

# work<sup>2</sup>future<sup>SM</sup>

opportunity • jobs • success

## **YOUTH COUNCIL COMMITTEE AGENDA**

**Tuesday, November 16, 2010**

**Afternoon Session 1:30 p.m. - 3:30 p.m.**

**San Jose One Stop  
1290 Parkmoor Ave.  
San Jose, CA 95126  
408-794-1100  
[www.work2future.biz](http://www.work2future.biz)**

**Bryan Vanhuystee, Committee Chair  
Sandra Murillo, Committee Vice Chair  
Angela Cipperly, Committee Secretary  
Alex Fernández, 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](http://www.sanjoseca.gov/clerk/cp_manual/CPM_0_15.pdf)

For questions regarding this agenda, please call Alex Fernández at (408) 794.1120. To request an accommodation or alternative format for work2future meetings, events or printed materials, please call Alex Fernandez at (408) 794-1120 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 **Bryan Vanhuystee** and in my capacity as Chair of the Youth Council I would like to welcome you to this Youth Council Committee meeting of November 16, 2010.

Members of the public who wish to address the Committee will need to first identify themselves and state their addresses for our records. Please 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 Chair will read the opening remarks.
- work2future staff and/or Committee Members may present recommendations for an item on the agenda.
- work2future staff and/or Committee Members will also present informational items as listed.
- Committee Members may ask questions of work2future Staff and other Committee Members.
- The Committee may take action on an agenda 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."
- Members of the public wishing to make a comment will then be given two (2) minutes each to comment.

# YOUTH COUNCIL COMMITTEE AGENDA

November 16, 2010  
1:30 p.m. - 3:30 p.m.

## ORDER OF BUSINESS

### I. QUORUM VERIFICATION

### II. OPENING REMARKS

### III. CONSENT ITEMS

{Action} **5 min**

Recommendations:

(a) Accept the Grant Report of November 1, 2010.

### IV. AGENDA ITEMS

#### A. Old Business

##### 1. Minutes

{Action} **5 min**

*Bryan Vanhuystee, Youth Council Committee Chair*  
Approval of minutes from the June 14, 2010 meeting.

#### B. New Business

##### 1. 2010 Summer Program & Green Cadre

{Informational} **20 min**

##### Closeout Reports

*Richard Martinez, Project Manager*

A final performance report will be provided regarding the 2010 summer and Green Cadre programs. This report will include the Summer TANF Program for Younger Youth as well as the WIA Summer Program for Older Youth.

##### 2. Final PY 09-10 Performance Update

{Informational} **15 min**

*Angela Cipperly, Youth Program Manager*

A final performance report will be provided regarding work2future's year round youth program for PY 09-10.

##### 3. Follow-up on Board Retreat

{Discussion} **30 min**

*Bryan Vanhuystee, Youth Council Committee Chair*

*Chris Donnelly, Assistant Director*

An update will be provided on the Board Retreat held on September 23, 2010.

##### 4. 2011 Meeting Schedule

{Action} **10 min**

*Bryan Vanhuystee, Youth Council Committee Chair*

A recommendation will be made to review meeting dates/times and approve for calendar year 2011.

5. **CWA Youth Conference** {Informational} 5 min  
*Angela Cipperly, Youth Program Manager*  
Information will be provided regarding the upcoming CWA Youth Conference.

6. **Update on State Budget** {Informational} 5 min  
*Chris Donnelly, Assistant Director*  
Information will be provided on the State budget and its impact on the work2future budget.

C. **Set Items for Next Agenda** 5 min

D. **Announcements** 5 min

E. **Next Meeting**  
The next Youth Council Committee meeting is currently scheduled to take place on **Tuesday, March 22, 2011** at 1:30 p.m. at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, 794.1100.

## V. PUBLIC COMMENT

## VI. ADJOURNMENT

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 San Jose One-Stop, 1290 Parkmoor Avenue, San Jose, California at the same time that the public records are distributed or made available to the legislative body.

## **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, Redevelopment Agency Board, their 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 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.

**CITY OF SAN JOSE CODE OF CONDUCT FOR PUBLIC MEETINGS IN  
THE COUNCIL CHAMBERS AND COMMITTEE ROOMS (CONT'D)**

3. Addressing the Council, Redevelopment Agency Board, 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.

# III

## Consent Items

- (a) Accept the Grant Report of November 1, 2010

{Action}

| 11/1/2010          | Due Date                               | Award Date       |            |  | <u>work2future</u>     |               |                      |
|--------------------|--|------------------|------------|--|------------------------|---------------|----------------------|
| <u>Contact</u>     | <u>Funding Source/Sponsor</u>          | <u>Submitted</u> | <u>TBD</u> | <u>Name</u>                              | <u>Funding Request</u> | <u>Status</u> | <u>Lead/Partners</u> |
| <b>PENDING</b>     |  |                  |            |  |                        |               |                      |
| 1 BJ               | Wells Fargo Bank                       | 6/1/2010         | TBD        | BOS                                      | \$5,000                | UnderReview   | w2f                  |
| 2 Chris            | EDD--25%                               | 9/30/2010        | TBD        | Additional Assistance Dislocated Workers | \$985,000              | TBSubmitted   | w2f                  |
| <b>SUBMITTED</b>   |  |                  |            |  |                        |               |                      |
| 3                  |  |                  |            |  |                        |               |                      |
| 4 Jeff             | Federal Earmark/Senator Boxer          | 2010             | 2011       | Green HC Training Program                | \$400,000              | Submitted     | work2future          |
| 5 Chris            | NEG                                    | 4/26/2010        | TBD        | Public Sector Transition                 | \$3,500,000            | Submitted     | work2future          |
| 6 Chris            | EDD--25%                               | 2010             | 7/1/2010   | Additional Assistance Public Sector      | \$970,000              | Awarded       | work2future          |
| <b>AWARDED</b>     |  |                  |            |  |                        |               |                      |
| 7 BJ               | Bank of America                        | 2010             | 2010       | Business Services                        | \$10,000               | Awarded       | work2future          |
| 8 Chris            | EDD                                    | 2010             | 7/1/2010   | Additional Assistance NUMMI              | \$970,000              | Awarded       | work2future          |
| 9 Chris            | NEG                                    | 2010             | 7/1/2010   | Emergency Numi                           | \$3,500,000            | Awarded       | work2future          |
| 10 Javier          | EDD                                    | 2010             | 6/30/2010  | Green inovations (Workforce Inst)        | \$231,000              | Awarded       | workforce Insti/w2f  |
| 11 Javier          | California Workforce Board             | 11/19/2009       | 2/14/2010  | Regional Clusters of Opportunity         | \$100,000              | Awarded       | NOVA/w2f             |
| 12 Chris           | NEG OJT                                | 5/2/2010         | TBD        | OJT                                      | \$1,000,000            | Awarded       | work2future          |
| 13 Javier          | DOL                                    | 10/5/2009        | 2/22/2010  | ARRA Health Care Sector SGA/DFA          | \$60,000               | Awarded       | SJS Foundation       |
| 14 BJ              | Federal earmark/Cong. Honda            | 2009             | TBD        | BOS support Minority Business            | \$200,000              | Submitted     | work2future          |
| 15 BJ/Joy          | City General Fund                      | 2009             | 2009       | BOS Support                              | \$100,000              | Awarded       | work2future          |
| 16 BJ/Joy          | Wells Fargo                            | 2009             | 2009       | BOS Network                              | \$10,000               | Awarded       | work2future          |
| 17 BJ/Joy          | Wells Fargo                            | 2009             | 2009       | BOS                                      | \$5,000                | Awarded       | work2future          |
| 18 BJ              | Federal Earmark/Cong.Honda             | 2009             | 2009       | BOS support                              | \$245,000              | Awarded       | work2future          |
| 19 Chris           | Target Foundation                      | 2009             | 2009       | Celebracion                              | \$5,000                | Awarded       |                      |
| <b>NOT AWARDED</b> |  |                  |            |  |                        |               |                      |
| 20 Lawrence        | EDD                                    | 6/1/10           | Jun-10     | Green Innovations Challenge              | \$4,000,000            | Not awarded   | work2future          |
| 21 Javier          | DOL                                    | 9/29/2009        | TBD        | Pathways Out Of Poverty                  | \$2,500,000            | Not awarded   | work2future          |
| 22 Javier          | CA Green Energy Training Prog PY 09/10 |                  |            | EDD/CA Department of Energy              | \$545,000              | Not awarded   | work2future          |
| 23 Jeff            | Federal Earmark                        | FY 2010          |            | Small Business/BOS                       | \$250,000              | Not awarded   | work2future          |
| 24 Javier          | DOL                                    | 4/29/2010        | TBD        | Community Based Job Training Grant       | \$400,000              | Submitted     | West valley Coll/w2f |
| 25 Javier          | US Dept of HHS                         | 8/5/2010         | Dec-10     | Health Opportunity Grant TANF (5Yrs)     | \$1,400,000            | Submitted     | work2future/NOVA     |
| 26 Jeff/Scott      | EDA (e-ric)                            | 2010             | Summer2010 | Energy Efficiency Training               | \$2,500,000            | Submitted     | CSJ-SF-CET           |



IV (A) (1)

**Minutes**  
(Meeting of 6/14/10)

{Action}

# work<sup>2</sup>future<sup>SM</sup>

opportunity • jobs • success

## **DRAFT**

### **YOUTH COUNCIL COMMITTEE MINUTES**

**Monday, June 14, 2010**

**Afternoon Session 1:30 P.M. – 3:30 P.M.**

**San Jose One-Stop  
1290 Parkmoor Ave.  
San Jose, CA 95126  
408.794.1100  
[www.work2future.biz](http://www.work2future.biz)**

**Bryan Vanhuystee, Committee Chair  
Sandra Murillo, Vice Chair  
Angela Cipperly, Committee Secretary  
Alex Fernández, Committee Staff**

To request an accommodation or alternative format for work2future meetings, events or printed materials, please call Alex Fernandez at (408) 794-1120 or call 408-294-9337 (TTY) as soon as possible, but at least three business days before the meeting/event. "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." [http://www.sanjoseca.gov/clerk/cp\\_manual/CPM\\_0\\_15.pdf](http://www.sanjoseca.gov/clerk/cp_manual/CPM_0_15.pdf)

# DRAFT

## MINUTES

### 1:30 P.M.-3:30 P.M. AFTERNOON SESSION

#### I. Opening Remarks

Bryan Vanhuystee, Committee Chair, opened the meeting with Opening Remarks.

#### II. Roll Call

Bryan Vanhuystee called the meeting to order at approximately 1:37 p.m. Angela Cipperly, Youth Program Manager, took roll and confirmed quorum.

**Members in attendance:** Denise Boland, Philip George, Robert Hennessy, Glenn Ledet, David Torres, Bryan Vanhuystee, Cpt. Toby Wong, Erin Wright.

**Absent:** Jennifer Yates.

**Members that arrived after roll:** Dr. David Matuszak, Sandra Murillo, Van Le

#### III. Consent Calendar

No consent items.

#### IV. Agenda Items

##### A. Old Business

##### 1. Approval of Minutes

{Action}

Motion made to approve the Minutes of the Youth Council Committee meeting held on March 23, 2010 as presented.

Motion: Denise Boland

Second: Various members

The motion carried unanimously.

Items were heard out of order to accommodate presenters.

##### 1. Approval of Funding for Summer Program 2010

{Action}

Richard Martinez, Project Manager, provided an overview of the proposed 2010 Summer Employment Program for youth in collaboration with the Santa Clara County, which will be funded at \$2.4M from ARRA, TANF-ECF. The proposed model will employ up to 840 youth. In addition, 76 WIA eligible youth ages 18-24 will be employed under work2future's ARRA funding award from last year. Denise Boland recused from the voting.

Motion: Glenn Ledet

Second: Erin Wright

Motion carried unanimously.

##### 2. Youth Council Chair Nominations

{Action}

**Youth Council Committee Minutes**

**June 14, 2010**

Page 3 of 4

A motion was made to accept the nomination of Bryan Vanhuystee to serve as the Chair on the Youth Council Committee.

Motion: Sandra Murillo  
Second: Philip George  
Motion carried unanimously

Bryan accepts the position.

**3. Youth Council Vice Chair Nominations {Action}**

A motion was made to accept the nomination of Sandra Murillo to serve as Vice Chair on the Youth Council Committee.

Motion: Bryan Vanhuystee  
Second: Denise Boland  
Motion carried unanimously

Sandra accepts the position.

**4. Approval of Youth Funding for 2010-11 {Action}**

Angela Cipperly, Youth Program Manager, provided an overview of the proposed funding recommendations for PY 2010-11 for three youth contractors: Workforce Institute, Center for Training and Careers (CTC) and San Jose Conservation Corps (SJCC.) Allocations are as follows: Workforce Institute to be awarded \$501,000 to serve 92 youth, CTC to be awarded 325,455 to serve 60 youth and SJCC to be awarded \$200,280 to serve 37 youth. Total number of youth to be served during PY 10-11 will be 189. Funding per participant is \$5450 for training and includes incentives (\$150) and supportive services (\$250). A new component that will be included in this years program will be Road Trip Nation, which will assist youth with career exploration. In addition, for PY 10-11 follow-up services will be provided by youth contractors. Bob Hennessy recused from voting.

Motion: Dr. Matuszak  
Second: Denise Boland  
Motion carried unanimously

**5. Youth Council Members' Announcements {Informational}**

Denise Boland made an announcement regarding the Summer Nutrition and Recreation program that will be taking place this summer. Flyers were distributed. Denise also announced the Parent Forum workshops happening regarding the proposed cuts to CALWORKS. Flyer was distributed.

Bob Hennessy announced a Job Fair that will take place on Friday, June 18 at the Berger site for SJCC participants. He also announced the SJCC Graduation

**Youth Council Committee Minutes**

**June 14, 2010**

Page 4 of 4

taking place on Friday, June 25, 2010 at the Santa Clara County Fairgrounds. They anticipate 200 graduates.

Dr. Matuszak inquired to the Celebration Del Campo celebration. It was clarified that work2future will be collaborating with a couple of Gilroy CBO's to hold an event in September. The event will be incorporated into St. Louise's Annual Health Fair.

Van Le announced the Children's Moon Festival that will be taking place on Saturday, September 18, 2010 from Noon – 10:00 p.m.

**6. 2010-11 work2future Budget Update {Discussion}**

Chris Donnelly, Assistant Director, provided an overview of the work2future budget for FY 2010-'11. The State of California received \$25M less from the Department of Labor. Work2future's overall reduction was 13.54% less than previous year resulting in a dollar reduction of \$1.6M. The youth program took an overall reduction of 10.43% resulting in a dollar amount of \$401,616.00. There were no program cuts, however; there were reductions across the board for all programs. It was clarified that overhead charges are at 19.2%; however, with WIA funding there is a maximum allowable overhead of 10%. In addition, the Assistant Director, clarified that although work2future is not impacted directly from the City of San Jose's budget cuts, work2future, would be impacted indirectly by bumping due to civil service classifications.

**7. Set Items for Next Agenda {Informational}**

- 1) Final approval of youth funding including performance outcomes
- 2) Close out Report on 2010 Summer Employment program

**E. Public Comments**

None

**F. Next Meeting:**

Tuesday, September 28, 2010, San Jose One-Stop  
1290 Parkmoor Avenue, San Jose, CA 95126

**G. Adjournment**

Motion: Bob Hennessy

Second: Cpt. Wong

The meeting adjourned at 2:20 p.m.

IV (B) (1)

2010 Summer  
Program & Green  
Cadre Closeout  
Report

{Informational}

## SUMMER YOUTH EMPLOYMENT SUMMARY

### TANF ECF SUMMER JOBS FOR YOUTH

- ARRA funded through the US Department of Health and Human Services
- Funds were from the TANF ECF (Temporary Assistance for Needy Families Emergency Contingency Fund)
- Funding to work2future was through a contract with the Santa Clara County Social Services Agency
- Eligible youth were 15, 16 or 17-year-olds whose families, as of June 1, 2010, were receiving public assistance from CalWORKS, or Food Stamps eligible, or were below 200% of the federal poverty level
- 789 youth fully completed the application process
- 725 youth met enrollment criteria and were given job offers
- 654 youth reported to work
- 638 completed their seven weeks of summer employment jobs

### WIA SUMMER JOBS FOR YOUTH

- Funding was from remaining ARRA WIA 2009 summer youth employment
- Youth who were 18-24 and WIA-qualified were eligible
- 77 youth were screened, met eligibility requirements and received job offers
- 71 WIA-eligible youth reported for work
- 60 completed the WIA 8-week summer program

### BOTH SUMMER PROGRAMS

- 61 worksite contracts were signed, plus memorandums of understanding with the City of San Jose and the Santa Clara County SSA
- 195 actual worksite locations, including 35 with City of San Jose departments
- Youth in both programs received work readiness training weekly.
- All the WIA youth participated in community service activities, while 50 of the TANF youth were on crews working on clean and green projects such as park and trail cleanup.

### GREEN CADRE

- 50 WIA-eligible youth enrolled
- 76% earned nationally recognized certifications during the program
- 50% placement to-date, with services continuing during the first quarter.

IV (B) (2)

Final PY09-10  
Performance  
Update

{Informational}



# work2future

## Youth PY 09-10 Contract Performance (Actual - as of 09/01/2010)

| Youth Program (301) | Enrollments |        |           | Literacy/Numeracy Gains |                    |                  |            | Placements/Post Sec./Adv. Training |        |            | Attain. Of Degree or Certificate | Occupational Skills Training |                     |                     |                 |                                |                                  | DOL/State PY09-10 Youth Performance              |   |   |   |  |
|---------------------|-------------|--------|-----------|-------------------------|--------------------|------------------|------------|------------------------------------|--------|------------|----------------------------------|------------------------------|---------------------|---------------------|-----------------|--------------------------------|----------------------------------|--|---|---|---|--|
|                     | Goal        | Actual | % of Goal | Out of School & BSD     | Goal for L&M Gains | Actual L&M Gains | % of Goals | Goals                              | Actual | % of Goals |                                  | Actual Enrolled              | Goal on Comp of OST | Actual Compl of OST | % of Comp Goals | Employment after Compl. of OST | % of employ. After compl. Of OST | Success Rate on Placement in Emplmt or Education | Success Rate on Attainment of Degree or Certificate | Success Rate on Literacy and Numeracy Gains | Overall Performance (Local 100% Target) | Overall Performance (DOL/State 85% Target) |
| a                   | b           | c      | d=c/b     | e                       | f                  | g                | h=g/f      | i                                  | j      | k=j/l      | l                                | m                            | n                   | o                   | p=o/n           | q                              | r=q/o                            | s  | t   | u   | v                                       | w  |
| SJCC                | 44          | 49     | 111%      | 43                      | 22                 | 26               | 118%       | 19                                 | 39     | 205%       | 32                               | 28                           | 16                  | 20                  | 125%            | 9                              | 45%                              | 92.90%   | 112.43%   | 162.79%                                     | 2/3                                     | 3/3  |
| WI                  | 108         | 108    | 100%      | 65                      | 54                 | 57               | 106%       | 38                                 | 79     | 208%       | 64                               | 96                           | 48                  | 71                  | 148%            | 52                             | 73%                              | 113.42%  | 138.15%   | 216.91%                                     | 3/3                                     | 3/3  |
| CTC                 | 71          | 76     | 107%      | 66                      | 36                 | 44               | 122%       | 29                                 | 37     | 128%       | 20                               | 34                           | 28                  | 21                  | 75%             | 7                              | 33%                              | 106.79%  | 122.02%   | 172.13%                                     | 3/3                                     | 3/3  |
| Total or Overall    | 223         | 233    | 104%      | 174                     | 112                | 127              | 113%       | 86                                 | 155    | 180%       | 116                              | 158                          | 92                  | 112                 | 122%            | 68                             | 61%                              | 104.09%  | 121.80%   | 188.18%                                     | 3/3                                     | 3/3  |

IV (B) (3)

# Follow-Up on Board Retreat

{Discussion}

**work2future  
Board Retreat  
Summary Notes  
September 23, 2010**

---

**Attendees:** Ralph Aceves, Denise Boland, Benny Boveda, Janeen Dittrick, Tom Fink, Joseph Flynn, Richard Friberg, Jose Gonzalez, Sue Koepp-Baker, Van Le, Glenn Ledet, Rocky Maddex, Dr. David Matuszak, Pamela Moore, Ananth Nagaraj, Dr. Mark Novak, Rachel Perez, Steve Preminger, Katherine Ricossa, Sajeev Sidher, Rashad Said, Alex Torres, Henri Villalovoz, Bryan VanHuystee, Erin Wright, Jorge Zavala

---

**Retreat Purposes** (as stated on the agenda)

- To use the anticipated reductions in federal funding to radically rethink our business model.
- To ensure that the new business model provides a sustainable foundation for achieving a high impact, high performance organization.
- To develop bold and tangible action items in the areas of resource enhancements, productive partnerships, leveraged technologies and entrepreneurial impact.
- To enlist Board members in helping to advance the action items by utilizing their skills sets, experiences, networks and resources.

**Format**

Board members were given the option of participating in one of four discussion groups, each with a designated topic. Each group was assigned a Board member "champion" who was responsible for guiding the discussion and helping the group select one or two ideas to pursue. w2f staff served as scribes and resources for the groups. The topics and Board member champions were:

1. Leveraged Technologies – Jorge Zavala
2. Resource Enhancements – Susan Keopp-Baker
3. Productive Partnerships – Mark Novak
4. Entrepreneurial Impact – Joe Flynn

Each group reported the results of their discussion in a large group format, followed by an open conversation about the ideas that were generated and the next steps that should be taken. These points were graphically recorded on large sheets of paper. Pictures of these graphic recordings are included here with the summary notes.

The topics were purposefully designed to focus on increasing assets and enhancing funding rather than reducing costs. Staff will present service delivery reductions and other cost cutting scenarios to the Executive Committee in October and to the full Board in December.

**Leveraged Technologies Group Report** (Jorge Zavala, Board Champion)

The group focused on two key ideas:

1. Social Networking
  - Extend reach and contact
  - New customers and training

2. Corporate Sponsorships
  - Improve service delivery via e-services. Example of geo mapper
  - Build relationships: Inform sponsors about w2f, elicit kind resources and/or money.

For the short-term, the group recommends using existing technology instead of investing in new technologies.

See graphic recording for additional points on Leveraged Technologies.

### **Resource Enhancements Group Report** (Susan Keopp-Baker, Board Champion)

Obtaining 501(c)3 designation is critical for resource enhancements. Additionally, the group focused on two key ideas:

1. Re-Evaluate and Streamline
  - Contracts for training. Assess for relevancy and consider re-engineering to take advantage of technology (distance learning) and extend the reach of w2f.
  - Partner for trainings; consider larger class sizes.
  
2. Revenue Generation
  - Special projects (geo mapper, BOS)
  - Fee 4 service
  - Customized trainings
  - In-kind from employers

Also, Board members need marketing tools: Buttons, marketing packet, video, 30-second elevator speech.

See graphic recording for additional points on Resource Enhancements.

### **Productive Partnerships Group Report** (Mark Novak, Board Champion)

The group organized potential partners into two categories:

1. Job Seekers
  - Adult education providers (Literacy, High School diploma, G.E.D. and vocational)
  - CBOs – community-based organizations
  - SJSU College of Business student interns
  
2. Business
  - Business associations: Silicon Valley Leadership Group (SVLG); Chambers of Commerce leadership groups: Downtown Rotary Club.

Other items discussed:

- What are partnering for? What is “the ask”? What is in it for them?
- Need to know specifically what w2f does; don’t speak in generalities
- Can target “the ask” around specific projects/tasks
- Reach out to individual businesses separately, and/or bring businesses and community groups together in one event

See graphic recording for additional points on Productive Partnerships.

### **Entrepreneurial Impact Group Report** (Joe Flynn, Board Champion)

The group generated three idea categories:

1. Multi-level business incubator
  - Developing a business plan
  - Ongoing group to help incubate business ideas
  - Geo mapper is a good example
2. Grant Writing Incubator
  - Help others as the fiscal agent
  - Charge fee for grant writing services
3. w2f provides services for fees
  - 501(c)3 forms the foundation
  - Social enterprises; ways to generate income above costs
  - Unique value: Human dimension; high touch (BOS website)

See graphic recording for additional points on Entrepreneurial Impact.

### **Next Steps**

In the large group, Board members responded to the group reports, identified commonalities, and used these comments to formulate a plan for next steps, which consists primarily of three “working groups.” See graphic recording for additional next steps.

- Business Incubator/Fee for Service Working Group: Rocky Maddex will lead a working group to explore the business incubator idea generated by the Entrepreneurial Impact discussion group, including the possibilities for developing fee for services activities. BJ Sims will lead staff support for the group, assisted by Richard Martinez.
- Technology Working Group: Jorge Zavala will lead a working group to explore technology opportunities, which will include assisting Cisco in a technology audit of w2f. Among the issues the group will explore are: The need to leverage technology as a robust resource; using technology for streamlining and process improvements; and using technology for staff research and information gathering. Lawrence Thoo will lead staff support for the group, assisted by Monique Melchor and Fran Vader.
- Marketing Materials/501(c)3 Working Group: Mark Novak will lead a working group to develop marketing materials for Board members to use in developing partnerships for w2f. The group will also assist in ensuring that steps to develop the 501(c)3 entity move forward and are completed. One of the goals of the working group is to meet with the Dean of the Business School at San José State University to initiate a program to use student interns in developing marketing materials. Javier Vanga will lead staff support form the group, assisted by Lawrence Thoo.

## Appendix

### All the potential partners identified by the Productive Partnerships Discussion Group

- Job seekers
- Employer associations
- Mandates partners/vocational schools for adult education
- Community foundations
- Venture capitalists, angel investor
- Other WIBs in workforce area
- Community colleges and universities/College of Business
- Chambers of Commerce
- Industry groups (technology)
- Building trades
- Hospitals
- Community-based organizations (CBOs)
- South County Collaborative
- Gilroy Economic Development Corp.
- Military/Veterans Administrative
- Cross-cultural groups
- Silicon Valley Leadership Group (SVLG)
- Native American TANF
- American Electrical Association
- County of Santa Clara
- Elected officials (earmarks)
- Retiree/senior organizations
- Rotary, Lions and other service clubs
- Media organizations
- PR organizations
- Legal societies
- Faith-based organizations
- United Way
- Food banks
- Meals on Wheels
- Building industry owners organizations
- Public Education, K-12
- First 5
- VTA
- Water District
- YMCA recreational organization
- Federal Government (SSA)
- Fitness organizations
- Supermarkets
- Retail
- Entertainment complexes
- Sprints, teams, Sports Authority
- Hospitality
- Airport/airlines
- Parole - justice system

- Mental health, crises centers
- Housing Authority
- Informational referral services
- School Districts
- Research organizations
- Cultural organizations
- Jazz society, opera – the fine arts
- MSFW – migrant seasonal farm workers
- Business services providers
- Banking/financial organizations and businesses

IV (B) (4)

2011 Meeting  
Schedule

{Action}



**work<sup>2</sup>future**  
opportunity • jobs • success

## *Memorandum*

---

**TO:** work2future Youth Council  
Committee

**FROM:** Bryan Vanhuystee, Chair  
Youth Council Committee

**SUBJECT:** 2011 Schedule of Meetings

**DATE:** November 16, 2010

---

### **RECOMMENDATION**

Approval of the Youth Council Committee meeting schedule for 2011.

### **BACKGROUND**

The work2future Youth Council Committee (YCC) holds four meetings per year. Below is the proposed YCC schedule for the 2011 calendar year.

### **PROPOSED SCHEDULE**

work2future's YCC meetings are held from 1:30 p.m. – 3:30 p.m.

- March 22, 2011
- June 7, 2011
- September 27, 2011
- November 15, 2011

Approval of these dates for 2011 will allow YCC members to finalize their commitments regarding next year's calendar.

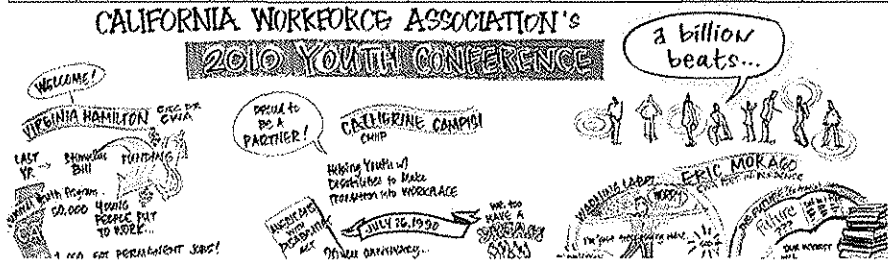
IV (B) (5)

CWA Youth  
Conference

{Informational}



|      |            |                      |                 |             |           |          |            |
|------|------------|----------------------|-----------------|-------------|-----------|----------|------------|
| Home | Who We Are | Government Relations | Key Initiatives | Conferences | Resources | Join CWA | Contact Us |
|------|------------|----------------------|-----------------|-------------|-----------|----------|------------|



**Conferences**

- ▶ Meeting of the Minds
- ▶ CWA Annual Youth Conference
- ▶ CWA Annual Spring Conference
- ▶ Virtual Exhibit Hall

**Join Our Mailing List**

Privacy by SafeSubscribe<sup>SM</sup>

**CWA Annual Youth Conference 2011**

**Our Time Our Voice**

January 18-20, 2011  
 Renaissance Long Beach Hotel  
 Long Beach, CA

CWA's Youth Conference brings together practitioners and policy makers involved in youth employment, training and education programs. This year's conference theme, *Our Time Our Voice*, reflects our commitment to refocus, redesign and reenergize California's youth programs, especially for out of school youth and youth most impacted by the current economy. Sessions will harness the energy, imagination and initiative of youth and staff that work at all levels within our youth employment and education system. Embedded in this theme is our belief that this must include the youth voice.

Conference sessions will feature great examples of policies, programs and practices in the youth employment field, dropout recovery programs, entrepreneurial initiatives, and programs targeted on youth with special needs. Special attention will be given to both public and private funding resources and opportunities that support this important work. Additionally, we will offer basic sessions for new staff covering WIA planning and program operations, youth performance standards, program design, and other federal and state compliance issues connected to youth program administration and implementation.

The Conference is designed to provide specific skill building and professional development opportunities that will enable you to go back and better reach and impact the youth in your communities. We will also create a platform for youth employment that can be used to advocate for youth as part of the economic recovery process.

Come and be a part of this dynamic and energizing gathering that will exemplify how we can work together to better prepare youth for work and provide them the skills and experience they need to succeed in the workplace.

To access the 2010 Youth Conference resources visit the A Billion Beats wiki.

**Upcoming Events**

- Jan 18, 2011 - Jan 20, 2011  
 CWA Annual Youth Conference
- Apr 20, 2011 - Apr 22, 2011  
 CWA Annual Spring Conference

**Job Announcement**

**CWA EXECUTIVE DIRECTOR OPENING**

The California Workforce Association has released a job announcement for the position of Executive Director. The Director will be responsible for managing all aspects of the association. The salary level is \$100k - \$120k depending on experience, with a generous benefits package. Resumes will only be accepted November 13th starting at 8am through November 15th ending at 8:00 pm, PST.

[View Announcement](#)



|      |            |                      |                 |             |           |          |            |
|------|------------|----------------------|-----------------|-------------|-----------|----------|------------|
| Home | Who We Are | Government Relations | Key Initiatives | Conferences | Resources | Join CWA | Contact Us |
|------|------------|----------------------|-----------------|-------------|-----------|----------|------------|

## Agenda

### Draft Agenda

Tuesday, January 18, 2011

- 9:00 am - 12:00 pm Pre-Conference Sessions
- 1:00 pm - 2:15 pm REFOCUS / Youth in the Economic Recovery
- 2:45 pm - 3:45 pm First Period Sessions
- 4:00 pm - 5:00 pm Second Period Sessions
- 5:30 pm - 7:00 pm Welcoming Reception

Wednesday, January 19, 2011

- 8:30 am - 10:00 am REDESIGN: Creating an Economy Driven by Youth
- 10:30 am - 11:30 am Third Period Sessions
- 11:45 am - 1:00 pm Dwight Brydie Scholarship Awards Lunch
- 1:15 pm - 2:15 pm Fourth Period Sessions
- 2:45 pm - 3:45 pm Fifth Period Sessions
- 4:00 pm - 5:30 pm REENERGIZE: Crafting a Youth Agenda

Thursday, January 20, 2011

- 8:30 am - 9:10 am Morning Plenary
- 9:15 am - 10:15 am Sixth Period Sessions
- 10:30 am - 12:00 pm RECOMMIT: A plan of Action

[CWA Annual Youth Conference 2011 Draft Agenda PDF](#)



Join Our Mailing List

Privacy by SafeSubscribe™

### Upcoming Events

- Jan 18, 2011 - Jan 20, 2011  
CWA Annual Youth Conference
- Apr 20, 2011 - Apr 22, 2011  
CWA Annual Spring Conference

### Job Announcement

#### CWA EXECUTIVE DIRECTOR OPENING

The California Workforce Association has released a job announcement for the position of Executive Director. The Director will be responsible for managing all aspects of the association. The salary level is \$100k - \$120k depending on experience, with a generous benefits package. Resumes will only be accepted November 13th starting at 8am through November 15th ending at 8:00 pm, PST.

[View Announcement](#)

IV (B) (6)

# Update on State Budget

{Informational}

III (C)  
Set Items for Next Agenda

III (D)  
Announcements

III (E)  
The next Youth Council  
Committee meeting is  
scheduled for March 22, 2011 at  
the work2future One-Stop,  
located at 1290 Parkmoor  
Avenue.

IV.  
Public Comment

V.  
Adjournment