



## Workforce Development Board (WDB) Agenda

**Date:** Thursday, October 17, 2019

**Time:** 8–9:30 a.m.

**Place:** Workforce Partnership, 9246 Lightwave Ave. 1<sup>st</sup> Floor, San Diego, CA

### Welcome and Introductions

- Sammy Totah (Chair) calls the meeting to order.
- Non-agenda public comment.

### Action Items:

- Item #1: Minutes of the August 15, 2019 WDB Meeting
- Item #2: Results of Reentry Works RFP
- Item #3: New Board Member Nominations

### Information Items:

- Item #4: Priority Sectors Deep Dive
- Item #5: Councils and Working Group Update
- Item #6: CEO & Staff Report

**Next Meeting: December 5<sup>th</sup>, 8am – 9:30am**

**PUBLIC COMMENT:** Members of the public may address the Board on issues on this agenda (three minutes per subject) and/or other items within the Board's scope. To speak, submit a "Request to Speak" form prior to the meeting. The SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2900.

## Item #1: Minutes of the August 15, 2019 WDB Meeting

---

### **ACTION ITEM – VOTE REQUIRED**

#### **Members Present**

Sam Totah, Chair	Kevin Johnson	Nancy Smith-Taylor
Nabil Abu Ghazaleh	Sean Karafin	Mark Starr
Andy Berg	Barb Krol	Annie Taamilo
Phil Blair	Keith Maddox	Rick Vaccari
Dennis Dubard	Althea Salas	
Ed Hidalgo	Sandra Shuda	

#### **Members Absent**

Kevin Alvin	Matt Kriz	Carmencita Trapse
Christina Bibler	Tom Lemmon	Carlos Turner Cortez
David Blake	Ky Lewis	Ricky Shabazz
Mary Burton	Pam Murray	Mike Zucchet
Shandon Harbour	Omar Passons	

All reports, memoranda and letters contained in the agenda or distributed at the meeting shall by this reference become part of the original minutes.

#### **Call to Order**

The meeting was called to order by P. Blair, at 8:03 a.m. with a quorum present.

#### **Non-Agenda Public Comment**

None.

#### **Action Items**

##### **Item 1      Minutes of the June 13, 2019 WDB Meeting**

Motion: WDB approves the meeting minutes.

Moved (D. Dubard), Seconded (S. Totah), Carried Unanimously  
Abstentions: A. Salas

**Item 2      2019-2020 Officer Elections**

Motion: WDB approves the election of Sam Totah as Chair, Althea Salas as Vice Chair, and Rick Vaccari as Secretary/Treasurer.

Moved (N. Smith-Taylor) Seconded (S. Karafin), Carried unanimously.

Peter acknowledged Phil Blair as outgoing Board Chair with an overview of some of his many contributions and involvement in our work over many years. Phil will remain on the Board.

Upon completion of the vote, Sam Totah chaired the remainder of the meeting.

**Information Items**

**Item 3      Faces of Workforce: Pam Olvera and Robert Chavira**

Pam Olvera, recipient of a \$5,000 individual training account (ITA) from SDWP, and her son, Robert Chavira, a student enrolled in SDWP's ISA program, discussed the process of building their family business, Northside Shack. The restaurant has been open for five years, now employing 16, including all 3 of Pam's children, with a second location under construction. Robert has enrolled in SDWP's ISA program in digital marketing, to expand his skillset and knowledge as the business expands. A. Berg commented that mentoring from Pam and Robert would have meaningful impact on others working with SDWP to start a business.

**Item 4      Five Strategic Pillars: Key Performance Indicators**

Brooke Valle, Strategic Officer, provided an update on SDWP's local and regional plans, including five strategic pillars that SDWP is focused on through 2025: Job Quality, 2Generation Solutions, Outcomes-Focused Funding, Inclusive Business Growth, and Population-Specific Interventions. B. Valle highlighted SDWP's work setting and codifying specific goals around each pillar. Peter Callstrom commended Brooke for leading this work and engaging all staff in the process.

**Item 5      Career Center System Update**

Andrew Picard, VP of Operations provided an update on the work of SDWP's 6 Career Centers. A. Picard noted changes in WIOA fund allocation, as unemployment rates lower, resulting decreases in formula funding. However, SDWP has kept training investments in the community consistent, despite federal cuts in funding. SDWP's Career Centers have 72,000 visits per year, with a 75% placement average, above the state goal of 65%.

**Item 6            Workforce ISA Fund: Quarterly Financial and Impact Report**

Parina Parikh, Director of Programs delivered an update on SDWP's ISA Fund, thanking A. Taamilo for her leadership in board's working group in ISAs. Classes began in July for the first cohort of 48 students in business development and digital marketing courses. The recruitment process for the second cohort is underway, for java programming and front-end development programs beginning in September. P. Parikh highlighted the employer demand for all four programs.

**Item 7            Committee and Working Groups Update**

E. Hidalgo provided an update on the Priority Sectors/Occupations Working Group, and S. Totah on the Healthcare Workforce Council, including work around ISA's. S. Totah encouraged WDB members to contact P. Callstrom or A. Hall to join a working group of interest to them.

**Item 8            CEO and Staff Update**

P. Callstrom thanked staff and WDB members in attendance for SDWP & Strada Education Network's Education to Employment Pipeline event. P. Callstrom also highlighted September external activity, including convening with the James Irvine Foundation, EDC, and Strada Education Network.

**Adjournment**

The meeting was adjourned at 9:33 am.

## Item #2: Results of Reentry Works RFP Process

---

### **ACTION ITEM – VOTE REQUIRED**

That the Workforce Development Board approve the funding to San Diego Second Chance, the respondent with the highest scored proposal submitted to Workforce Partnership’s Request for Proposals (RFP) for the operation of the Reentry Works program. Respondents were required to include a service strategy that—in coordination with multiple partners—will ease reentry transition, provide basic need stabilization, direct job placement, and reduce recidivism in the Southern Border Region (SBR): Imperial and San Diego counties. An estimated total funding amount <sup>[1]</sup> of \$1,600,000 will be awarded through the Prison to Employment (P2E) Initiative Direct and Supportive Service Grants, Workforce Innovation and Opportunity Act (WIOA) Adult, and San Diego County Sheriff’s Department. Additional funds will be made available for subsidized wages.

**Term of Procurement:** The purpose of this funding recommendation per Workforce Partnership policies is to procure one qualified service provider for one year with the option to extend the agreement for two additional one-year periods based on organizational need, service provider performance, and funding availability.

### **BACKGROUND**

#### ***Evaluation Process Overview:***

Workforce Partnership received proposals from a total of three organizations: Metro Community Ministries, Inc., KRA Corporation, and San Diego Second Chance. With a focus on fair, open and transparent process, staff facilitated the coordination of an independent Evaluation Panel to lead the review, scoring and selection process. The Evaluation Panel was comprised of community experts including justice involved individuals, correctional staff and senior staff members from other local workforce development boards.

#### ***RFP Planning and Evaluation Process Timeline:***

<b>Phase 1: Capacity Building</b>	A. Workforce Partnership submitted two proposals to the California Workforce Development Board (CWDB) under the Prison to Employment initiative and were subsequently awarded for both the Planning Grant, and Direct and Supportive Service Grants (November and July of 2018)
<b>Phase 2: Data Analysis</b>	A. Community Conversations Events B. SBR Mapping of social service agencies that offer services for justice-involved C. Survey of justice-involved post-release location, demographics, and conviction classification

<sup>[1]</sup> \*These amounts may increase or decrease based on availability of funds allocated from the P2E Initiative, State Employment Development Department (EDD) and other grant program funds. Workforce Partnership anticipates that full funding allocations will be awarded. The P2E contract from the state is anticipated to be submitted to the Workforce Partnership for review by the end of 2019.

<b>Phase 3: Strategic Planning</b>	A. RFP Town Hall (included 75 attendees) B. Presentation of data analysis and RFP principles at June WDB meeting
<b>Phase 4: RFP Process</b>	A. Framework Development B. RFP Release (July) C. Respondents Orientation (August) D. Proposals Due (September) E. Evaluation (September-October) F. Recommendation to the WDB (October 17) G. Recommendation to the Policy Board (December 25)

**Evaluation Panel:**

The Evaluation Panel was responsible for reviewing, scoring, and ranking proposals based upon the criteria stated in the RFP. Scoring was based on a total of 85 points according to the following points for each structure:

<b>Proposal Section</b>	<b>Point Value</b>
<b>Proposal Narrative</b>	
3.3.1 Organizational Capacity and Qualifications	5
3.3.2 Innovations in Service Delivery	15
3.3.3 Population Served	10
3.3.4 Peer-to-peer Learning and Empowerment	10
3.3.5 Job Development	15
3.3.6 Partners, Collaboration and Continuum of Services	15
3.3.7 Past Performance	5
3.3.8 Proposed Budget	10
<b>Total Points</b>	<b>85</b>

**Overview of Evaluator's Scores:**

Following the Evaluator Orientation, the Evaluation Panel submitted the following scores:

<b>Respondent Org. Name</b>	<b>Final Score</b>
KRA Corporation	73.6
Metro Community Ministries, Inc.	66
<b>Recommended for Funding:</b>	
San Diego Second Chance	76.5

## Item #3: New Board Member Nominations

---

### **ACTION ITEM – VOTE REQUIRED**

The WDB recommend Kurling Robinson, CEO of Fokcus to join the WDB pending approval by the Policy Board.

### **BACKGROUND**

#### **Kurling Robinson Bio**

Kurling Robinson is a founder, musician, and start-up visionary with over 25 years of expertise in software engineering and the entrepreneurship space. He is passionate about the intersection of technology and the common good.

Mr. Robinson's unique path was woven by the arts (Getty), automotive (Toyota), technology (NetZero), energy (IFS), and the drive to help his fellow man. Through a formative internship at Toyota, he was exposed to their unique approach to continuous improvement. With his first start-up at age 19, he learned very early that information and responsibility go hand and hand. A common thread from his first company, Internet Productions, which connected television networks like ABC to their fans, to NetZero, a company that he helped start, which connected people to the internet and companies to a new marketplace, his focus has been to give visibility to the obscure.

Leveraging the University of Southern California, where he studied Computer Science, Mr. Robinson has facilitated many successful companies. He is most proud of his work with the Code for America project, bringing the Family Assessment Form (FAF) to the cloud. FAF allows governments to analyze big data on how individual states/provinces are dealing with teen pregnancy, suicide, and other social issues, providing insight into applying successes in other states to “help children, families, and make the world a better place.”

Helping and advising hundreds of companies, as well as establishing Technology Thursday, Mr. Robinson was selected as one of the top mentors for SCORE nationally. With the incubator through USC Viterbi, he acted as an advisor and served on the board for several companies that were funded. He is a Venture Consultant at the USC Blackstone Launchpad. In collaboration with key corporate partners and universities, he is leading a team to create the Fokcus intelligent matching platform, which uses machine learning to assess and match people with mentors. The matching engine and its related administrative tools and reports reduce the burden of program administration.

## Item #4: Priority Sectors – Deep Dive

---

### **INFORMATION ITEM – NO ACTION REQUIRED**

The Workforce Partnership Research team has recently released updated and revised research on our local priority sectors and released supporting educational materials for students and job seekers.

We identified seven sectors that each support at least 10,000 priority jobs. All five of the original priority sectors continued to be relevant, and two new ones were added. Three of the original five have updated names to align with more recent language adopted by the Community College system. The seven new priority sectors are:

- Advanced Manufacturing
- Education & Human Development
- Energy, Construction & Utilities
- Health Care
- Information and Communication Technologies (ICT) & Digital Media
- Life Sciences & Biotechnology
- Public Administration

While all workforce boards are required to use data on in-demand occupations and sectors to guide their strategies, the Workforce Partnership goes well beyond this mandate by creating engaging, informative, localized collateral to make sure San Diegans have the best information about career opportunities. The brand-new priority sector posters and 2-pagers can be found at [www.workforce.org/reports](http://www.workforce.org/reports)

### **Federal Policy Background**

Much of the work of a workforce development board is guided by their understanding of local in-demand industry sectors and occupations. WIOA insists that these sectors and occupations guide our strategy for engaging with businesses, selecting training providers, providing information to our job seekers and more.

### **Local Background**

In 2014 in San Diego County, the Workforce Partnership research team worked with the Centers of Excellence for Labor Market Research to identify a set of local in-demand sectors and adopted the term “Priority Sectors” to refer to:

- Advanced Manufacturing
- Clean Energy
- Health Care
- Information & Communication Technologies
- Life Sciences

We published research reports to support each of these sectors and created tools for our career centers and education partners to use with students and job seekers.

## **Methodology for 2019 Update**

The 2019 update began with an analysis of San Diego's priority occupations. We identified 72 occupations that met the following criteria:

- Available: have higher than average projected job openings over the next five years
- Reliable: projected to grow at a higher-than-average rate
- Profitable: pay at least a self-sufficient wage (\$15.99/hr) at the entry level (10<sup>th</sup> percentile)

These priority occupations guided the selection of the priority sectors.

## **Educational Tools**

The team produced a set of seven 2-pagers and posters to educate people about these sectors and their related job opportunities. We gathered feedback from educators, students and career agents, including members of the workforce board, to inform their design. Most notably, this led to each poster incorporating a set of sample occupations that align with the RIASEC framework being taught in several of our local school districts. This will help students to make immediate connections between their own strengths and interests and opportunities in these sectors.

The Workforce Partnership is also currently designing an online experience to help people to learn about these sectors. The site will expand on information from the 2-pagers and posters, and work in conjunction with our already established Career Coach tool ([workforce.org/careercoach](http://workforce.org/careercoach)) to support career exploration.

## **Definitions:**

*Occupation* – description of the type of work a person might do (e.g., accountant)

*Job* – actual instances of an occupation (e.g., 3 accountants = 3 jobs)

*Industry* – a group of companies that do the same thing (e.g., Bare Printed Circuit Board Manufacturing)

*Sector* – a group of industries that do related things (e.g., advanced manufacturing)

## Item #5: Councils and Working Groups Update

---

### **INFORMATION ITEM – NO ACTION REQUIRED**

Industry Councils & Initiatives are business-led advisory groups that help to validate labor market data with employer input; identify trends impacting large and small entities within specific industries; explore innovative approaches to support the attraction, training, and retention of talent; and guide investment of funding in the sector.

General Council Update: The Business Services department will be launching an all-new council playbook in 2020! Our goal is to provide clarity to our council members on what they'll gain from participating in our councils and how we plan to engage them throughout a year of membership. We'll be conducting kick-off meetings in early 2020, for both our health care and technology councils and incorporating regular communication month-to-month. Watch for information on what it means to join our councils later this calendar year!

#### **Health Care Workforce Council**

Board Members: Ky Lewis and Sam Totah (Co-Chairs)

Community Members: Multiple in health care leadership roles in the community.

**Staff Lead: Shannon Tuhn**

Next Meeting: **November 5 from 2 p.m. – 4 p.m. (Workforce Partnership, 9246 Lightwave Ave)**

Update: Our four job quality experiments, with health care providers, have wrapped up and findings are being collected. Our participating businesses will be presenting their findings at our next council meeting. Collaborative discussions have begun with California Community Colleges San Diego & Imperial Counties Regional Consortium (a council member) on how our business services teams can work more closely on improving our market saturation.

#### **Tech Workforce Council**

Board Members: Jamie Latiano Jacobs and Kurling Robinson

Community Members: Multiple in technology leadership roles in the community.

**Staff Lead: Shannon Tuhn**

Next Meeting: **November 19 from 2 p.m. – 4 p.m. (Workforce Partnership, 9246 Lightwave Ave)**

Update: Guest speakers Michael Bruder (Instructional Service Coordinator, Chula Vista Elementary School District) and Sarah Burns (Director of Research and Evaluation, San Diego Workforce Partnership) will present at the next council meeting. Michael will share insights on the efforts Chula Vista is making to introduce youth to careers in technology through their *Innovation Station (Inspired by Qualcomm Thinkabit Lab)* program. Sarah Burns will share insights on the Workforce Partnership's "My Career" resources in response to the council's interest in mapping technology workforce resources for the region.

## Item #6: CEO & Staff Report

---

### **INFORMATION ITEM – NO ACTION REQUIRED**

Peter Callstrom, President and CEO with staff to provide an update on Workforce Partnership programs and initiatives.