



SPECIAL YOUTH COUNCIL COMMITTEE AGENDA

Tuesday, June 4, 2013

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:

http://www.sanjoseca.gov/clerk/cp_manual/CPM_0_15.pdf

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 Denise Boland, and in my capacity as Chair of the Youth Council, I would like to welcome you to the Special Youth Council Committee meeting of June 4, 2013.

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.”

SPECIAL YOUTH COUNCIL COMMITTEE
June 4, 2013
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 May 1, 2013.
- (b) Accept the Labor Market Report of May 24, 2013.

IV. AGENDA ITEMS

A. Old Business

1. Minutes Approval

Approval of the November 27, 2012 work2future Youth Council Committee Minutes.

{Action}

1:35 p

B. New Business

1. Department of Labor & Youth Program Performance Report

Richard Martinez, Youth Program Manager

{Discussion}

1:55 p
20 min.

A discussion will be held regarding work2future's DOL and Youth program performance.

2. FY 2013-2014 Youth Services Contractor Funding

Christopher Donnelly, Director

{Action}

2:15 p
20 min.

Approval to forward staff's recommendation to work2future's Executive Committee for its June 2013 meeting to allocate funding in the amount of \$460,706 to Workforce Institute to provide WIA youth services, subject to funding availability.

3. FY 2013-2014 Youth Career Technical Trainers Funding

Christopher Donnelly, Director

{Action}

2:35 p
20 min.

Approval to forward staff's recommendation to work2future's Executive Committee for its June 2013 meeting to allocate funding in the amount of \$292,627 to selected contractors to provide career technical training to WIA youth, subject to funding availability.

Anticipated Ending Times (an item may be heard before or after these ending times):

4. work2future's Local Plan Update
Christopher Donnelly, Director

{Discussion}

| |
|-------------------|
| 2:55 p 20 min. |
|-------------------|

An update will be provided on work2future's 5-Year Strategic Local Plan.

C. Set Items for Next Agenda

D. Announcements

E. Next Meeting

The next Youth Council Committee meeting is scheduled to take place at 1:30 p.m. on Tuesday, September 24, 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 May 1, 2013.
- (b) Accept the Labor Market Report of May 24, 2013.

[Action]



**2012-2013 GRANTS REPORT
5/1/2013**

Agenda Item III (a)

| Grants | | Due Date | Award Date | | | |
|--------------------|------------------------------|------------|------------|-------------------------------------|-----------------|-----------------------|
| Contact | Funding Source/Sponsor | Submitted | TBD | Name | Funding Request | Lead/Partners |
| <u>PENDING</u> | | | | | | |
| | | | | | | |
| <u>SUBMITTED</u> | | | | | | |
| | | | | | | |
| <u>AWARDED</u> | | | | | | |
| 1 Chris | EDD--DW Additional Asst. | 3/1/2012 | 7/1/2012 | NUMMI-Additional Assistance | \$469,000 | work2future |
| 2 Javier/Lawrence | EDD--DW Additional Asst. | 10/5/2011 | 7/1/2012 | Solyndra Additional Assistance | \$2,025,000 | work2future |
| 3 Chris | US Dept of Labor Innovations | 3/1/2012 | 6/15/2012 | Allies Innovations Grant | \$225,000 | San Mateo/work2future |
| 4 Lawrence/Javier | EDD--25% DW Additional Asst. | 10/5/2011 | 3/1/2012 | Cisco Systems Layoffs | \$3,000,000 | work2future |
| 5 Chris | EDD--25% | 9/30/2010 | 6/1/2011 | Additional Assistance DW | \$985,000 | work2future |
| 6 BJ | Wells Fargo Bank | 6/1/2010 | 6/1/2011 | Business Owner Space | \$5,000 | work2future |
| 7 Chris | EDD--25% | 6/2/2010 | 7/1/2010 | Additional Assistance Public Sector | \$975,000 | work2future |
| 8 Chris | EDD | 6/2/2010 | 7/1/2010 | Additional Assistance NUMMI | \$970,000 | work2future |
| 9 Chris | NEG | 6/2/2010 | 7/1/2010 | Emergency NUMMI | \$2,006,901 | work2future |
| <u>NOT AWARDED</u> | | | | | | |
| 10 Richard | DOL Youth Innovations Grant | 3/17/2012 | 7/1/2012 | Youth Innovations | \$3,000,000 | work2future |
| 11 Javier | EDD--DOL H1B Statewide | 9/9/2011 | 3/1/2012 | H1B Skills Accelerator Project | \$1,000,000 | NOVA/work2future |
| 12 Richard | USDOL--ETA | 3/1/2011 | 2/1/2011 | Civic Justice Corps Youth Offenders | \$1,500,000 | work2future |
| 13 Javier | USDOL--ETA | 11/17/2011 | 1/1/2011 | H1B Project | \$5,000,000 | NOVA/work2future |

work2future Foundation

Agenda Item III (a)

2011-2012 GRANTS REPORT 5/1/2013

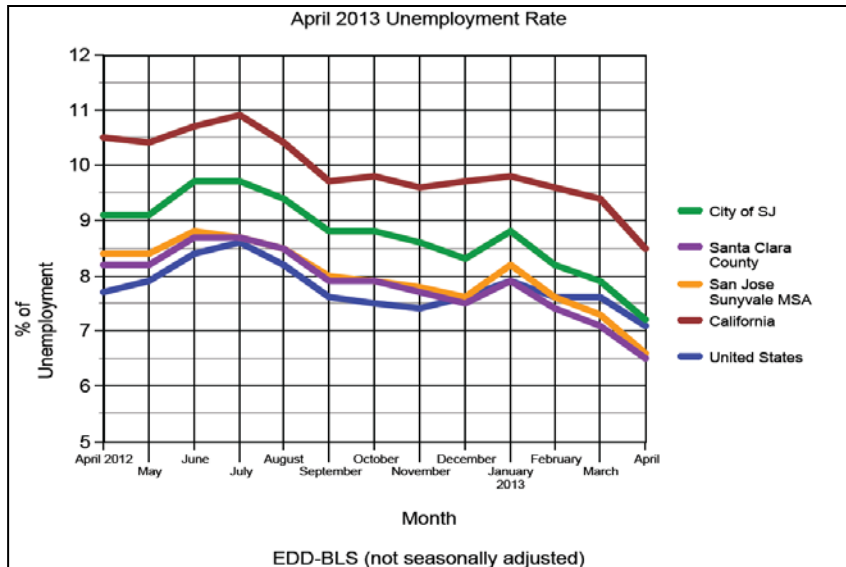
| <u>Contact</u> | <u>Grants Funding Source/Sponsor</u> | <u>Due Date Submitted</u> | <u>Award Date TBD</u> | <u>Name</u> | <u>Funding Request</u> | <u>Lead/Partners</u> |
|---------------------------|--|-------------------------------|---------------------------|--------------------------------|----------------------------|----------------------|
| <u>PENDING</u> | | | | | | |
| <u>SUBMITTED</u> | | | | | | |
| Dhez/Javier | Wells Fargo | Dec-12 | Dec-12 | BOS Small Business Assistance | \$10,000 | w2f Foundation |
| <u>AWARDED</u> | | | | | | |
| Richard | Bank of America | Mar-13 | Jun-13 | Summer Youth Green Cadre | \$25,000 | w2f Foundation |
| Javier | Target | 2012 | 2012 | Underemployment Initiative | \$5,000 | w2f Foundation |
| Richard | Prudential | 2012 | 2012 | Veterans Initiative | \$3,593 | w2f Foundation |
| Richard | Bank of America | Oct-12 | Dec-12 | Network to Produce Fresh Carts | \$15,000 | w2f foundation |
| <u>NOT AWARDED</u> | | | | | | |
| Javier | Bank of America | May-12 | Oct-12 | Community Builders | \$200,000 | w2f Foundation |

THE ECONOMIC SITUATION May 2013 SNAPSHOT

Unemployment for April 2013

San Jose-Sunnyvale-Santa Clara MSA was 6.6%, California 8.5%, United States 7.1%, Santa Clara County 6.5% and the City of San Jose at 7.2%.

Source: EDD April 29, 2013



MSA Stats

Between April 2012 and April 2013, total employment in the San Jose-Sunnyvale-Santa Clara MSA, which also includes San Benito County, expanded by 23,900 jobs, or 2.6 percent. This marked the area's **34th consecutive month of increases on a year-over basis**.

- Gains in professional and business services (up 10,400 jobs) accounted for more than 40 percent of the region's year-over job additions. Professional, scientific, and technical services rose by 6,100 jobs from last April.
- Leisure and hospitality, as well as construction, each added 3,500 jobs over the year.
- Trade, transportation, and utilities gained 3,300 jobs. Wholesale trade grew by 1,300 jobs. Retail trade netted a 1,200-job increase, while transportation, warehousing, and utilities added 800 jobs.
- Information increased by 2,600 jobs, and private educational and health services posted a net gain of 2,000 jobs.
- Other services fell by 1,100 jobs. Government, continuing to cut back, is down 800 jobs.

IN THE NEWS

html
THE SACRAMENTO BEE sacbee.com

Job Front: Internships are gateways to getting a job

dvsmith@sacbee.com

Published Monday, Apr. 29, 2013

Ashlee Crowe didn't have much time to chat. The pediatric medical assistant had just taken a short break from her rounds and she had other patients to attend.

For Crowe, a 2012 Heald College graduate now working at Sutter Medical Foundation Roseville's pediatrics office, a Sutter externship last year at a Rocklin family practice became the proving ground she needed to make health care a career.

Crowe, 36, began her Rocklin stint after graduating last spring, shadowing Sutter employees. Soon, she was assisting with patient care and procedures.

"I didn't want to feel like a third wheel just standing around. I wanted to be involved. That was extremely important to me," she said from Roseville last week. "Now, I'm working in pediatrics. You're dealing one-on-one with patients."

Internships and externships can be invaluable gateways for job-seeking graduates. About 60 percent of 2012 college graduates who worked in paid internships took home at least one job offer, according to the National Association of Colleges and Employers.

"Having an internship is critical," said Christina Rivera, director of career services at Heald College. "It's like a working interview. This is a job."

Internships are also becoming more important to employers seeking graduates who are better prepared for the working world.

Internships and other training are also garnering attention at the Capitol and from human resources researchers.

State Senate President Pro Tem Darrell Steinberg, D-Sacramento, recently proposed legislation to develop closer partnerships between business and education and invest in "career pathways" including internships and apprenticeships.

Meanwhile, researchers at the Society for Human Resource Management, in its new survey of employers on the state's skills gap, say that California employers may begin working more closely with local schools and colleges to "address skills and knowledge gaps, and create a more qualified local talent pool."

THE SACRAMENTO BEE sacbee.com

State And Local Government Workforce: 2013 Trends

Annual survey finds top concern is staff development as improving economy hastens retirements

Published Tuesday, May. 14, 2013

WASHINGTON, May 14, 2013 -- /PRNewswire-USNewswire/ -- As local and state government workers head for the exits, human resources managers say their top concern is staff development.

"State and Local Government Workforce: 2013 Trends," the annual survey conducted by the Center for State and Local Government Excellence (slge.org) and the International Public Management Association for Human Resources (ipma-hr.org) of human resource professionals, finds that the pace of state and local government retirements continues to be high. Three hundred and twenty-three (323) IPMA-HR members took part in the survey, which was conducted in March and April 2013.

There are signs that the improving economy has begun to reach state and local governments, as they ease up on layoffs and compensation freezes imposed since the economic downturn of 2008. Key survey findings include:

- 33 percent report pay freezes, compared with 51 percent in 2012
- 18 percent report layoffs, compared with 28 percent in 2012
- 27 percent report hiring freezes, compared with 42 percent in 2012

For the rest of the stories, go to www.sacbee.com

IV (A) (1)

Meeting Minutes

[Action]

**YOUTH COUNCIL COMMITTEE
DRAFT MEETING MINUTES
Tuesday, November 27, 2012
CTO: 1:35 p.m.**

I. QUORUM VERIFICATION

Members in attendance: Philip George, Robert Hennessey, Van Le, Glenn Ledet, Dr. David Matuszak, Sandra Murillo, Kathryn Thompson, David Torres, Bryan VanHuystee.

Absent: Denise Boland, Erin Wright.

II. OPENING REMARKS

Committee Vice Chair Sandra Murillo opened the meeting with Opening Remarks.

III. CONSENT ITEMS

Upon motion by committee member Glenn Ledet, seconded by committee member Bryan VanHuystee, the consent items below were accepted:

- (a) Accept the Grant Report of November 1, 2012.
- (b) Accept the Labor Market Report of October 17, 2012.
- (c) Accept the Customer Service and Integration Report of November 7, 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 September 25, 2012 as presented.

Motion: Bryan VanHuystee
Second: Glenn Ledet

B. New Business

1. Youth Program Update

Youth Program Manager Richard Martinez presented this item to the committee, saying that as of the meeting date, there were 131 total youth enrollments, with 116 youth in the general program and 15 in Green Cadre. From the perspective of the youth participants, the various components of the new youth program model work together seamlessly, as though only one organization is providing services through the program.

Mr. Martinez said that 13 students have completed security guard training toward a Guard Card, as well as first aid/CPR training. Since these youth are also enrolled in community college, the training was offered as an evening class from

5:00 p.m. to 9 p.m. for three consecutive evenings as an experiment, which worked out very well for the youth.

Mr. Martinez added that a Service Career Preparation training is anticipated to begin on the Monday following the meeting date, and that National Retail Federation Customer Service and ServSafe certification training will be provided in January 2013 to youth participants in San Jose and Gilroy.

A committee member asked about the youth participants' response to the new youth model. Richard Martinez responded that the response from youth has been very positive; having the case managers on site at Shirakawa with the youth provides greater opportunity for daily interactions and closer connections between the youth and their case managers, with increased control over the transactions between youth and other parts of the program. Mr. Martinez added that a State monitor present on site at the Youth Training Center had commented on the highly positive interactions between case managers and the youth.

A committee member asked whether work2future anticipates that more youth will complete the program due to the increased connection between youth and their case managers. Richard Martinez responded that although it may be too early to make a forecast, only one participant thus far had determined not to continue with the program, and that if work2future's youth program continues to keep the youth engaged, there should be a higher completion rate with the new model. He added that if the program is not working out for a particular youth participant, case managers would connect youth to alternative training or education.

Vice Chair Sandra Murillo asked about the daily attendance of youth scheduled for training. Mr. Martinez responded that attendance is over 95%, and that when youth are scheduled for training, they almost always show up. Reasons for missing class are usually related to transportation, family issues, or illness.

The Vice Chair followed up with a question about youth housing and the impact of a lack of housing on youth participation. Mr. Martinez responded that homeless youth often "couch surf," meaning that they find a place to sleep in the homes of friends and relatives on a fairly consistent basis. He added that the longer-term issue that will impact the participants once they become employed is the need for an official address.

A committee member asked whether work2future is looking to write a grant to assist youth with housing. Mr. Martinez responded that work2future is focused on its core competencies, relying on other providers whose core competency is providing homeless services. He added that work2future's case managers have the capacity to link with these providers and effectively use those resources for the benefit of youth participants. Approximately 15% of enrolled youth are currently homeless.

A committee member asked what percentage of enrolled youth are currently in occupational skills training. Mr. Martinez replied that approximately half of the youth participants are in job training, and that other enrolled youth are additionally enrolled in post-secondary education. Director of Operations Christopher Donnelly added that work2future's service strategy is for every youth to undergo some sort of certification process.

A committee member asked whether there is a waiting list for the Youth program, since the need is so great. The Director of Operations replied that there is no waiting list at this time, and that outreach into the targeted areas of the community is ongoing. He agreed that there is still an unmet need, but every youth with a need may not want to participate in work2future's Youth program because it requires a commitment: they need to show up every day for training, meet with a case manager, and call in when problems arise. Many youth do not want to make that commitment because they want a job now, but getting a job now does not prepare them for competitive participation in the workforce.

A committee member asked why the youth enrollment target for the year had not already been achieved. Mr. Martinez replied that work2future had set and met specific monthly enrollment goals to ensure the capacity of staff to appropriately serve the youth and assist them to address their barriers to successful employment and education.

2. State Plan Update

The Director of Operations presented this item, focusing on the Youth program-related questions to be addressed in the Local Plans developed by the WIBs. He explained that work2future has minimal impact on statewide goals such as "Increase the number of high school students who complete a rigorous education..." He added that it will be necessary to build partnerships with K-12 education, community colleges, non-profit agencies and social services to address the goals set out in the State Plan. He anticipated that focus groups would be convened to address these needed coordinations.

In addition, the Director of Operations said that recently-passed SB 698 High Performing WIBs' certification process has been rolled into the planning process for Local Plans in addition to the biannual WIB Recertification process concerning WIB composition and meeting Department of Labor performance targets.

3. Communicating with work2future Clients

Dhez Woodworth of work2future's Business Services Team provided a brief overview on the modes of communication that work2future uses to engage clients. He mentioned that work2future is evaluating various marketing and social media tools for effectiveness, including Facebook and LinkedIn, by surveying clients regarding how they heard about work2future. Facebook "likes" are also tracked.

Mr. Woodworth explained that work2future typically communicates with its existing clients about job openings, job fairs and specialized recruitments via email through the I-Train case management system; work2future uses the email blasts to advertise its presence on social media. He added that texting is frequently used in the Youth program to maintain contact with youth clients, and that work2future is looking at text broadcasting in the future.

Mr. Woodworth said that, since the State has not yet finalized its new California Workforce Services Network (CWSN) client tracking system, it is difficult to more fully integrate work2future services into the website. Ideally, work2future would be able to send emails to specific clients based on their interests. Remote coaching might also be possible.

Youth Program Manager Monique Melchor added that staff uses social media as one the best ways to attract new youth program participants and locate current participants. She said that even youth without smart phones can be reached with social media, as the youth will use computers at friends' homes, or other locations such as the library. She said that if work2future posts something on social media, it will reach the youth, adding that if work2future youth program participants do not have a Facebook account, work2future will create an account for them.

A committee member asked whether the reworked work2future website would be designed to work seamlessly on Android and Apple products, adding that smaller pieces of information work better for mobile users. Mr. Woodworth replied that the current plan was to have the website work with most browsers, but not necessarily customized to work with any specific browser. Ms. Melchor added that a study had been done that concluded that mobile users do not spend time on websites that are not configured for mobile use.

The Director of Operations added that work2future will need to request proposals for a new website, and that implementation of the technology strategy is being held up by delays to the development and release of the CWSN system. The Vice Chair asked about other languages on the website, such as Spanish and Vietnamese. The Director of Operations replied that only the current website's main text is translated into Spanish and Vietnamese. The Vice Chair mentioned that there is technology available to translate materials into multiple languages.

4. Year Up Presentation

Youth Program manager Richard Martinez provided a presentation on Year Up, a successful national program work2future is looking at as a potential partner. Year Up works with 18-24 year old youth who have a GED or high school diploma and commit to a year-long program. The youth need not be tech savvy, only committed to participation and completion of the training.

Mr. Martinez explained that the program provides five months of technical training and six months of internships with major companies such as Google, Firefox, LinkedIn, and eBay. Often the youth are hired by the corporation with

which they did their internship. Year Up's program completion rate is in the 80% range, and its placement rate is also in the 80% range. Many participants will subsequently enroll in college and continue to pursue careers in information technology.

Mr. Martinez asked the committee to refer youth to Year Up. Applicants must fill out an interest form and attend a presentation. A committee member asked whether the program is based on income. Mr. Martinez responded that low-income youth have priority to enter the privately-funded program but do not need an additional barrier, as under WIA.

5. Approval of New FY 12-13 Youth Career Technical Trainers

The Director of Operations presented the Youth Career Technical Trainers item, saying that on October 5, 2012, work2future released a Request for Qualifications (RFQ) to obtain additional Youth training providers. The Metropolitan Adult Education District (MetroEd) submitted the sole response to the RFQ, listing its experience and qualifications to provide an additional 30 training programs for the Youth program. The Director of Operations discussed the criteria and scoring, as well as the qualifications and experience of MetroEd as a potential training provider for work2future's youth.

ACTION: 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.

Motion: Dr. Matuszak

Seconded by: Glenn Ledet

6. 2013 Youth Council Committee Meeting Dates

The Director of Operations presented the Youth Council meeting dates item, explaining the non-confirming dates in terms of needed approvals and holidays.

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

Motion: Bryan VanHuystee

Seconded by: Philip George

7. Destination: Home Update

Youth Program Manager Monique Melchor discussed her participation on the working group for Destination: Home, a collaborative effort to place 1000 chronically homeless individuals by 2013. She mentioned that the collaborative canvasses the county to find and survey homeless individuals, primarily adults with multiple barriers. Based on their responses, homeless individuals are placed on a list that is disseminated to various agencies who will contact each individual responding to the survey.

Ms. Melchor said that employment strategies are not immediately discussed with homeless participants until other issues are dealt with and appropriate supports are provided. She explained that placement into employment is generally the most challenging aspect, given the clinical issues that often present in the chronically homeless population.

C. Set Items for Next Agenda

- Destination: Home Update
- Youth Program Update

D. Announcements

- **Monique Melchor:** There were no audit findings during work2future's recent monitoring.
- **Glenn Ledet:** This is Glenn's final Youth Council Committee meeting; he is moving on to chair work2future's new Private Employer Business Council Committee.
- **Director of Operations:** The December Board meeting will be held in the Multipurpose Room of the San Jose One-Stop at Kirk.

E. Next Meeting

The next meeting of the YCC will be held on a date to be determined 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 3:00 p.m.

IV (B) (1)

Department of Labor & Youth Program Performance Report

[Discussion]

work2future
WIA Performance Outcomes Report (Draft)
 (Run Date: 4/22/13)

PY 2012-2013 (3rd Quarter - without/Updated Base Wage)

| | Perf. Goals /a | Actual | SuccRate |
|--|---------------------|----------|----------|
| ADULT and ARRA ADULT | | | |
| ACE Entered Employment Rate | 44.00% | 45.94% | 104.4% |
| ACA Average Earnings | \$13,000 | \$14,331 | 110.2% |
| ACR Employment Retention Rate | 76.00% | 78.78% | 103.7% |
| DISLOCATED WORKERS and ARRA DWP | | | |
| DCE Entered Employment Rate | 52.2% | 56.72% | 108.7% |
| DCA Average Earnings | \$16,500 | \$20,099 | 121.8% |
| DCR Employment Retention Rate | 83.0% | 83.79% | 101.0% |
| YOUTH and ARRA YOUTH | | | |
| YCP Placement in Employment or Education | 65.0% | 58.00% | 89.2% |
| YCD Attainment of a Degree or Certificate | 61.0% | 77.31% | 126.7% |
| YCL Literacy and Numeracy Gains | 40.0% | 83.87% | 209.7% |
| Overall Performance - Local Target (100%) | Exceeded 8/9 | | |
| Overall Performance - State Target (80%) | Exceeded 9/9 | | |
| Projected Overall Performance - Local Target (100%) | Exceeded 8/9 | | |
| Projected Overall Performance - State Target (80%) | Exceeded 9/9 | | |

/a -Local Performance goals are based on the Directive Transmittal WSD11-10 dated 05/23/2012.

Youth Program Performance Report

May 15, 2013

One year ago, work2future began implementing a new training model that consolidated case management with in-house staff; contracted out specific services including recruitment, assessment and basic skills remediation, and placement; and also contracted career technical training.

In cooperation with the Workforce Institute, work2future developed an outreach and recruitment plan with monthly enrollment goals and with a focus on serving high need neighborhoods and communities. In cooperation with the Center for Training and Careers and Henkels and McCoy, work2future created a menu of career technical course offering for youth.

There was a smooth transition to the new model on July 1, 2012, and Workforce Institute began its outreach using work2future as the outreach brand. Outreach has involved social media as well as traditional outreach methods to reach clients, and monthly enrollment goals were consistently met.

Career technical training was implemented within several months of the start of the new program year as work2future and the training providers worked out the particulars of training delivery and as case managers organized cohorts for the available courses. From our experience with the initial rollout of CTT courses, it was determined that having all the courses available at any one time made the time it took to assemble a cohort too long, so a smaller catalog of courses was created that focused on client interest and labor market demand.

The fall of 2012 saw a significant number of our clients enrolling in community colleges, and this reduced their availability during the normal training day, so work2future implemented some training delivery during evening hours and even several times on Saturdays. These alternate hours were very successful and had high participation levels, and as we move into the coming year we will explore using these nontraditional training hour options as needed.

The implementation of services focused around the Youth Training Center have been very successful, allowing case managers to remain well connected over time to clients and able to work supportively with both Workforce Institute, CTC and Henkels and McCoy. Even for clients who participate in training away from the Youth Training Center, the availability of case managers at that site has made it easy for clients to visit and interact for remediation and other support services, especially since this site is dedicated to them.

Case managers and contract staff have established close and supportive relationships with clients and with many of the caring adults in their lives—probation officers, counselors, and staff at shelters and food pantries. The work2future staff has also developed other services in support of the enrolled youth such as a clothes closet, a system to provide snacks to clients in all-day training who may have nothing to eat, and working with Second Harvest to enroll all eligible youth for SNAP and emergency provisions. The work2future staff and contractors have supported each other in creating youth job fairs and in connecting youth to services such as TeenForce and with opportunities at specialized recruitments.

The training outcomes through third quarter indicate that the new model is working well, and we expect that all three common measures goals will be met by the end of the program year.

IV (B) (2)

FY 2013-2014 Youth Services Contractor Funding

[Action]



Memorandum

TO: work2future Youth Council
Committee

FROM: Monique Melchor,
Youth Manager

SUBJECT: **FY 2013-2014 Youth Services
Provider Funding
Recommendation**

DATE: June 4, 2013

Approved

Date

RECOMMENDATION

Youth Council Committee approval for staff to forward to the Executive Committee a recommendation to negotiate and execute an agreement based upon the renewal option provision of the Youth Services contract for an amount not to exceed \$460,706 with Workforce Institute for services to out-of-school youth for FY 2013-2014, subject to funding availability.

The remaining renewal options for this contract may be exercised at work2future's discretion, subject to funding availability, contractor performance, and Board approval.

If this recommendation is approved by the Youth Council Committee and the Executive Committee, it will be forwarded to the Board for its meeting of June 20, 2013.

BACKGROUND

To improve services to out-of-school youth clients (ages 18-21) with barriers to employment, work2future issued an RFP for WIA Youth services and an RFQ for Youth Career Technical Training services in early 2012. Based on the results of these processes, work2future implemented structural changes to its youth services model on July 1, 2012 based on continuous quality improvement and the need for additional delivery options.

These programmatic adjustments are also driven by significant changes over the past decade in how employers hire and retain workers, the increasing need for workers to have basic foundational skills and knowledge, as well as for workers to engage in lifelong learning in some form to remain competitive in the workforce. To achieve these goals, work2future envisions a system that provides accountability for outcomes and attention to practices that increase client choice and employer participation.

New Youth Training System

Our youth system has three linked components:

- Career Technical Training is provided by vendors that have qualified to be on a Youth Eligible Training Provider List to which work2future case managers refer clients for training. Training providers can focus on training as opposed to WIA procedures and case management.
- work2future's staff members provide case management, coordination of services and training, interfacing with the State's database for enrollment, and documentation of service delivery, progress, and attainment of outcomes. This new system engages work2future closely with its youth clients.
- A contracted Service Provider for outreach and recruitment, enrollment readiness, assessment and testing, basic skills remediation, placement and follow up services and ongoing coordination with the work2future case managers.

Workforce Institute, the Youth Service Provider selected through the 2012 RFP based on demonstrating effective linkages to employers, the ability to connect youth to post-secondary education, and understanding the need for lifelong learning, provides the following services:

- (a) Enrollment readiness, including outreach and recruitment;
- (b) Assessment and basic skills testing;
- (c) Basic skills remediation;
- (d) Placement services;
- (e) Follow up services; and
- (f) Coordination with work2future case managers.

Assessments, testing, and placement were moved under the purview of Workforce Institute so that the agency initially interfacing with youth clients would remain engaged with those youth throughout their program participation – from recruitment and enrollment through training, placement and follow up – all in coordination with work2future's case managers.

Placement services include job placement, placement in post-secondary education, or military placement. Outreach and recruitment target high-need neighborhoods in the work2future service area and include coordination with community and faith-based organizations, the Mayor's Gang Prevention Task Force, schools and other youth-serving organizations. Basic skills remediation, if necessary, begins prior to the referral of a youth to career technical training.

ANALYSIS

Workforce Institute's FY 2012-2013 recruitment goal was to provide 200 WIA-eligible youth ages 18-21 that could be successfully enrolled into work2future's Youth program. work2future and Workforce Institute established a monthly recruitment and enrollment goal, and in April 2013 the 200 youth goal was reached. Most of the youth recruited and enrolled had multiple

barriers to employment, including offender, basic skills deficiency, pregnant or parenting, dropout, and homeless, runaway or foster status.

In addition, work2future and Workforce Institute negotiated a 76% placement goal. As of March 31, 2013, WI's placement rate is 58%. WI has until June 30, 2013 to meet the placement goal and is expected to do so since placement is measured after training and exit, and most participants are still in the program. WI also has a strong performance track record.

Further, WI and work2future negotiated a 50% skills gains goal. As of March 31, 2013 WI's participants have achieved over 83% skills gains.

Based upon the most current data through the third quarter of the program year, Workforce Institute is performing at levels exceeding its three program goals, can achieve the placement goal by year's end, and in fact has until August 31, 2013 to meet its Entered Employment and Retention goals. Thus, Workforce Institute has substantially achieved the goals set for them under this contract.

As part of the Youth Services contract, Workforce Institute modeled its outreach so that program branding was in the name of work2future, and also developed and maintains a youth website branded as work2future at www.work2futureyouth.org. This website is maintained in coordination with work2future's Youth team and marketing team.

Workforce Institute also made significant efforts to assure that youth in Gilroy and Morgan Hill were fully served, and 50 youth clients, 1/4 of this program year's youth enrollment, were recruited and enrolled from the South County.

BUDGET

Funding in the amount of \$460,706 for youth services will come from the proposed FY 2013-2014 work2future budget, based upon the youth allocation. Per contract provisions, work2future reserves the right to amend the Youth Services contract based upon evolving needs and funding and/or legislative mandate changes.

NEXT STEPS

In the next three months, work2future will coordinate with the Workforce Institute to prepare for the new program year.

Monique Melchor
Youth Manager

IV (B) (3)

FY 2013-2014 Youth Career Technical Trainers Funding

[Action]



Memorandum

TO: work2future Youth Council Committee

FROM: Monique Melchor
Youth Manager

SUBJECT: FY 2013-2014 Youth Training
Vendor Funding Recommendations

DATE: June 4, 2013

Approved

Date

RECOMMENDATION

Youth Council Committee approval for staff to forward to the Executive Committee a recommendation to maintain on the work2future Youth Eligible Training Provider List the following vendors for a total not to exceed \$292,627 for such training at a rate not to exceed \$2,000 per participant, subject to funding availability:

- Center for Training and Careers (CTC),
- Henkels and McCoy (Henkels),
- Metropolitan Education District (MetroEd), including the Central County Occupational Center and the Metropolitan Adult Education Program

Vendors selected in rounds one and two of the work2future RFQ process in 2012 were qualified to be on the Youth Eligible Training Provider List from which career technical training courses are selected for work2future's youth training offerings. Vendors selected to provide youth career technical training negotiated initial one-year contracts with four one-year renewal options that may be exercised at work2future's discretion subject to funding availability, contractor performance, and Board approval.

If this recommendation is approved by the Youth Council Committee and the Executive Committee, it will be forwarded to the Board for its meeting of June 20, 2013.

BACKGROUND

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. The system is based on the strengths of local training providers and work2future, and focuses

vendor efforts on providing training instead on esoteric knowledge of Workforce Investment Act (WIA) procedures.

During the 2012 program year, work2future enrolled 200 youth with barriers such as offender, basic skills deficiency, pregnant or parenting, dropout, and homeless, runaway or foster status.

New Youth Training System

Our youth system has three linked components:

- Career Technical Training is provided by vendors that have qualified to be on a Youth Eligible Training Provider List to which work2future case managers refer clients for training. Training providers can focus on training as opposed to WIA procedures and case management.
- A contracted Service Provider for outreach and recruitment, enrollment readiness, assessment and testing, basic skills remediation, placement and follow up services and ongoing coordination with the work2future case managers.
- work2future's staff members provide case management, coordination of services and training, interfacing with the State's database for enrollment, and documentation of service delivery, progress, and attainment of outcomes. This new system engages work2future closely with its youth clients.

ANALYSIS

Through the end of April 2013 approximately 150 of the enrolled youth have participated in training; however, some youth who enrolled did so only to obtain placement assistance.

Center for Training and Careers: Over 60 youth enrolled for training with CTC, focusing overwhelmingly on electronic medical records and pharmacy technician courses. At this time, 23 youth have completed electronic medical records training, and 31 youth have completed pharmacy technician training. Due to the sophistication of the state-level certification test, a significant number of youth who enrolled in the electronic health records and pharmacy technician courses have not been able to pass the state test. work2future will consider the appropriateness of these courses, given the youth that work2future serves.

work2future will also coordinate with CTC to develop steps to mitigate the low state testing pass rate, in particular an analysis of prerequisites for enrollment in the electronic health records and pharmacy technician courses. In our prior experience with CTC, they have demonstrated the capacity to provide viable training for youth, and we believe that in a cooperative spirit we can establish an effective corrective action plan.

Henkels and McCoy: Over 80 youth participated in training with Henkels, earning the National Retail Federation in Customer Service certification, the state Guard Card, the

Hospitality certification, the Service Careers Certification, or the ServSafe certification. Henkels and McCoy's rate of certification attainment is over 85%.

Metropolitan Education District: MetroEd courses will become available for work2future youth at the start of the 2013 program year.

BUDGET

Funding in the amount of \$292,627 for Youth Career Technical Training will come from the proposed FY 2013-2014 work2future budget, based upon the youth allocation. The amount is subject to funding availability, evolving needs, and final Board approval.

NEXT STEPS

Over the next 90 days, work2future will work with the Career Technical Training providers to develop a catalog of training courses year. 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 review the training options that are available and may identify additional labor market needs, industry clusters, or needs specific to local geographic areas (e.g., the South County area), and may work with the training providers to adjust training offerings to meet the emerging needs of employers and youth enrolled in the WIA program.

Based on workforce needs, work2future reserves the right to solicit additional youth training options through a new RFQ process at any time.

Monique Melchor
Adult and Youth Manager

IV (B) (4)

work2future's Local Plan Update

[Discussion]

March 5, 2013 Youth Forum Questions and Stakeholder Responses

1) How do we better collaborate to get disconnected youth into postsecondary education and training, including college, apprenticeship or adult education that will lead them into occupations that provide self-sufficiency earnings?

- Engage youth in the process by having them involved in this discussion. Youth need to see an immediate return on their investment (if they go through training, then the job connection piece should be in place so that they are quickly employed).
- Older youth should share their positive experiences from a program to motivate new youth.
- At risk youth don't understand how to navigate the process of applying for colleges (especially 1st generation college students). A better connection to college counselors prior to pursuing State/UC education should be made.
- More field trips for high school students to city colleges for information on apprenticeship programs, other programs. Also, involve the apprenticeship alumni that are now employed to talk about their experience.
- Youth don't see themselves as leaders, and that is a major obstacle to their success. Strengthening their leadership skills as well as recognizing their talents and potential will help create their self-awareness.
- Provide a space for youth-to-youth testimonials.
- Connect local high schools to w2f youth center and allow youth to meet their community services requirements through w2f.
- Combine OJTs/work experience with education (follow-up to occupational training). Must pay attention to the importance of income to youth attending college.
- Create specialized transition programs from work2future into a college (youth cohorts).
- Prep youth for what to ask college counselors/industry representatives.
- Implement a buddy system for youth.
- Important to inform families about the services w2f offers their youth and ensure the information is easily accessible.

2) Working with you, how can we get our target youth the postsecondary degrees or industry-recognized credentials sought buy our region's key industry sectors?

- Connect with employer based programs for youth.
- Career pathway mapping for youth: illustrate the steps needed for them to attain a postsecondary education and/or career.
- Get companies that employ w2f alumni involved in the current work2future programs.
- Make sure that work2future youth programs are marketed to both employers and youth.
- Encourage group participation for youth that have gone through or are going through a certain program (cohort).
- Case managers currently working with youth have to impact and guide/nurture youth towards their goals. Must be a trusted adult who will listen and make them feel understood.
- Provide programs for kids who aren't inclined to academics (programs that are more hands-on).

3) How can work2future align with you to help youth understand career pathways and use pathways to guide their choices?

- Create tip cards on what steps to take in order to land the career they want. Make the cards fun/visual, perhaps depicting a journey or a scavenger hunt.
- Hold job shadowing for youth to get a better sense of what the career pathway is like for in demand jobs.
- Have a formal w2f youth career day with big and small employers. The employers can have staff make a presentation on their field of work (presenting the pathway to their job). This would be a good visual for youth.
- Have internships as a pathway to employment.
- Idea of *Independent City*: portrays adult life through kiosks. It can portray how to look for a job/internship, apply for a job/internship, and how to apply for college.

4. How can work2future, given the constraints of the Workforce Investment Act, more effectively partner with you so that:

A. High School dropout rates are reduced?

B. More dropouts earn a diploma or its equivalency

- Work with school principals to identify the drop out students and provide them with motivation and information on programs to help them finish their education. Start with the high schools in the area.
- Generate and collect a census from students who dropped out to see their reasons why they dropped out and provide them with assistance/resources.
- Have a work2future representative visit schools and provide information on the programs at the youth center.
- work2future should get involved in high school efforts to prevent student dropouts.
- Create programs that allow youth to leave the area as their surroundings influence the likelihood that they will drop out.
- Provide youth with incentives and stipends to assist them with finishing their GED.
- GED requirements will change in 2014; provide youth with information on what the changes will be.
- Give youth the option of taking hybrid courses to satisfy their requirements (half in person/half on line).
- Consistently provide youth with personal contact to help them learn how to socialize.

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 September 24, 2013 at work2future's Youth Training Center, 2072 Lucretia Avenue, San Jose, 95122.

V
Public Comment

VI
Adjournment