- August 28, 2014
- November 6, 2014

All meetings will be held at the Administrative building.

5. **Review of Workplan, Private Employer Group**

Sean Spano, a professor and consultant from San Jose State University, facilitated a discussion.

With the completion of the Veterans Initiative, the Committee has an opportunity to contribute in new ways. Some of the ideas discussed during the brainstorming were:

- Support the role out of the Foundation recognizing that the Foundation has its own board and that the WIB does not play a direct role in decisions about implementation of Foundation activities
- Funding work2future activities is an area of need
- Information Technology (IT) solutions will be an issue for the Foundation
- Youth programs related to business issues could also be worth pursuing (in conjunction with Youth Committee)

- Underemployment should continue to be a Committee initiative
- Industry sector consideration could also be a project
- Metrics monitoring – Additional measures are being developed by the State
- Regional WIB projects with funding from the California Workforce Investment Board could be worth looking at
- work2future could support Youth and/or Adult Internships/Work experience opportunities

For now, the consensus was to focus on Underemployment as the main initiative with Youth as a phase II component while looking for opportunities to help with transition as appropriate. Regional projects leveraging CWIB funding would be beneficial. Additional partners should be pursued (e.g.: Silicon Valley Leadership Group).

C. Set Items for Next Agenda

No Proposals

D. Announcements

- Committee member Rashad Said thanked Chris Donnelly, Director, for his hard work on establishing the Foundation
- Chris Donnelly, Director announced that Angela Cipperly, Program Manager, has retired; Down to 23 permanent WIB staff; staffing will go to 16 once the transitional period is complete

E. Next Meeting

The next Private Employer Business Council Committee meeting is tentatively scheduled for **February 6, 2014** at 1:00 p.m. at work2future's Business Services and Administration facility, 5730 Chambertin Drive, San Jose, 95118.

IV. PUBLIC COMMENT: There were no public comments

V. ADJOURNMENT: The meeting was adjourned at 3:03 p.m.