



Workforce Development Board (WDB) Agenda

Date: Thursday, February 18, 2021
Time: 8:00 a.m.
Place: <https://us02web.zoom.us/j/83884529636>
Passcode: 694730

Instructions for Public Meetings

- Members of the public - please use the “raise hand” feature to speak, or you can chat your questions/comments to be read aloud
- Board members - participate by un-muting yourself, or submit questions/comments in chat box

Welcome and Introductions

- Chair calls the meeting to order and provides update
- Non-agenda public comment

Agenda Items

Item 1:	CEO & Staff Update	2
Item 2:	Minutes of the December 3, 2020 Meeting	3
Item 3:	Membership Update – Sandra Shuda Retirement	6
Item 4:	Membership Nomination – Taylor Eubanks	7
Item 5:	Membership Nomination – Dr. Matt Doyle	8
Item 6:	Membership Nomination – Dr. Danene Brown	9
Item 7:	WIOA Youth RFP	10
Item 8:	Racial Justice Working Group Recommendations	14
Item 9:	Energy, Construction, and Utilities Sector Initiative Update	16
Item 10:	Committee & Working Group Updates	17

Next Meeting: April 15th, 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, please use the "raise hand" function at the time of public comment. SDWP will provide accommodations to persons who require assistance. Questions: (619) 228-2900.

Item 1: CEO & Staff Update

REPORT ITEM – NO VOTE REQUIRED

An overview of Workforce Partnership activities and progress on strategic initiatives.

Item 2: Minutes of the December 3, 2020 Meeting

ACTION ITEM – VOTE REQUIRED

Members Present

Sammy Totah, Chair	Brisa Johnson	Althea Salas
Andy Berg	Kevin Johnson	Ricky Shabazz
Christina Bibler	Barb Krol	Sandra Shuda
Phil Blair	Tom Lemmon	Nancy Smith-Taylor
David Blake	Keith Maddox	Carmen Summers
Dennis DuBard	Kurling Robinson	Annie Taamilo
Shandon Harbour	Mimi Rosado	Rick Vaccari
Ed Hidalgo		

Members Absent

Mike Zucchet	Carmencita Trapse
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Staff Members Present

Peter Callstrom, President & CEO

Andy Hall, Chief Impact Officer

April House, Chief Operating Officer

Andrew Picard, Chief Programs Officer

Brooke Valle, Chief Strategy and Innovation Officer

Per [Executive Order N-25-20](#), the requirement to which members of the public shall have the right to observe & offer public comment at the public meeting, consistent with the Brown Act, has been suspended.

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 Sammy Totah, at 8:01 a.m. with a quorum.

Non-Agenda Public Comment

None

Report Item

Item 1 CEO Report

Peter highlighted SDWP's work in diversifying the organization's support, network, and connections nationally. Very few workforce development boards

work with philanthropy and the private sector for funding. SDWP has come a long way in a decade to develop a robust and diverse portfolio.

Action Items

Item 2 Minutes of the October 22, 2020 Meeting

Motion: WDB approves the meeting minutes.

Moved (A. Salas), Seconded (P. Blair), Carried Unanimously

Item 3 Membership Nomination

Peter announced the resignations of retiring WDB members Dr. Nabil Abu-Ghazaleh and Sandra Shuda. Sandra will be with us at the February 2021 meeting. S. Totah thanked them for their commitment and dedication.

T. Lemmon introduced nominee Carol Kim. He overviewed her experience and expertise, highlighting her instrumental role in the SB1 funding SDWP received for the High Road Construction Careers program.

Motion: WDB approves the membership nomination.

Moved (P. Blair), Seconded (A. Berg), Carried Unanimously

Information Items

Item 4 Employing Justice-Involved Workers

Daniel discussed the business case for hiring formerly incarcerated workers. SDWP is on track to serve 300 justice-involved individuals this program year with WIOA funding. SDWP also focuses on population-specific intervention including prison to employment. P2E has served 101 clients since May, and placed 50.

Izzy Moreno, Business Services Coordinator with Second Chance spoke on the work they do connecting clients with supportive services, assisting individuals with transportation and administering workforce-readiness programs for justice-involved community members. Former client, Windy Ortiz, shared her personal perspective re-entering the medical field with the support of Second Chance.

Peter introduced Dale Watkins (Sheffield Platers owner) who spoke on his positive experience employing justice-involved individuals. Peter and Dale happen to be in the same community in Carmel Valley. They chatted about Second Chance years ago which led to a connection to Second Chance. Sheffield Platers has worked with Second Chance graduates for the past 7 years

and they have hired more than 100 individuals with many who have progressed in their career at Sheffield with progressively better incomes.

Item 5 ISA Fund Update

Parina reviewed changes in the ISA program's recruiting processes, newly developed job readiness roadmap, and partnerships with local placement agencies for graduates. 30 students are projected to graduate in December 2020, and 23% have already received job offers, with half of those individuals making over \$40k/year. SDWP also won a grant from the Caterpillar Foundation for \$92k to continue to subsidize placements for the ISA and TechHire programs. Additionally, SDWP will receive \$300k from the JP Morgan Chase Foundation to explore healthcare pathways for the ISA program.

Item 6 Committee & Working Group Updates

Peter thanked the executive committee for their work this year vetting candidates, reviewing WDB agendas, and for their direction and guidance. Rick overviewed audit committee membership, which includes 2 new members, and encouraged interested board members to contact SDWP staff to join the committee.

Ricky provided an updated on the racial justice work group, which is working on developing language for 2 new core values for the organization, reviewing internal feedback on DEI, and a proposal to create a standing committee for this work. Peter and April added that SDWP was nominated for a Diversity, Equity, and Inclusion with the San Diego Business Journal.

Andrew updated the board on the RFP working group and procurement status. A recommendation will be brought to the board at the February WDB meeting. Andrew discussed a re-launch of the 'Future of Service Delivery Work Group' that addresses SDWP's career center system. Interested board members are encouraged to contact Andrew to get involved.

Item 7 2021 Board Calendar

The 2021 meeting dates were shared.

Adjournment

Sammy Totah adjourned the meeting at 9:18 am.

Item 3: Membership Update – Sandra Shuda Retirement

INFORMATION ITEM – NO VOTE REQUIRED

Sandra Shuda is a native San Diegan who currently serves as Vice President of People Services and Culture at Watkins Wellness and will be celebrating her retirement in February 2021. She has been a great asset to the Workforce Development Board, and we are thankful for her service!



Sandra spent several years in the finance/banking industry where she held positions as a compensation manager, sales and management trainer and a computer-based training analyst. She joined the Watkins family in 1992 as the human resources manager. She was promoted a few years later to director and became vice president of human resources in 1999. Currently, as the vice president of the people strategy and services group, she oversees everything from recruitment and employee training to benefit administration, compensation and payroll and employee safety and wellness. One of her team's main objectives is to create programs that make a difference in the lives of their employees and those they support. Here she tells us a little bit about her.

If you had \$1M to donate to a workforce development program, what would it be?

I've been in agreement with how the Workforce Partnership has spent all its monies thus far. If I could suggest one area that seems to still need help, it's allocating funds to help and serve the homeless. Solutions for Change is a great example of a company who has ended homelessness for so many with its 1,000 day university model. Partnering with someone like Solutions would be a place where \$1M would most definitely help.

What do you like best about being on the Workforce Development Board?

I love participating in a cause that makes a difference in people's lives. It's been a passion of mine since I was a young child. When I was 16, one of my first jobs was as a child social worker. I helped children cope with parents who were drug addicts and I knew then that my passion was helping others.

What do you enjoy doing when you're not working?

I love being with my family and friends. Although since March it's been limited, it's what brings me the most joy. My grandchildren spend a lot of time with us so that has been the shining light through this pandemic. As a family we love to fish in the Sierras and go on beach vacations, even though we live 5 miles from Carlsbad beach.

Item 4: Membership Nomination – Taylor Eubanks

ACTION ITEM – VOTE REQUIRED

WDB to approve the following board prospect:

Taylor Eubanks, Recruiting Sourcer, Tesla
Seat: Private Sector

Taylor Eubanks is a Workforce Development professional with Tesla bringing 6 years of diverse HR and recruiting experience. Taylor is currently working on her MBA in Human Resources and Recruiting at Ottawa University where she previously worked as an athletic recruiting coordinator. Her areas of subject matter expertise include recruiting, HR compliance and workforce development. Taylor is a member of AABE (American Association of Blacks in Energy), NAWIC (National Association of Women in Construction) and SHRM (Society for Human Resource Management). As a native Kansan Taylor is eager to bring her mid-west work ethic and can-do attitude to San Diego Workforce Partnership. She is interested in joining San Diego Workforce Partnership board for the opportunity to sit among likeminded professionals. Taylor believes that the thorough utilization of Workforce Development resources removes economic barriers for job seekers in the form of targeted exposure resulting in meaningful employment. She sees so much opportunity associated with Workforce Development and is eager to share that with the board.



Item 5: Membership Nomination – Dr. Matt Doyle

ACTION ITEM – VOTE REQUIRED

WDB to approve the following board prospect:

Dr. Matthew Doyle, Superintendent, Vista Unified School District
Seat: Adult Education & Literacy

Dr. Matthew Doyle is the Superintendent of the Vista Unified School District, and also serves as the Executive Director of the International Center for Educational Research (iCERP) - a global space promoting intersectionality of thought and focus on the lifelong learner. He holds a doctorate in education leadership. Dr. Doyle is responsible for leading the design and implementation of the district strategic plan, the Blueprint for Educational Excellence and Innovation, in response to State of California LCAP funding provisions. Dr. Doyle's primary focus is to create the conditions for transforming a traditional educational organization into a scalable, sustainable personal learning environment. The Personal Learning Challenge project won the Golden Bell Award from the California School Boards Association. Dr. Doyle has spent 31 years in education as a teacher, site administrator, district administrator and county administrator. Dr. Doyle has extensive experience supporting English language learners and students with special needs. His current area of strategic interest is the design and development of a learning ecosystem including prenatal to grade three systems, learning zones and building a career superhighway - an uninterrupted career development pathway for students to discover their strengths and interests and transform them into talent capital that aligns to the demands of the global marketplace. Dr. Doyle lives in Vista, California with his wife Alejandra and three sons Matthew, Alexander, and John.



Item 6: Membership Nomination – Dr. Danene Brown

ACTION ITEM – VOTE REQUIRED

WDB to approve the following board prospect:

Dr. Danene Brown, Regional Consortium Chair, San Diego & Imperial Counties Community Colleges
Seat: Higher Education

Dr. Danene Brown is the Regional Consortium Chair for the San Diego & Imperial Counties Community Colleges. She represents the Career Education programs at the 10 regional community colleges: Cuyamaca College, Grossmont College, Imperial Valley College, MiraCosta College, Palomar College, San Diego City College, San Diego Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College. Dr. Brown has over 25 years of experience working in the California Community College system spanning multiple San Diego community colleges. During her career, she has served in various administrative positions overseeing workforce development and career education programs. Her positions included: Dean of the School of Business & Technology, Instructional Dean of Arts, Humanities & Social Sciences, Interim Dean of the School of Social & Behavior Science and Multicultural Studies, and Associate Dean of Teacher Education & International Education. In addition to these roles, Dr. Brown has served as the Chair for the San Diego & Imperial Counties Community Colleges' Workforce Development Council and has participated in the planning and implementation of the State's Strong Workforce Program initiative, which has created an infrastructure to support Career programs to better serve students at the local and regional levels. She has collaborated with regional Economic Development Corporations, K-12 schools, and the Offices of Education for San Diego and Imperial Counties to develop and implement workforce development programs. D. Brown has a doctorate in Leadership Studies from University of San Diego, a Masters of Education from Virginia Polytechnic Institute and State University, and a Bachelor of Arts in Business Administration from California State University, Fullerton.



Item 7: WIOA Youth RFP

ACTION ITEM – VOTE REQUIRED

WDB to approve the results of the [Request for Proposals \(RFP\)](#) for the provision of youth services and authorize SDWP to enter contract negotiations with the following winners of the RFP evaluation process.

Category	RFP Winner	Funding (estimate)	Youth Served	Start Date
Youth Career Centers	Access, Inc	\$1,900,000	485	June 1, 2021
Immigrant, Refugee and ELL Youth	San Diego Continuing Education Foundation	\$600,000	114	July 1, 2021
Youth Experiencing Homelessness	San Diego Youth Services	\$600,000	114	July 1, 2021
Justice Involved Youth	South Bay Community Services	\$600,000	114	July 1, 2021
Black Opportunity Youth	No Provider Selected	\$600,000	114	August 1, 2021

Contract terms will be for one year, with the option to renew for three additional one-year periods.

Estimated total funding amount¹ is \$4,300,000.

Background:

Providers will support youth with education and credential attainment, work readiness, work experience and job placements. Specifically, they assess each youth who enters the program to identify which “track” is most suitable for their current education, skills and experience and work with them to set goals and achieve them. Providers are evaluated by federal Youth performance measures established by the Workforce Innovation and Opportunity Act (WIOA).

- Enrollments
- Placements in employment, education, or training
- Median Earnings
- Credential Attainment
- Measurable Skills Gain
- Effectiveness in Serving Employers

RFP Planning and Development Process:

- Apr 2020: WDB established Board Working Group to develop RFP framework
- May 2020: SDWP hosted two virtual community town halls (136 attendees) and conducted two community surveys (youth and community members; 178 responses)
- June 18, 2020: WDB approved framework recommended by RFP Working Group

- Aug - Sept 2020: Nine workgroups developed RFP and program design; each with two youth members participating

RFP Release and Competitive Process:

- Oct 15, 2020: Released RFP to SDWP list of over 10,000 contacts
- Oct 22, 2020: Hosted Respondents Orientation to review RFP and answer questions
- Dec 3, 2020: Proposals due
- Dec 20, 2020 – Jan 14, 2021: Evaluation panel reviewed written proposals; each panel included two youth members
- Jan 25 – 29, 2021: Evaluation panel conducted interviews with qualified applicants
- Feb 18, 2021: Evaluation panel submits recommendation to the WDB

The Evaluation Panel and Scoring:

The Evaluation Panel was comprised of community experts from local government, State entities, non-profits (without a conflict), AJCC partners and senior staff members from other local workforce development boards across the State. Evaluators were selected based on expertise in workforce development and the local provision of youth services, and individuals with any potential or actual conflict of interest were excluded from the panel.

Two youth evaluators with lived-experience joined each evaluation panel as a paid work experience. Their input was invaluable in ensuring that the services we are recommending are relevant and accessible to youth in our community.

The evaluators were responsible for reviewing, scoring, and ranking proposals based upon the criteria stated in the RFP. Respondents who received a minimum of 145 points and were in the top 50% of proposals, qualified for oral interviews.

The WDB approved scoring based on a total of 200 points according to the following points for each section of the proposal:

Proposal Section	Point Value
Org Qualifications and Project Management	15
Past Performance	20
Solutions Profile	100
Project Budget and Required Staff Positions	30
Job Quality	20
Oral Interview	15
Total Possible Points	200

Overview of Evaluator’s Scores:

After meeting as a group to review proposals and oral interviews the scores were as follows:

Career Center

Respondent’s Org. Name	Avg. Written Score	Avg. Interview Score	Final Score
Access, Inc	154	13	167
DB Grant Associates, Inc	146	13	159

Immigrant, Refugee and ELL

Respondent's Org. Name	Avg. Written Score	Avg. Interview Score	Final Score
SDCE Foundation	161	13	174
Somali Bantu AA	145	10	155

Youth Experiencing Homelessness

Respondent's Org. Name	Avg. Written Score	Avg. Interview Score	Final Score
San Diego Youth Services	172	14	186
Interfaith Community Services	163	10	173
SDCE Foundation	152	N/A	152
Goodwill Industries of SD	138	N/A	138

Justice-Involved Youth

Respondent's Org. Name	Avg. Written Score	Avg. Interview Score	Final Score
South Bay Cmty Services	161	14	175
San Diego Second Chance	156	14	170
SDCE Foundation	152	N/A	152
Goodwill Industries of SD	138	N/A	138

Black Opportunity Youth

Respondent's Org. Name	Avg. Written Score	Avg. Interview Score	Final Score
Nile Sisters DVLP INIT	144	N/A	144
SDCE Foundation	135	N/A	135
SDSU Research Foundation	134	N/A	134
Metro Community Ministries	130	N/A	130

None of the Respondents to the Black Opportunity Youth procurement met the minimum score to advance to the Oral Interviews.

The panel of independent evaluators felt all Respondents were lacking in the categories of:

- Integrating Job Quality into program design
- Understanding outreach and recruitment of Black Opportunity youth
- Creating mentorship opportunities

SDWP will release a new RFP specifically for Black Opportunity Youth, revising it to emphasize the feedback we heard from our evaluators. SDWP will re-release the Black Opportunity Youth RFP by April 2021 and will bring results back to the WDB at the following board meeting.

Thanking our evaluators: SDWP staff would like to thank the youth, community leaders and experts who scored the proposals, spent weeks reading proposals, up to two days discussing scores with fellow panel members, and conducted oral interviews for finalists. A special thank you to those who bravely and articulately shared their own lived experiences to help shape the services and program delivery for our community.

Item 8: Racial Justice Working Group Recommendations

ACTION ITEM – VOTE REQUIRED

The Racial Justice Working group will provide an overview of activities and bring forward the following two recommendations for approval by the full board:

Recommendation #1: Adopt “Equity” and “Inclusion” as Two Additional Core Values for SDWP

Inclusion: *We take responsibility for creating a culture where everyone is welcomed, heard, valued, and empowered to fully participate and reach their full potential.*

Equity: *We prioritize those who have been systemically denied opportunity through our policies, priorities, practices, and behaviors that result in access to opportunity for ALL colleagues, customers, and communities.*

Current Core Values (Reference only, no vote needed)

Collaboration - Engaging in inclusive, respectful relationships among colleagues, customers and community that foster the achievement of shared goals.

Excellence - Driving quality, innovation and measurable outcomes through a customer-centered focus and a high-performance culture.

Stewardship - Strategic, efficient, effective use of resources to meet the evolving needs of our customers and community with the highest levels of integrity.

Recommendation #2: Establish a Diversity, Equity, and Inclusion (DEI) standing committee of the board by adding the following language to the WDB By-Laws in Article VII, Committees:

C. Diversity, Equity, and Inclusion (DEI) Committee. The primary focus of this committee is to provide vision, oversight, expertise, and dedicated time with SDWP senior leadership to execute on organizational goals related to DEI. Scope of the committee includes initiatives and services SDWP provides the community and internal policies, practices, and goals related to employment, hiring, and procurement. The committee also reviews and reports to the board on relevant data on the impact and relationship of hiring and employment trends of bias, discrimination, and racism on specific groups. The committee will help inform strategies and investments to drive equity across SDWP’s program outcomes. Committee members should be appointed on the basis of expertise, interest, and ability to contribute time, talent, and resources to DEI efforts. The DEI committee will:

1. Be comprised of a Chairperson (DEI Chair), appointed by the Board Chair. The DEI Chair term will be for two years, beginning in July.
2. The DEI Chair will be responsible for ensuring the committee establishes and updates a Committee charter outlining the committee’s area of focus. The DEI Chair or their representative will report key activities and milestones of the DEI Committee to the Board one time per year at minimum.

3. Be comprised of a majority of Board Members. Non-board members may also participate as committee members but are not required.
4. Conduct its meetings in compliance with the California Government Code, including the Brown Act.

Next Steps (if approved):

- SDWP management to Incorporate additional core values into website, organizational materials, staff performance appraisals, and other organizational processes.
- Establish Chair and Membership of committee for calendar year 2021
- Set 2021 meeting schedule
- Update DEI Committee charter and work plan for 2021
- Regular reports to full WDB of committee progress against charter

Item 9: Energy, Construction, and Utilities Sector Initiative Update

INFORMATION ITEM – NO VOTE REQUIRED

Andy Hall, Chief Impact Officer, will provide an update on projects in the Energy, Construction, and Utilities (ECU) sectors, including an overview of the organization's revenue strategy applied to each sector, and specific updates related to the Construction Career Jumpstart program and the High Roads Construction Careers initiative.

Item 10: Committee & Working Group Updates

INFORMATION ITEM – NO VOTE REQUIRED

1. Audit committee

Speakers: Rick Vaccari & April House