YOUTH COUNCIL COMMITTEE
AGENDA

Tuesday, November 27, 2012
1:30 p.m. – 3:30 p.m.

Youth Training Center
2072 Lucretia Avenue
San Jose, CA 95122
408.794.1234
www.work2future.biz

Denise Boland, Chair
Sandra Murillo, Vice Chair
Elizabeth Kaylor, Secretary
Debbie Bybee, Committee Staff

The City of San Jose is committed to open and honest government and strives to consistently meet the community’s expectations by providing excellent service, in a positive and timely manner, and in the full view of the public. For additional information, please view:

For questions regarding this agenda, please call Elizabeth Kaylor at (408) 794.1125. To request an accommodation or alternative format for work2future meetings, events or printed materials, please call Elizabeth Kaylor at (408) 794.1125 or call 408.294.9337 (TTY) as soon as possible, but at least three business days before the meeting/event.
NOTICE TO THE PUBLIC

Good afternoon, my name is Sandra Murillo, and in my capacity as Vice Chair of the Youth Council, I would like to welcome you to the Youth Council Committee meeting of November 27, 2012.

Members of the public who wish to address the Committee should identify themselves and state their addresses for the record. You should complete a blue Comment Card located near the door, prior to making comments, and hand to any work2future staff member.

The procedure for this meeting is as follows:

- The Committee Secretary will verify quorum; the Chair will read the opening remarks.
- Members of the public wishing to make a comment will be given two (2) minutes each to comment.
- work2future staff and/or Committee Members will present recommendations for each action item on the agenda.
- Committee members may ask questions of work2future Staff and other Committee Members.
- The Committee may take action on any item designated as an action item.
- Copies of the agenda have been placed on the table near the door for your convenience.
- work2future Committee members may only discuss items listed on the Agenda pursuant to the “Brown Act.”
YOUTH COUNCIL COMMITTEE  
November 27, 2012  
1:30 p.m. - 3:30 p.m.  

ORDER OF BUSINESS

I. QUORUM VERIFICATION

II. OPENING REMARKS

III. CONSENT ITEMS
   Recommendations:
   (a) Accept the Grant Report of November 1, 2012.

IV. AGENDA ITEMS

A. Old Business

1. Minutes Approval
   Approval of the September 25, 2012 work2future Youth Council Committee Minutes.

B. New Business

1. Youth Program Update
   Richard Martinez, Youth Program Manager
   An update will be provided regarding work2future’s youth program.

2. State Plan Update
   Christopher Donnelly, Director of Operations
   An update will be provided regarding the new State Plan and requirements for local plans.

3. Communicating with work2future Clients
   Dhez Woodworth & Gilbert Concepcion, Business Services Team, & Monique Melchor, Youth Program Manager
   Staff will provide a brief report regarding communications with clients.
4. **Year Up Presentation**  
*Richard Martinez, Youth Program Manager*  

A presentation will be provided regarding Year Up, a widely recognized nonprofit organization that provides free, full-time professional IT training, associated education, and corporate internships for 18-24 year old youth who have a high school diploma or GED.

5. **Approval of New FY 12-13 Youth Career Technical Trainers**  
*Christopher Donnelly, Director of Operations*  

Approval to forward to the Finance Committee a recommendation for staff to add the Metropolitan Education District (MetroEd) to work2future’s Youth Eligible Training Provider List based upon Round Two Rating Panel evaluations, and to negotiate and execute an agreement with MetroEd.

6. **2013 Youth Council Committee Meeting Dates**  
*Sandra Murillo, Youth Council Committee Vice Chair*  

Approval of the meeting schedule for 2013 Youth Council Committee meetings.

7. **Destination: Home Update**  
*Monique Melchor, Youth Program Manager*  

A discussion will be held regarding work2future’s participation in the Destination: Home effort.

C. **Set Items for Next Agenda**

D. **Announcements**

E. **Next Meeting**  
The next Youth Council Committee meeting is tentatively scheduled to take place at 1:30 p.m. on Tuesday, March 27, 2013 at work2future’s Youth Training Center, at 2072 Lucretia Avenue, San Jose, 95122.

V. **PUBLIC COMMENT**

VI. **ADJOURNMENT**
CITY OF SAN JOSE CODE OF CONDUCT FOR PUBLIC MEETINGS IN THE COUNCIL CHAMBERS AND COMMITTEE ROOMS

The Code of Conduct is intended to promote open meetings that welcome debate of public policy issues being discussed by the City Council, its Committees, and City Boards and Commissions in an atmosphere of fairness, courtesy, and respect for differing points of view.

1. Public Meeting Decorum:

a) Persons in the audience will refrain from behavior which will disrupt the public meeting. This will include making loud noises, clapping, shouting, booing, hissing or engaging in any other activity in a manner that disturbs, disrupts or impedes the orderly conduct of the meeting.

b) Persons in the audience will refrain from creating, provoking or participating in any type of disturbance involving unwelcome physical contact.

c) Persons in the audience will refrain from using cellular phones and/or pagers while the meeting is in session.

d) Appropriate attire, including shoes and shirts are required in the Council Chambers and Committee Rooms at all times.

e) Persons in the audience will not place their feet on the seats in front of them.

f) No food, drink (other than bottled water with a cap), or chewing gum will be allowed in the Council Chambers and Committee Rooms, except as otherwise pre-approved by City staff.

g) All persons entering the Council Chambers and Committee Rooms, including their bags, purses, briefcases and similar belongings, may be subject to search for weapons and other dangerous materials.

2. Signs, Objects or Symbolic Material:

a) Objects and symbolic materials, such as signs or banners, will be allowed in the Council Chambers and Committee Rooms, with the following restrictions:

- No objects will be larger than 2 feet by 3 feet.
- No sticks, posts, poles or other such items will be attached to the signs or other symbolic materials.
- The items cannot create a building maintenance problem or a fire or safety hazard.

b) Persons with objects and symbolic materials such as signs must remain seated when displaying them and must not raise the items above shoulder level, obstruct the view or passage of other attendees, or otherwise disturb the business of the meeting.

c) Objects that are deemed a threat to persons at the meeting or the facility infrastructure are not allowed. City staff is authorized to remove items and/or individuals from the Council Chambers and Committee Rooms if a threat exists or is perceived to exist. Prohibited items include, but are not limited to: firearms (including replicas and antiques), toy guns, explosive material, and ammunition; knives and other edged weapons; illegal drugs and drug paraphernalia; laser
CITY OF SAN JOSE CODE OF CONDUCT FOR PUBLIC MEETINGS IN
THE COUNCIL CHAMBERS AND COMMITTEE ROOMS (CONT’D)

pointers, scissors, razors, scalpels, box cutting knives, and other cutting tools; letter
openers, corkscrews, can openers with points, knitting needles, and hooks; hairspray,
pepper spray, and aerosol containers; tools; glass containers; and large backpacks and
suitcases that contain items unrelated to the meeting.

3. Addressing the Council, Committee, Board or Commission:

a) Persons wishing to speak on an agenda item or during open forum are requested to
complete a speaker card and submit the card to the City Clerk or other administrative
staff at the meeting.

b) Meeting attendees are usually given two (2) minutes to speak on any agenda item and/or
during open forum; the time limit is in the discretion of the Chair of the meeting and may
be limited when appropriate. Applicants and appellants in land use matters are usually
given more time to speak.

c) Speakers should discuss topics related to City business on the agenda, unless they are
speaking during open forum.

d) Speakers’ comments should be addressed to the full body. Requests to engage the
Mayor, Council Members, Board Members, Commissioners or Staff in conversation will
not be honored. Abusive language is inappropriate.

e) Speakers will not bring to the podium any items other than a prepared written statement,
writing materials, or objects that have been inspected by security staff.

f) If an individual wishes to submit written information, he or she may give it to the City
Clerk or other administrative staff at the meeting.

g) Speakers and any other members of the public will not approach the dais at any time
without prior consent from the Chair of the meeting.

Failure to comply with this Code of Conduct which will disturb, disrupt or impede the orderly
conduct of the meeting may result in removal from the meeting and/or possible arrest.

All public records relating to an open session item on this agenda, which are not exempt from
disclosure pursuant to the California Public Records Act, that are distributed to a majority of
the legislative body will be available for public inspection at the Almaden Winery Community
Center, 5730 Chambertin Drive, San Jose, California at the same time that the public records
are distributed or made available to the legislative body.
III

Consent Items

(a) Accept the Grant Report of November 1, 2012.

[Action]
## 2012-2013 GRANTS REPORT

**11/1/2012**

<table>
<thead>
<tr>
<th>Contact</th>
<th>Funding Source/Sponsor</th>
<th>Grants Due Date</th>
<th>Award Date</th>
<th>Name</th>
<th>Funding Request</th>
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<td>7/1/2012</td>
<td>NUMMI-Additional Assistance</td>
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<td>5 Javier/Lawrence</td>
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<td>6/15/2012</td>
<td>Allies Innovations Grant</td>
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<td>7 Lawrence/Javier</td>
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<td>6/1/2011</td>
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<td>Wells Fargo Bank</td>
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<td>6/1/2011</td>
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<td>10 Chris</td>
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<td>7/1/2010</td>
<td>Additional Assistance Public Sector</td>
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<td>11 Chris</td>
<td>EDD</td>
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<td>7/1/2010</td>
<td>Additional Assistance NUMMI</td>
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<td>12 Chris</td>
<td>NEG</td>
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<td>7/1/2010</td>
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<td>13 Richard</td>
<td>DOL Youth Innovations Grant</td>
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<td>14 Javier</td>
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<td>1/1/2011</td>
<td>H1B Project</td>
<td>$5,000,000 NOVA/work2future</td>
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THE ECONOMIC SITUATION
October 2012
Workforce Snapshot

Unemployment for September 2012
- San Jose-Sunnyvale-Santa Clara MSA was 8.0%
- California was 9.7%
- United States was 7.6% percent
- Santa Clara County was 7.9% percent
- City of San Jose was 8.8%.

Source EDD October 17, 2012

Stats Year to Date
- Private educational and health services increased by 5,600 jobs from last September.
- Trade, transportation, and utilities expanded by a net 4,600 jobs, largely in wholesale trade (up 2,600 jobs).
- Retail trade had a net 2,000-job increase.
- Leisure and hospitality rose by 4,500 jobs over the year. Food services and drinking places added 3,200 of these jobs.
- Construction (up 3,900 jobs), information (up 3,700 jobs), leisure and hospitality (up 3,500 jobs), and manufacturing (up 1,800 jobs).

MSA Stats for September 2012
- Manufacturing shed 1,500 jobs seasonally, slightly larger than its average cutback of 1,200 jobs between August and September over the prior 10 years. Computer and electronic products (down 1,400 jobs) accounted for most of the loss.
- Construction (down 600 jobs), as well as trade, transportation, and utilities, and private educational and health services (down 200 jobs each).
- Meanwhile, information, as well as leisure and hospitality, added 700 jobs each.
- Professional and business services, government, financial activities, and farming each gained 200 jobs.
Industry Sector Analysis

The 2012 Industry Sector Analysis examined the relative strength of the major sectors with the greatest employment in the region by comparing business growth rates from 2007 to 2012 and forecasted job growth till 2040. In upcoming months we will be examining the data by subsectors to determine the most potential for training and job growth.

### How we did our 2012 Industry Sector Analysis

**Key Sector industries** have been identified to meet the following criteria:

- Projected to have significant job openings or affect the growth of other industries.
- Existing or emerging groups of industries being transformed by technology and innovation or economic conditions requiring new skills sets for workers.

In addition, we have used a locally-created Regional Economic Snapshot to:

- Help identify the most significant (largest) industries in the area.
- Provide an overall summary of Industry Sector Employment Statistics and Projections.
- Provide real time data on which industries will be experiencing the fastest growth.
- Identify fastest growing occupations by region to include wages and trends.
- Gather information on current employment trends and career advice and
- Identify the region’s Largest (Local/Regional) Employers

Data sources: BLS, EDD, EconoVue, Key Industry Sectors Studies commissioned by work2future: ICT, Contract Manufacturing, and Emerging Industries and Technology. Forecast projections are from _The Bay Area Job Growth to 2040: Projections and Analysis_, prepared by Stephen Levy at the Center for Continuing Study of the California Economy.
## Industry Sector Analysis

### Bay Area Forecast Job Growth By Major Industry Sectors

2007-2040

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Growth Rate</th>
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<tbody>
<tr>
<td>Construction</td>
<td>8.9%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>-16.3%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>5.5%</td>
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<tr>
<td>Retail Trade</td>
<td>5.0%</td>
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<tr>
<td>Transp., Warehouse and Utilities</td>
<td>16.8%</td>
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<tr>
<td>Information</td>
<td>30.0%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>8.8%</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>57.1%</td>
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<tr>
<td>Education and Health Services</td>
<td>69.9%</td>
</tr>
<tr>
<td>Leisure and hospitality</td>
<td>39.1%</td>
</tr>
<tr>
<td>Other Services</td>
<td>39.9%</td>
</tr>
<tr>
<td>Government</td>
<td>9.1%</td>
</tr>
<tr>
<td>Self Employed</td>
<td>31.1%</td>
</tr>
</tbody>
</table>

Source: Stephen Levy Center for Continuing Study of the California Economy
CUSTOMER SERVICE REPORT  
2012-2013  
Report Date: November 7, 2012  


ADULT AND DISLOCATED WORKER:  
A – Number of new customers completing initial assessment and coaching (enrollments):  
   • 224 for the month of September 2012 (Adult: 164 and DWP: 60)  
   • 793 for year-to-date  
B – Number of existing clients: 1,863 (Total served year-to-date is 2,656)  
C – Number of core, intensive, training and misc. services provided to customers (new and carried over clients):  
   • 2,920 for the month of September 2012  
   • 10,257 for year-to-date, at 5.9 services per client  
D – Rolling Year Average, October 2011 to September 2012  
   • 3,439 average number of clients for the year  
   • 28,747 average number of services for the year, at 8.36 services per client  

KEY UPDATES:  
• On October 10, 2012, 50 employers looking to fill more than 2,000 jobs attended work2future’s largest job fair of the year at the Santa Clara County Fairgrounds, with approximately 800 job seekers in attendance.  

CUSTOMER SATISFACTION:  
Total Number of Customer Responses: 57  

Trends and Analysis:  
• Customer enrollments (793 year-to-date) are down relative to last year (1,080 year-to-date). work2future’s Marketing Team continues to implement the marketing plan. In addition, the Customer Service Team is in the process of
securing a Consultant to review the current methodologies used for engaging customer responses and will look at additional approaches to increase the response rates for the on-line survey.

- Workshop Customer Service Surveys: Staff is in the process of procuring the necessary software to score/evaluate workshop responses. Once the information is tabulated, the Customer Service Team will include these evaluations in the Customer Service Report as a way to gain invaluable feedback while also increasing the customer satisfaction survey response rate.

- New Survey Questions: The Customer Service Team will meet in November to revise the current customer satisfaction survey questions to a more open-ended design to encourage full, meaningful answers. It is anticipated that the new questions will elicit additional insights on ways to provide and improve services.
Information Was Useful in Job Search

Strongly Agree/Agree | Disagree/Strongly Disagree

- 1/2/12 - 1/29/12
- 1/30/12 - 2/26/12
- 2/27/12 - 4/1/12
- 4/2/12 - 4/29/12
- 4/30/12 - 5/29/12
- 5/30/12 - 7/1/12
- 7/2/12 - 7/29/12
- 7/30/12 - 9/3/12
- 9/4/12 - 9/30/12
- 10/1/12 - 10/29/12
Services Used Were of Quality

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Strongly Agree/Agree</th>
<th>Disagree/Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2/12 - 1/29/12</td>
<td></td>
<td></td>
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<tr>
<td>10/1/12 - 10/29/12</td>
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</tr>
</tbody>
</table>
Satisfied With Overall Experience

Strongly Agree/Agree
Disagree/Strongly Disagree
IV (A) (1)

Meeting Minutes

[Action]
I. QUORUM VERIFICATION

Members in attendance: Denise Boland, Philip George, Robert Hennessey, Glenn Ledet, Dr. David Matuszak, Sandra Murillo, Kathryn Thompson.

Absent: Van Le, David Torres, Bryan Vanhuystee, Erin Wright.

II. OPENING REMARKS
Committee Chair Denise Boland opened the meeting with Opening Remarks.

III. CONSENT ITEMS
Upon motion by committee member Dr. David Matuszak, seconded by committee member Sandra Murillo, the consent items below were accepted:

(a) Grant Report of September 1, 2012.
(c) Customer Service and Integration Report of September 17, 2012.

IV. AGENDA ITEMS

A. Old Business

1. Approval of Minutes
Motion made to approve the Minutes of the Youth Council Committee meeting held on May 8, 2012 as presented.

Motion: Glenn Ledet
Second: Philip George

B. New Business

1. Youth Program Update
Youth Program Manager Richard Martinez presented this agenda item to the committee, highlighting the smooth transition to the new youth model on July 1, 2012. He explained that under the new model, work2future provides case management for the youth; Workforce Institute provides the outreach, recruitment, enrollment and work readiness, and follow-up services; and Henkels & McCoy and the Center for Training and Careers (CTC) provide the career technical training component.

Mr. Martinez said that the new youth program has exceeded its enrollment goals and is offering 13 training courses. He added that 25 of the youth have already
completed training and a variety of other activities. Some of the youth have already enrolled in community colleges.

A new cycle of the Green Cadre program was recently begun following a week of boot camp for the 15 participants. It is anticipated that the youth will participate in civic engagement and community service activities, additionally connecting with adult role models through internship opportunities shown to be helpful to change their attitudes about work expectations. To assist in retaining the youth during difficult economic times, work2future is funding internships that would normally be unpaid.

Staff and the committee discussed the increasing requirement for basic skills in viable occupations. Mr. Martinez explained the related youth performance goal, achievement of an increase of one educational functioning level, clarifying that an increase of one functioning level was roughly equivalent to a gain of two grade levels on a CASAS test.

Chair Denise Boland asked how frequently the youth connect with their work2future case managers. Mr. Martinez responded that, since the youth case managers are housed at the Youth Training Center, the case managers have daily contact with the youth and see them during their training activities.

2. **California Workforce Services Network (CWSN) Update**

The Director of Operations provided background for the CWSN item, saying that the State had gone out for an RFP to procure a workforce information system to replace the existing JTA system. The effort has not been completed according to the original timeline.

Local WIB directors are concerned that the new system may lack flexibility to provide reports and other operational supports similar to those provided by third-party systems such as I-Train, currently used by work2future.

3. **Workforce Legislation Update**

*SB 734*

The Director of Operations reviewed SB 734, recently enacted legislation requiring that 25% of a WIB’s Adult and Dislocated Worker allocation be spent on training, narrowly defined to exclude activities such as job search, resume development and critique, and interviewing skills. For work2future, 25% of its Adult and Dislocated Worker allocation would be $1.7 million.

work2future has established a Training Team to schedule and coordinate workshops with workshop providers secured through an RFQ process, as well as facilitating clients into training, and tracking training expenditures and applicable leveraged funding up to 10% of the amount of the Adult and Dislocated Worker allocation.
The Director of Operations added that compliance with SB 734’s training expenditure requirement was causing other WIBs to close one-stops and lay off staff. A committee member asked how different the required expenditure level was from what work2future would normally spend on training, and the Director of Operations replied that work2future typically spends about half of the required amount on training because funds are normally set aside for case management and supportive services.

Another committee member asked how it was that the California Workforce Investment Board (CWIB) had no role or responsibility in regards to the new legislation. The Director of Operations responded that the CWIB had not met for a year or more, but that new members had been appointed by the Governor and the CWIB was scheduled to meet at the end of October on the 30th and 31st.

SB 698
The Director of Operations explained the requirements of the recently-passed high performing WIBs legislation in terms of the strategic regional plan and sector analysis to be developed over the next few months, adding that the Youth Council Committee will be involved in the strategic planning to provide input regarding youth service strategy.

AB 1450
Boards and Committees Liaison Elizabeth Kaylor briefly discussed this bill to prevent discrimination against job applicants based on their status as unemployed, mentioning that the bill was at the Governor’s desk for signature.

4. WIA Performance Update
MIS and Youth Program Manager Monique Melchor discussed work2future’s FY 2011-2012 4th quarter performance with the committee. The Director of Operations clarified that some of the data for the report, especially data regarding entered employment, was subject to delays of six to nine months. He added that the youth performance goals are the same for all WIBs in the state and are not subject to negotiation, while the Adult and Dislocated Worker goals are negotiable based on economic and demographic justifications.

A committee member asked whether there was outreach to the homeless and veterans. The Director of Operations mentioned that Ms. Melchor serves on Destination: Home Program, an employment task group that works with homeless individuals and reaches out to agencies that provide services to the homeless and veterans.

Another committee member asked about the youth who go into the program and are exited without a positive outcome, and what tends to happen with them. The Director of Operations replied that some youth drop out because they are incarcerated, move, or just disappear, especially if the youth is gang-involved.
The Chair mentioned that the CalWORKs program is using texting to communicate with youth, and that some youth providers use social media to track youth down.

5. **State Plan Update**
The Director of Operations mentioned that the State Plan will be an agenda item for the CWIB’s meeting at the end of October 2012, adding that California’s State Plan was due to the Department of Labor on September 17th, but that he had not seen anything that suggested it had already been submitted.

The CWIB, the Director of Operations explained, was focused on three areas: services for WIA Adult and Dislocated Workers, Business Services, and Youth services. He added that the plan was likely to highlight key metrics, such as one that requires training to tie back to growth sectors.

The strategic plans from local WIBs are due to the State on April 1, 2013. As the Youth Council Committee will be providing its input as part of the planning process, the Director of Operations said that materials would be forwarded to the committee once they were received.

6. **CalGRIP/Re-Entry**
Youth Program Manager Richard Martinez said that, as part of the California Public Safety Realignment effort, Supervisor Shirakawa and other County agencies had put together a consortium of service providers to assist the re-entry of low-level felons into the local community.

Mr. Martinez added that the City’s Parks, Recreation, and Neighborhood Services Department had also applied for and received a CalGRIP grant to assist youth recently released from custody at Juvenile Hall and the Ranch. work2future plans to enroll some of these youth into the Green Cadre program, while providing work readiness training to a larger number of youth. Additional services are provided through Catholic Charities and California Youth Outreach.

C. **Set Items for Next Agenda**

- Quarterly Youth Training Schedule
- Youth Program Progress Report
- Communication, Social Media, and Youth
- Results of the RFQ for additional youth career technical training programs
- Destination: Home update

D. **Announcements**

- **Sandra Murillo:** A Foreclosure Prevention Resource event will be held at Overfelt High School on October 20, 2012 from 9 a.m. to 3 p.m.
• **Denise Boland:** A CalWORKs job fair will be held on October 9, 2012, with many retail employers to participate.

• **Director of Operations:** A job fair will be held on October 10, 2012 from 11 a.m. to 2 p.m. at the Santa Clara County Fairgrounds, followed later in the day by Festiv’ALL, the annual networking event.

### E. Next Meeting

The next meeting of the YCC will be held on Tuesday, November 27, 2012, at 1:30 p.m. at the work2future Youth Training Center, 2072 Lucretia Ave., San Jose, CA 95122.

### V. PUBLIC COMMENT – None.

### VI. ADJOURNMENT

The meeting adjourned at 2:40 p.m.
IV (B) (1)

Youth Program Update

[Discussion]
Overview:
After a seamless transition to the new youth system on July 1, 2012, the following components are in place:

- Case Management – handled by work2future case managers instead of by each individually-contracted service provider.
- Outreach, recruitment, enrollment readiness, work readiness, basic skills remediation, placement and follow up – handled by Workforce Institute.
- Career Technical Training (vocational training) – handled by two contract providers: the Center for Training and Careers, and Henkels and McCoy (except for Green Cadre training, which is provided by work2future staff).
- A new RFQ for Career Technical Training was issued on October 5, 2012 and closed on November 7, 2012, with one proposal received and under review.
- Green Cadre is developing new relations within the City in support of added civic engagement opportunities, targeting areas from which we recruit youth.

Program details:
Number of training courses available: 13
Number of youth enrolled up to 11/15/2012: 120
- 95 in San Jose
- 25 in Gilroy

Enrollment goal: 260
- 60 Green Cadre
- 200 non-Green Cadre (150 from San Jose/50 from South County)

Percent of enrolled youth who are basic skills deficient: 80%
Number of certificate earners through 11/15/12: 48
Number of youth enrolled in Career Technical Training on 11/15/12: 33
- Pharmacy Technician: 11
- Computerized Electronic Health Records Specialist: 4
- Multi-Craft: 3

Projected courses:
- Pharmacy Technician
- Service Careers Prep
- Hospitality TRAC
- Green Cadre

Green Cadre training will be offered in four cycles with 15 participants each.
  The cycle’s 15 participants are all engaged in internship, civic engagement, skills remediation and work readiness and in a job club.
- Cycle Two Jan. 14 – April 5, 2013
- Cycle Three Feb. 25 – May 17, 2013
- Cycle Four April 1 – June 21, 2013
IV (B) (2)

State Plan Update

[Discussion]
State Plan Update
November 6, 2012

The California Workforce Investment Board recently released a Strategic Workforce Development Draft State Plan for Performance Years 2012 through 2017 for public comment. In order for Local Boards to have as much time as possible to draft their Local Plan and obtain approval from the Chief Local Elected Officer (CLEO) by the April 1, 2013 deadline, the State Board has provided interim guidance for the development of the five-year local plan as an attachment to the Draft State Plan.

The State Plan highlights goals, objectives and actions in four key areas: Business Services, Adult Services, Youth Services, and System Alignment and Accountability. The goals and objectives of the State Plan’s key areas of focus are listed below.

**Business and Industry Services Goal**
*Meet the workforce needs of high demand sectors of the state and regional economies.*

Objective 1: Prepare skilled workers for employment in competitive and emergent regional industry sectors.

Objective 2: Support the development of regional workforce and economic development networks in California regions to address workforce education and training priorities.

**Adult Services Goal**
*Increase the number of Californians, including from under-represented demographic groups, who complete at least one year of postsecondary education with a marketable credential or degree, with a special emphasis on veterans, disabled individuals, disconnected youth, and other at-risk populations.*

Objective 1: Increase the capacity of career technical education.

Objective 2: Increase the number of career pathway programs in demand industries.

Objective 3: Increase the number of adult basic education students who successfully transition to postsecondary education/training or employment, and reduce the time students spend in remediation.

Objective 4: Increase the number of under-prepared job-seekers and dislocated workers who enter and successfully complete education and training programs in demand industries and occupations.

Objective 5: Develop and implement a strategic layoff aversion strategy that helps retain workers in their current jobs and/or provides rapid transitions to new employment, minimizing periods of unemployment.

Objective 6: Expand availability of and participation in “Earn and Learn” models such as apprenticeships, where students and workers can build skills while working.
**Youth Services Goal**
*Increase the number of high school students, including those from under-represented demographic groups, who graduate prepared for postsecondary education and/or a career.*

Objective 1: Increase the number of high school students who complete a rigorous education including math and science gateway coursework and other industry-based curriculum that prepare them for college, approved apprenticeship, and other postsecondary training.

Objective 2: Increase opportunities for disconnected youth to transition into postsecondary education and careers.

**System Alignment and Accountability Goal**
*Support system alignment, service integration, and continuous improvement using data to support evidence-based policymaking.*

Objective 1: Develop and sustain a state-level leadership team to improve state and regional communication, better align state-level efforts, and more effectively respond to barriers and obstacles faced by regions.

Objective 2: Develop a common workforce accountability system.
IV (B) (3)

Communicating with work2future Clients

[Discussion]
Communicating with work2future Clients  
November 15, 2012

I. Current Tools for Communication with work2future clients
   1. Broadcast
      1. Website
      2. Social Media
      3. Partner Organizations
      4. Media and Advertising
      5. Job Fairs
      6. Recruitments
   2. Direct
      1. eMail
      2. Texting
      3. Phone

II. Planned Communication Changes
   1. Look and Feel
      1. Website
      2. Print
   2. Integrated Website Services
      1. Core Program Status (2013?)
      2. Custom eMail Notices

III. Tools Being Researched
   1. Text Broadcast
   2. Web-based Coaching (Resition; NextJob)
   3. Job Search: smart search and resume development (Burning Glass)
   4. Twitter job posting

IV. Additional Suggestions from the Committee
IV (B) (4)

Year Up Presentation

[Discussion]
Year Up
Bay Area

Overview
Year Up delivers free, full-time, professional IT training, education and internships for one year to young adults who are:

- 18-24 years old
- Have a high school diploma or GED
- Are committed to completing the full year program

Year Up Provides:

- In-demand skills taught in a five-month period in a supportive learning environment
- Six-month internships at leading Silicon Valley companies
- A stipend of $150 to $250 per week -- $150 while training, $250 while in an internship
- College credits earned from Foothill College

Enrollment Information
Call: 415-512-7588x3543 or
Email Admissions: siliconvalleyadmissions@yearup.org
Complete an online interest form: http://bit.ly/KPYHgA
Attend an Information Session: Thursdays, 10:00 am and 2:00 pm

Background
Year Up was founded by Gerald Chertavian to reduce the digital divide using the premise of teaching young adults “Real Skills for Real Jobs—with Real Success.” It operates programs in Boston, Providence, New York, Baltimore, Washington D.C., Atlanta, Chicago, Seattle and San Francisco, and is now starting operations in Silicon Valley with a training facility in downtown San Jose for two training cohorts of 40 each in March and October 2013.

Silicon Valley Corporate Partners providing internships: Electronic Arts, JPMorgan Chase, Google, Mozilla Firefox, eBay, NetApp, Facebook, Salesforce.com, LinkedIn, and others.

Contact Information, Silicon Valley Year Up
John Heister is the Silicon Valley Site Director
Telephone: 408-291-5261
jheister@yearup.org
www.yearup.org

Year Up is temporarily housed with the San Jose Chamber of Commerce at 101 West Santa Clara Street, San Jose, CA 95113, and is soon to have its own facility.
IV (B) (5)

Approval of New FY 12-13 Youth Career Technical Trainers

[Action]
Memorandum

TO: work2future Youth Council Committee  FROM: Monique Melchor
Youth Program Manager

SUBJECT: FY 2012 Youth RFQ Round Two Vendor Selection Recommendations  DATE: November 27, 2012

Approved  Date

RECOMMENDATION
Youth Council Committee approval to forward to the Finance Committee a recommendation for staff to add the Metropolitan Education District (MetroEd) to work2future’s Youth Eligible Training Provider List based upon Round Two Rating Panel evaluations, and to negotiate and execute an agreement with MetroEd.

The balance of the $333,000 previously approved for youth training for the current program year is available for such training at a rate not to exceed $2,000 per participant. Based on the results of the first round of the RFQ, the Center for Training and Careers (CTC), and Henkels and McCoy were placed on work2future’s Youth Eligible Training Provider List.

New vendors selected to provide youth career technical training will negotiate one-year contracts with four one-year renewal options that may be exercised at work2future’s discretion, subject to budget availability, contractor performance, and Board approval.

BACKGROUND
Youth services and training that were delivered up to June 30, 2012 resulted in work2future’s attainment of all performance goals and the enrollment and training annually of some 200 low-income, at-risk, 18 to 21-year-olds.

Based on changes in how companies acquire and retain workers, work2future determined the need to revise its youth training system so that the program’s low-income youth participants, all of whom face significant barriers to employment, receive the most relevant and employer-informed workforce preparation.

To increase efficiencies, and especially to gain greater employer input and labor market responsiveness, work2future studied best practices in youth training, reviewed the
Secretary of Labor’s guidance to prepare workers for a knowledge-based economy and for a path into middle-class jobs, and analyzed our current youth training system. Among the programs reviewed were successful workforce board projects in Washington State and New York that closely linked employers to training curricula development and training delivery so that actual local employer needs were met. Efforts were made to build a system based on the strengths of local training providers and work2future, and to focus vendor efforts on training instead of on Workforce Investment Act (WIA) procedures.

New Youth Training System
As a result of the guidance provided by the Youth Council, and by participants at a community forum, the new system was established and implemented on July 1, 2012. The new youth system has three components:

- Service Provider Role under the RFP at the start of FY 2012-2013 included: outreach and recruitment, enrollment readiness, work readiness foundational skills preparation, assessment and testing, basic skills remediation, placement and follow up services, and ongoing coordination with the work2future case managers. This component consolidates three goals with one service provider: recruitment and enrollment readiness, basic skills gain, and placement; in addition, this component houses all follow-up responsibility with this service provider. In September 2012, the provision of work readiness was re-configured so that the Service Provider does not deliver work readiness classes.

- work2future’s Role: case management, coordination of services and training, interfacing with the State’s CWSN database for enrollment, and documentation of service delivery, progress, and attainment of outcomes. This system engages work2future much more closely with its youth clients and allows the case managers to coordinate all youth services in the best interest of each youth participant. As we move forward, work2future will begin to provide an additional component: Orientation to Employment workshops.

- Training Provider Role under the RFQ: Career Technical Training provided by vendors that have qualified for placement on a Youth Eligible Training Provider List and to which case managers refer clients, usually for cohort-based training. This component allows the training providers to focus on training, as opposed to WIA procedures and case management.

RFQ Process
The second round of the Youth RFQ was posted on October 5, 2012 on WebGrants, the portal for City of San Jose funding opportunities. Since Fiscal Year 2010-2011, WebGrants has been the City’s system for soliciting and managing its grant portfolio. All RFPs for grant services are posted on the WebGrants online site, and applicants
submit their proposals within the WebGrants platform to ensure Citywide consistency as well as to provide a transparent solicitation that conforms to the City’s RFP process.

The posting on WebGrants was distributed to over 900 community organizations through WebGrants’ automatic funding opportunity announcement system. work2future concurrently made an announcement regarding the release of the Youth RFQ with the link to WebGrants which was distributed to high school and community college districts, adult education program, the mayor’s gang prevention task force tech team members, and to multiple nonprofit organizations.

A pre-proposal technical assistance conference was scheduled for October 16, 2012, but there were no requests for technical assistance and no attendees at the conference.

The deadline for submission of proposals was 2:00 p.m. on November 7, 2012, and one (1) responsive proposal was submitted and subsequently reviewed by a Rating Panel of work2future staff members. Per the RFQ, proposals are required to meet a minimum rating threshold numeric score to be eligible for consideration for the Youth Eligible Training Provider List.

Staff developed the following Youth RFQ Evaluation Scoring Matrix:

- Structure, Experience and Past Performance: 35 points maximum
- Training Plan Narrative: 40 points maximum
- Employer Linkages: 25 points maximum
- Budget: 25 points maximum

Total Available Points: 125 points

The RFQ provided that any proposing organization that earned a Rating Panel score above the established minimum score published in the RFQ will be recommended for the Youth Eligible Training Provider List.

**ANALYSIS**

The proposal submitted by the Metropolitan Education District achieved at least a minimum rating score from the Rating Panel, and per the RFQ that organization is recommended for the Youth Eligible Training Provider List.

Organization Qualified for the Youth Eligible Training Provider List per Round Two:

Metropolitan Education District is offering thirty (30) training opportunities:

- In their Central County Occupational Center, they propose to make all current courses available to work2future youth: Air Conditioning, Refrigeration, and Heating; Accounting and Financial Careers; Animation; Auto Body Refinishing; Auto Body Repair; Automotive Careers; Baking and Catering; Carpentry;
Computer Technology Careers; Culinary Arts; Dental Assisting; Electrical Maintenance; Fire Science and First Responder; Forensic Investigation; Health Occupations; Interior Design; Law Enforcement; Medical Assisting; Medical Office Careers; Metals Technology and Welding; Office and Administrative Assistant; Precision Machining; Probation and Legal Careers; Small Business Management; Truck Mechanics; Veterinary Assisting; and Video Production.

- Through their Metropolitan Adult Education Program, they will make available three (3) courses: Accounting, Office Occupations, and Medical Assisting.

The Metropolitan Education District notes that each course is planned under the auspices of a mandatory Industry Advisory Committee that holds periodic meetings to assess and ensure that course content and delivery meets industry needs. Each course is also approved by the California Department of Education.

As part of the evaluation, a proposing organization’s financial viability is considered, measured by the City of San Jose’s Financial Dashboard. Also considered was the past experience and performance of the proposing organization in the delivery of training, the experience and performance of the key staff, and the organization’s capacity to deliver the proposed training. Linkages with employers to inform training course content and to provide opportunities for the youth participants were also evaluated.

**BUDGET**

Funding in the amount of $333,000 for youth Career Technical Training under the RFQ will come from the proposed FY 2012-2013 work2future budget, based upon the youth allocation. Originally, $250,000 had been designated for training in the RFQ, based upon projected funding. However, work2future has received the final award notice for next year that exceeds the original projection, which now allows funding for this RFQ in an amount not to exceed $333,000.

**NEXT STEPS**

Over the next 90 days, work2future will coordinate with the Metropolitan Education District to add their training courses to the youth training catalog. Case managers will work closely with all training providers and the youth service provider to assure that the system is optimally coordinated so that youth participants can fully benefit from the services and training.

work2future will continue to review the training options that are available and may identify additional labor market needs, industry clusters, or needs specific to local geographic areas, and may work with the organizations selected under Rounds One and Two of this RFQ to adjust training options to meet emerging needs.
Based on workforce needs, work2future reserves the right to solicit additional youth training options through a new RFQ process at any time.

Monique Melchor
Youth Program Manager
IV (B) (6)

2013 Youth Council Committee Meeting Dates

[Action]
TO: Youth Council Committee  
FROM: Denise Boland, Chair  
SUBJECT: 2013 Schedule of Meetings  
DATE: November 27, 2012

RECOMMENDATION

Approval of the Youth Council Committee meeting schedule for 2013.

BACKGROUND

work2future’s Youth Council Committee meets in March, May, September and November. Below is the proposed schedule of Youth Council Committee meetings for the 2013 calendar year.

PROPOSED SCHEDULE

work2future’s Youth Council Committee meetings are held on the 4th Tuesday of the month from 1:30 p.m. – 3:30 p.m.

- March 27, 2013
- May 21, 2013 **
- September 24, 2013
- November 19, 2013**

Approval of these dates for 2013 will allow Youth Council Committee members to finalize their commitments regarding next year’s calendar.

**Please note that some meeting dates may not conform to the regular monthly meeting schedule due to contract approvals, conflicts, or for other reasons.
IV (B) (7)

Destination: Home Update

[Discussion]
Destination Home – Update November 2012

Housing 1000 is dedicated to finding our most vulnerable and long-term homeless individuals and placing them in permanent housing with the services they need to stay housed. The goal is to permanently house 1,000 people by 2013.

Current efforts revolve around the following goals of the Services Working Group. Goals are: Care Coordination project Outreach & Engagement; and Housing 1000 Care Coordination Update and Expansion

- Boot Camp – all case managers will go through a comprehensive training experience. Currently the date and time are in discussion.

- Recovery Support Services – the working group is working with a variety of agencies and non-profits to provide services to the homeless.

- Employment Strategy – a flow chart has been created to show the various degrees homelessness. This chart will allow for a strategic approach to employment.

- Clinical supervision – the group is currently in discussion of needs and expectations.

- Legislative updates are provided at each meeting to provide information on the most recent legislative news.

- Potential funding opportunities/grants – the group continues to look for additional funding opportunities to supplement the program.
IV (C)
Set Items for Next Agenda

IV (D)
Announcements

IV (E)
Next Meeting

The next Youth Council Committee meeting is currently scheduled to take place at 1:30 p.m. on March 27, 2013 at work2future’s Youth Training Center, 2072 Lucretia Avenue, San Jose, 95122.

V
Public Comment

VI
Adjournment