

WORKFORCE INVESTMENT SAN FRANCISCO

Local Workforce Investment Board for the City and County of San Francisco

MINUTES OF THE
OCTOBER 28, 2009 MEETING OF THE
WORKFORCE INVESTMENT SAN FRANCISCO (WISF) BOARD
HOTEL WHITCOMB—GHIRADELLI ROOM
1231 MARKET STREET, SAN FRANCISCO CA 94102

Members Present

Rob Black, Interim Chair	Micki Callahan, Department of Human Resources
Anne Wegher, Employment Development Department Northern Workforce Services Division	Nicholas de Lorenzo, National Council on Aging
Darlene Rutkowski, Department of Rehabilitation	Paul Giusti, NorCal Waste
Debra Higa, Palace Hotel	Rodrigo Santos, Santos Urrutia Structural Engineering
Dr. Don Q. Griffin, City College of San Francisco	Ross Mirkarimi, San Francisco Board of Supervisors
Jane Moyer, Starbucks	Sophie Maxwell, San Francisco Board of Supervisors
Jennifer Hermann, University of California San Francisco (UCSF)	Ted Egan, San Francisco Office of Economic Analysis
John McKnight, LVI Environmental Services	Tom Ryan, San Francisco Labor Council
Kent Lim, Kent Lim Construction	Tom Ruiz (for Carlos Garcia), SFUSD
Mary Ruth Gross, SEIU UHW-West & Joint Employer Education Fund	Trent Rhorer, Human Services Agency
Michael Theriault, San Francisco Building and Trades Council	
Michael Wald, Stanford University	

Members Absent

Barbara Garcia, San Francisco Department of Public Health	Michael Dunne, Hilton Hotels
Carlos Garcia, San Francisco Unified School District	Reuben Santana, Rubecon Construction
Debra Johnson, SFMTA	Rito Andujo, Macy's West
Diane Easterwood, Kaiser Permanente	Sheila O'Mahoney, UPS
Egon Terplan, San Francisco Planning and Research Association (SPUR)	Steve Leder, Pacific Gas & Electric
	Sylvia Kwan, Kwan Henmi

OEWD Staff

Rhonda Simmons, Director, Workforce Development	Guillermo Rodriguez, Director, CityBuild
Amy Wallace, Workforce Development Division Deputy Director	Kriztina Palone, Business Services Specialist
Dexter Ligot-Gordon, Workforce Policy Analyst	Marc Majors, WIA Program Manager
Dwennette Flash, Rapid Response	Monique Forster, Administrative Assistant
Glenn Eagleson, Director, Policy and Planning	Nikki Ford, Administrative Assistant
	Steven Currie, Workforce Policy Analyst
	Virginia Ho, Executive Administrator

Public

(As Evidenced by the Sign-In Sheet)

Jon Fowkes, Auto Industry Apprenticeship	Peter Gerharz, LSYS
Suzanne Korey, CCSF	Abby Snay, JVS
Solomon Mengesha, Western Addition One Stop	Jesse Zitrin, Juma Ventures
Marisa Cassetta, EDD	Virginia Dario-Elizando, City Attorney
Roy Recio	Cameron McHenry, CHP/SHC
Jennie Mollica, JVS	Amanda Gerrie, Pathways Consultant
Vance Wharton, California Security Institute	Kim Coulthurst, Pathways Consultant
Homer Teng, Chinatown Families Economic Self-Sufficiency Coalition	Aaron Winters, Upwardly Global
Joe Ramirez-Forcier, Positive Resource Center	Andrew Russo, SF Family Support Network
Tech Tran, VYDC	Linda Gomes, EDD
Helen Dilworth, CCSF	Gary Tom, CCSF
Jodi Schwartz, LYRIC	Rhona Mancilla, BAMA
Meital Amity, International Institute of Bay Area	James Cole, SFUSD/CTE

Roll Call Rob Black, Interim Chair, called the meeting to order at 9:10am

Agenda On motion by Mr. Michael Wald, Seconded by Ms. Mary-Ruth Gross and carried, the WISF Board adopted the agenda.

Minutes **On motion by Mr. Mike Theriault, seconded by Mr. Tom Ryan and carried, the WISF Board approved the meeting minutes of the August 26, 2009 meeting amended as follows:**

- **The spelling of the last name of Mr. Joe Ramirez-Forcier is to be corrected.**

Approve Strategic Plan Ms. Rhonda Simmons presented on the proposed Strategic Plan for Workforce Development in San Francisco. Ms. Simmons stated that the Strategic Plan is to address some of the findings that came out of the Environmental Scan that was conducted in 2008-2009.

Discussion followed.

Ms. Jane Moyer, inquired as to the proposed next steps for the strategic plan.

Ms. Simmons responded that the next steps are to focus on the sector strategies, specifically with the launch of the sector academies funded through Request for Proposal (RFP) #107.

Ms. Jane Moyer inquired as to the unemployment rate in San Francisco.

Mr. Ted Egan replied that it is 9.7% as of September in San Francisco and in the low 12% statewide. This means that there are about 45,000 unemployed people in San Francisco about 19-20,000 more unemployed people since last Fall.

Mr. Rob Black's call for public comment yielded no response.

On motion by Ms. Micki Callahan, seconded by Ms. Jane Moyer and carried, the WISF Board approved the Workforce Development Strategic Plan. The vote was passed with unanimous support.

Approve Changes to Bylaws Ms. Virginia Dario-Elizondo, City Attorney, and Mr. Dexter Ligot-Gordon presented on the proposed changes to the WISF bylaws.

Discussion followed.

Mr. Michael Theriault inquired as to how Secretaries on other commissions are elected or appointed.

Ms. Virginia Dario-Elizondo responded that each charter commission gets to appoint their own Secretaries.

Mr. Nicholas De Lorenzo, asked for clarification around language on Page 8 Paragraph 6.2 (b) that refers to "president"; which needs to be corrected as it language that refers to the PIC.

Mr. Rob Black's request for public comment yielded the following response:

Ms. Jodi Schwartz, Executive Director of LYRIC, commented that she did not see reference to the Workforce Investment Community Advisory Committee (WiCAC) in the Bylaws, nor the relationship of the WiCAC to the WISF Board.

Mr. Rob Black asked for a motion to approve a change to Page 8 Paragraph 6.2 (b) from:

"The President after consultation with at least one Director may also call a special meeting."

To the following:

"The Director of Workforce Development after consultation with at least one Director may also call a special meeting."

On motion by Honorable Sophie Maxwell, Seconded by Mr. Nicholas de Lorenzo, the WISF Board

voted to amend the WISF Bylaws to reflect the change on Page 8 Paragraph 6.2 (b) from “President” to “Director of Workforce Development”. The vote was passed with unanimous support.

Mr. Michael Theriault, asked that language be added to the WISF bylaws regarding the relationship of the WiCAC to the WISF Board. He noted that he would only support the approval of the proposed changes to the WISF Bylaws should those changes be made.

On motion by Honorable Sophie Maxwell, Seconded by Honorable Ross Mirkarimi and carried, the WISF Board approved the changes to the Bylaws as amended. The vote was passed with unanimous support.

Directors Report

Ms. Rhonda Simmons presented on the contracts established from RFP #107. Ms. Simmons commented that this RFP is a result of the City’s efforts over the past two years to consolidate Workforce Development internally Citywide. RFP #107 focused on expanding the Sector Strategy, Enhanced Business Services, and expanding assets to vulnerable populations.

Discussion followed.

Honorable Sophie Maxwell asked if the Healthcare Academy will provide a certified program that could be tailored from 24 months to 18 months.

Ms. Abby Snay, Executive Director JVS, commented that all of the vocational skills training efforts funded as part of the Healthcare Academy are short term training.

Honorable Sophie Maxwell commented that Manchester Hill, a program in Philadelphia, was able to get a program cut down so that people could get certified faster.

Ms. Abby Snay commented that JVS has a very active healthcare advisory board that has been looking at collective hiring needs among the major healthcare facilities and looking at ways we can train new hires and incumbent workers. There are pipeline issues that as a system have to be addressed.

Honorable Ross Mirkarimi, commented that the City College system is the only one in the Bay Area that doesn’t have residential preference for its students.

Dr. Don Q. Griffin commented that in terms of the RN program they have received an advisory from the State that they are not able to do anything in terms of a residency requirement. They are currently looking at the LVN program that may not be covered by that restriction. The idea is to come up with a recommendation to put in front of their Board which will put a much more heavy emphasis on residence.

Honorable Ross Mirkarimi, commented that the statistic right now is 68% outside of San Francisco to 32% inside of San Francisco.

Dr. Don Q. Griffin commented that it is the will of the College and the board to move in the direction of a resident requirement in those areas not restricted by State law.

Ms. Rhonda Simmons presented on the last academy which is being called a General Services Academy, that will address needs around training in customer service, strong office administration, and the Non-Profit sector.

Discussion followed.

Ms. Micki Callahan commented that she had a concern around the services training academy; specifically that it would be training people for jobs that will no longer exist. She encourages those on the sub-committee to look at that before directing people in that area.

Ms. Jane Moyer commented that the skill set they look at in entry level staff are in planning and organizing.

Mr. Tom Ryan commented the Social Services Academy. He noted that there are a lot of other skill sets for social services that are not administrative and still have an opening for employment opportunities; therefore we should not completely lose the Social Service angle.

Ms. Rhonda Simmons presented on the Business Services portion of RFP #107, the partnership with HSA, and the leveraging of the Jobs NOW! program.

Mr. Trent Rhorer presented on the Jobs NOW! Program. A program funded through federal stimulus dollars through the Health and Human Services Agency through the TANF program. Eligibility requirements are that you need to have a child under the age of 18 and be below 200% of poverty, targeting those that are unemployed and underemployed.

The goal of the program is 1000 people placed and currently there have been 750 people placed and the expectation is that they will hit that number by December.

Discussion followed.

Ms. Jane Moyer asked as to duration of the program.

Mr. Trent Rhorer responded that these programs are through September 2010.

Honorable Ross Mirkarimi asked if there was demographic information on the people that have been placed through the Jobs NOW! Program thus far.

Mr. Trent Rhorer responded that of the 750 placed, 41% are from the Southeast sector of the City in either the 94124 or 94134 zip codes.

Honorable Ross Mirkarmi inquired about whether there was a vision of targeted outreach to certain communities and if that model is attached to the One Stop system in how they are marketing the program.

Mr. Trent Rhorer responded that the One Stops are the point of access for clients and are now working with EDD and SFUSD for marketing and outreach efforts.

Mr. Nicholas de Lorenzo inquired if families that have children that are between the ages of 18-22 years of age but are full time students.

Mr. Trent Rhorer responded that they need to coincide with the rules around TANF in that they have to have a dependent under the age of 18.

Mr. Ted Egan asked for the breakdown of the 750 across the three tracks.

Mr. Trent Rhorer responded that he could ballpark that there is around 120 in the transitional track and the rest would be split between private and non-profit.

Mr. Rob Black asked for clarification on whether or not they could be full or part time.

Mr. Trent Rhorer responded that they could be either full or part time.

Ms. Rhonda Simmons presented on the Youth Services and One Stop satellite services that are funded through RFP #107.

Honorable Ross Mirkarmi inquired if it would be helpful to have some of the City's enterprise departments around the table.

Ms. Rhonda Simmons commented that SFMTA and Department of Public Health are represented on the board and that there was discussion on having SFPUC at the table as well.

Committee Reports

Mr. Michael Wald, chair of the Youth Council gave his report on the work of the Youth Council.

Ms. Rhonda Simmons gave an update on the committee assignments of the WISF Board.

Public Comment

Mr. Ray Recio commented on directing students from City College to either Bryman or Heald College.

Mr. Jesse Zitrin, Juma Ventures, commented on Juma Ventures history of bringing work experience

programs into the schools.

Mr. Joe Ramirez-Forcier, Positive Resource Center, commented that his organization provides training in Microsoft Office and various other Soft Skill trainings. He added that UCSF has hired several of their administrative staff.

Ms. Patricia Field, SFUSD, commented on her support of strengthening the career paths program.

Conclusion

On motion by Mr. Rob Black, seconded and carried, adjourned the meeting at 11:09am.