Workforce Development Board (WDB) Agenda

Date: Thursday, August 18, 2022
Time: 8—9:30 a.m.
Place: In person & via Zoom
9246 Lightwave Ave, Suite 100, San Diego, CA 92123
https://workforce-org.zoom.us/j/81123235626

Instructions for Public Meetings
- Members of the public – on Zoom please use the “raise hand” feature to speak, or you can chat your questions/comments to be read aloud. If in person, please complete a “Request to Speak” form.
- Board members - participate by un-muting yourself, or submit questions/comments in chat box.

Welcome and Introductions
- Chair calls the meeting to order
- Non-agenda public comment

Agenda Items

Item 1: Virtual Meeting Resolution 2
Item 2: Minutes of the June 16, 2022 Meeting 3
Item 3: WDB Officers Vote 6
Item 4: Faces of Workforce 7
Item 5: CEO Report 8
Item 6: Foster Youth Subrecipient Approval 9
Item 7: Membership Nomination - Efrem Bycer 11
Item 8: Membership Nomination - Jamie Gardner 13
Item 9: Career Center Transition Update 14
Item 10: Google Certificates Update 15

Next Meeting: October 20th, 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: Virtual Meeting Resolution**

**ACTION ITEM – VOTE REQUIRED:**

Resolution recognizing a state of emergency and authorizing teleconferenced meetings pursuant to AB 361

WHEREAS, in response to the novel coronavirus (“COVID-19”) pandemic, Governor Newsom adopted a series of Executive Orders allowing the legislative bodies of local governments to meet remotely via teleconference so long as other provisions of the Ralph M. Brown Act (“Brown Act”) were followed; and

WHEREAS, on March 4, 2020, Governor Newsom declared a statewide emergency arising from COVID-19 pursuant to Government Code section 8625; and

WHEREAS, on Sept. 16, 2021, Governor Newsom signed AB 361, which immediately amended the Brown Act allowing governing boards to continue holding virtual meetings outside the teleconferencing requirements of Government Code section 54953(b), if the board makes a finding that there is a proclaimed State of Emergency, and either (1) state or local officials have imposed or recommended social distancing measures, or (2) meeting in person would present imminent risks to the health or safety of attendees due to the emergency; and

WHEREAS, social distancing measures have been imposed and implemented by the County and City of San Diego to mitigate the spread of COVID-19; and

WHEREAS, the San Diego SDWP (Workforce Development Board - WDB) believes the spread of COVID-19 poses an imminent risk to the health and safety of in person meeting attendees; and

WHEREAS, the WDB is committed to open and transparent governance in compliance with the Brown Act; and

WHEREAS, the WDB is conducting virtual meetings by way of telephonic and/or internet-based services as to allow members of the public to fully participate in meetings and offer public comment.

NOW THEREFORE, BE IT RESOLVED, that the recitals set forth above are true and correct and fully incorporated into this Resolution by reference.

BE IT FURTHER RESOLVED, that the WDB recognizes that a State of Emergency in the State of California continues to exist due to the COVID-19 pandemic.

BE IT FURTHER RESOLVED, that the WDB recognizes that social distancing measures remain recommended by state and local officials.

BE IT FURTHER RESOLVED, the WDB authorizes the use of teleconferencing for all meetings in accordance with Government Code section 54953(e) and all other applicable provisions of the Brown Act, for a period of thirty (30) days from the adoption of this resolution, or such a time that the Governing Board adopts a subsequent resolution in accordance with Government Code section 54953(e)(3).
Item 2: Minutes of the June 16, 2022 Meeting

Members Present
Sammy Totah, Chair  Kevin Johnson  Althea Salas
Andy Berg  Brisa Johnson  Nancy Smith-Taylor
Christina Bibler  Connie Lundgren  Mark Sutton
Phil Blair  Matt Martin  Annie Taamilo
Danene Brown  Kurling Robinson  Rick Vaccari
Veronica Delarosa  Aida Rosa  Jeremy Vellón
Matt Doyle  Mimi Rosado  Mike Zucchet

Members Absent
David Blake  Ed Hidalgo  Carmen Summers
Risa Baron  Carol Kim  Rick Vaccari
Bridgette Browning  Jeff Noyes
Shandon Harbour  Ricky Shabazz

Staff Members Present
Peter Callstrom, President & CEO
Shannon Moran, Chief Operating Officer
Shaina Gross, Vice President of Client Services
Parina Parikh, VP of Sector Initiatives

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 8:04 a.m. with a quorum.

Non-Agenda Public Comment
None

Action Items

Item 1  Virtual Meeting Resolution
Motion: WDB approves the resolution.
Moved (A. Berg), Seconded (D. Brown), Carried unanimously

Item 2  Minutes of the April 21, 2022 Meeting
Motion: WDB approves the meeting minutes.
Moved (A. Berg) Seconded (P. Blair), Carried unanimously
Information Items

Item 3  Faces of Workforce
Career Construction Jumpstart participants Sophie Mohammad and Jorge Rodriguez discussed their experiences. Parina, Nancy, and Kevin overviewed the purpose, background, and curriculum. In two years, the program has produced 9 cohorts of graduates with 140+ graduates.

Item 4  CEO Report
Peter introduced new team members and changes in the organizational structure. He also overviewed his work with Aspen Institute’s job quality fellowship and Jobs for the Future (JFF). Additionally, LWDA Secretary Natalie Palugyai’s visit to SDWP was also highlighted. New funding from BoA and the SD Foundation to support SDWP’s Sector Initiatives work.

Item 5  Career Center Transition Update
Shaina updated WDB on Career Center transition progress. 30 of 33 positions have currently been filled, with wage increases of 20-34% due to no longer contracting out career center services. The team is prioritizing reducing caseloads and grouping by expertise, reviewing and revising processes, and increasing access to services throughout the region.

Item 6  Behavioral Health Symposium
Parina previewed the Behavioral Health Symposium, an event hosted by SDWP, Supervisor Nathan Fletcher, HHSA, and BHS on August 23rd at the Downtown Library.

Action Items

Item 7  FY22 Budget
Peter and the executive team overviewed their respective budgets. SDWP has focused on the continued diversification of funds including unrestricted fund growth. The budget includes a 13% overall increase from FY21.

Moved (P. Blair) Seconded (J. Vellón), A. Berg voted no.

Item 8  Incumbent Worker Funds Allocation
Shaina overviewed SDWP’s Incumbent Worker Training efforts and the proposed approval of the State option to allocate up to 20% of WIOA funds to provide IWT. SDWP will begin at allocating 5% of WIOA funds.

Moved (A. Berg) Seconded (C. Lundgren), Carried unanimously
Item 9  MOU Co-Located Partners Packet
Shaina presented on the updated MOU with SDWP’s co-located partners, required by the State every three years.

Moved (A. Berg) Seconded (D. Brown), Carried unanimously

Item 10  Youth Contract Renewals
Six contracts totaling $4.3M of WIOA youth funds were overviewed by Shaina. The cost per person was increased because the contracts are serving populations with increased barriers to employment, which requires more resource. Shaina also discussed performance metrics and economic factors affecting enrollment.

Moved (K. Johnson) Seconded (K. Robinson), Carried unanimously

Item 11  Foster Youth Procurement Change
Shaina reviewed the proposal to allocate $450,000 of WIOA Youth funds in partnership with County HHSA to serve foster youth. SDWP will be releasing an RFP to select a contractor to serve youth aged 16-24 in or emancipated from the foster care system.

Moved (A. Berg) Seconded (K. Johnson), Carried unanimously

Item 12  LiveWell Contract
Shaina overviewed the proposed contract for Access, Inc. to serve Youth in low-to-moderate income households residing in the Southeastern San Diego catchment area aged 18-24. The scope of work includes recruitment and assessment, job readiness training, classroom training, paid internships, and career support services.

Moved (P. Blair) Seconded (V. Delarosa), Carried unanimously

Adjournment
Sammy Totah adjourned the meeting at 9:35 am.
Item 3: WDB Officers Vote

ACTION ITEM – VOTE REQUIRED:

Recommendation:
The WDB vote on the Chair and Secretary/Treasurer of the board of directors.

Process:
On August 8th, the Executive Committee voted to move forward the following nominations to the Workforce Development Board (WDB):

1. Chair: Rick Vaccari, Sempra Energy (retired)
2. Secretary/Treasurer: Carmen Summers, Microsoft

The current WDB Chair will call for a vote on the nominees.
Item 4:  Faces of Workforce

INFORMATION ITEM – NO VOTE REQUIRED:

Windy Ortiz and her employer, Judy Muller, Founder and Owner of Mobile Xpress Clinic to discuss their experience with SDWP Reentry Works program.
Item 5:  CEO Report

REPORT ITEM – NO VOTE REQUIRED:

An overview of SDWP activities.
Item 6: Foster Youth Subrecipient Approval

**ACTION ITEM – VOTE REQUIRED:**

**Recommendation**

At our June 2022 WDB meeting, the board approved a new RFP for Foster Youth services. This item is to inform the board of the Panel’s award decision. Recommended action: the WDB authorize SDWP to contract with the following:

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Funding Source</th>
<th>Amount</th>
<th>Served</th>
<th>Cost Per</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>WIOA</td>
<td>$450,000</td>
<td>65</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

**Contract Outcomes**

- 75% placed in employment, education, or training (4th Quarter after exit)
- $4,000 median earning gain
- 67% will attain a credential
- 60% will show a gain in skills through training or education

**Term:** October 1, 2022 – June 30, 2023 (9 months)

**Option:** 2nd, 3rd, and 4th option years will be available – based on performance

**Foster youth population(s):** In-school (age 14-21) and out-of-school (age 16-24).

**Terms:** New & Cost Reimbursement

**Scope of Work:** WIOA youth services, including program enrollment, assessment, work-readiness training, job/internship placement, enrollment in education and training, career coaching and exploration, supportive services, mentorship, and financial literacy. Access will partner with other organizations, including Promises 2 Kids.

**Contractor Selection:**
- Competitive procurement approved by WDB on June 17, 2021.
- Access was selected through competitive procurement.
- RFPs were submitted by July 8, 2022.
- Evaluators selected Access as subcontractor on August 9, 2022.

**Evaluators / Process**
- Five professionals with experience in youth and foster youth services:
  - Western Washington University
  - City of Los Angeles
  - WIB – Tulare County
  - The League of Amazing Programmers
  - Education policy & program development professional and former San Diego Unified School District employee
• SDWP reviewed and selected evaluators.
• SDWP oversees evaluator process, but SDWP staff are not evaluators.
• Evaluator orientation conducted.
• SDWP facilitated evaluator committee deliberations to discuss individual and collective evaluator scores.

**Bidders and Scoring:**
200 points maximum. Bidders needed to score at least 148/185 points (80%) to advance to interview stage. Total scores:

<table>
<thead>
<tr>
<th>Service</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>166</td>
</tr>
<tr>
<td>Promises2Kids</td>
<td>161</td>
</tr>
<tr>
<td>SBCS</td>
<td>143</td>
</tr>
<tr>
<td>Construction Service Workers</td>
<td>105</td>
</tr>
</tbody>
</table>

**Background:** In 2021, SDWP went through an intensive and intentional review and redesign of the WIOA Youth program. This included active participation from youth with lived expertise, best practices research, and input from our community partners and community members. Key changes included:

• Identifying specific populations with increased barriers to employment
• Enhanced peer and adult mentor components
• Creation of a network of all youth contractors to establish shared programming, workshop offerings, trainings, recruitment, and business engagement
**Item 7: Membership Nomination - Efrem Bycer**

**Action Item:**

Nominator: Peter Callstrom

Nominee: Efrem Bycer

Employer: LinkedIn

Senior Manager, Public Policy and Economic Graph, September 2020 - Present
Manager, Public Policy Partnerships, October 2017 – August 2020

- Lead North America workforce development policy partnerships for the company working closely with government agencies, workforce development organizations, and think tanks.
- Develop and execute LinkedIn’s global sustainability policy partnership strategy, including
- LinkedIn’s participation at marquis global events, such as COP26 and COP27.
- Staff LinkedIn executives in their engagements with public sector leaders and business coalitions.
- Serve as future of work subject matter expert in the development and roll out of impact-focused products, including LinkedIn’s data portal for economic development organizations.
- Manage the company’s engagement with public employment services in the U.S. and around the world, resulting in the training of 5,000+ workforce professionals.
- Advise business units on economic development and workforce development opportunities regarding compliance, narrative, and feature alignment.

**Why are you interested in serving on the SDWP board?**

Serving as a member of the workforce development board would be a way for me to contribute to and shape a community about which I care deeply. It’s an opportunity for me to put my skills, passions, and networks to work toward an organizational mission that neatly aligns with my own. I share SDWP’s belief in San Diego’s potential while also realizing that our region has a long way to go to achieve the inclusive economy we envision. Working alongside fellow board members and SDWP staff, I’m confident I could help govern an organization working to bring that vision closer to reality. As someone who works at the intersection of labor market insights and how workers and employers empirically find each other and ultimately fill a job, I could bring a valuable perspective to the board that rounds out the presence of some of the region’s largest employers. Through my work, I’ve engaged with workforce organizations at the strategic level all the way down to how they deliver frontline services in the American Job Centers. As SDWP navigates a changing economy and its new service delivery model having brought its career centers in-house, my expertise and experience could prove useful.
Workforce development is inherently a partnerships and networks-based endeavor within a complex marketplace of workers/job seekers, employers, and training providers. As SDWP seeks to build partnerships locally and nationally that will help it deliver on its mission, I’m excited to be an advocate and relationship builder who opens doors for the organization, strengthen its position as it seeks to develop and fund some of the country’s most innovative workforce efforts, and connects dots between SDWP’s work and an array of partners across government, philanthropy, nonprofits, and the private sector. While I’ve spent much of my career working directly with workforce development organizations, I haven’t yet had the opportunity to join a workforce board. Joining the board will provide an opportunity for me to learn and ultimately become more effective at driving impact for the causes I care about, driving positive employment outcomes chief among them. I expect to learn more about San Diego as a region, and I also expect to learn more about how workforce organizations work in practice. Knowing the deep expertise and passion that already sits on the board and within SDWP staff, I’m excited for what I could learn in addition to how I can contribute.

Please describe any other community involvement activities:

My entire career has included various forms of community involvement. That engagement in the community has helped me hone my skills as a strategic volunteer, influenced my perspective on the pressing issues in or community, and reinforced my desire to keep working to make a positive impact. Most recently, I focused my civic activities in San Francisco, where I lived with my family from 2015 – 2021. That service included participating in Code for America’s Workforce Development Advisory Board, the San Francisco Foundation’s Bay Area Workforce Funders Collaborative, and as a mayoral appointee on the Commission for Community Investment and Infrastructure (San Francisco’s redevelopment agency successor), among others. All of those activities has me squarely thinking about the populations served by SDWP and the various ways they need support, skills, and networks to access economic opportunity. Through this work, I engaged directly with low-income neighborhoods as well as senior leaders in the community. My engagement in San Francisco built upon years of civic engagement in San Diego. Service on the Head Start Policy Council at Neighborhood House Association remains one of my foundational and most meaningful civic experiences. I was able to empower and learn from Head Start parents on their journeys to become effective advocates for their children. I also launched and development BoardNEXT to train young professionals, particularly young professionals of color, in the fundamentals of nonprofit board governance so they could deepen their own involvement in the community. These experiences combined with committee service at the San Diego Foundation, United Way of San Diego County, Equinox Center’s Leaders2020 initiative, as well as working at the San Diego Regional EDC helped me develop deep networks and deliver impact across San Diego’s nonprofit, civic, and corporate communities.

My family and I decided that we wanted to make San Diego our forever home, the place where will raise our three children. I’m looking forward to continuing my service to the community.


### Item 8: Membership Nomination - Jamie Gardner

#### Action Item:

Nominator: Phil Blair

Nominee: Jamie Gardner, M.S., M.B.A., SHRM-SCP

Employer: Watkins Wellness

Title: Director of Talent Acquisition & Employer Branding

Oversee the U.S. and Mexico Talent Acquisition Teams, building and developing talent strategies for these teams and business stakeholders supporting multiple functions within Watkins Wellness. Lead the Talent Acquisition and Employer Branding efforts that includes recruiting strategy, process improvement, strategic sourcing, analytics, branding, and overall candidate experience.

As a member of the Watkins Wellness People & Culture Team, provide HR partnership to assigned groups leaders, developing and executing HR strategy in support of business objectives, while serving as the first point of contact for people leaders and employees in assigned groups to provide counsel, coaching and support on HR fundamentals and employee related questions.

#### Why are you interested in serving on the SDWP board?

As someone with a passion for community involvement and for helping people to start, advance, and in some cases re-start their careers, serving as a member of the SDWP Board is an exciting opportunity. I am a firm believer that people achieve fulfillment when they are able be engaged in a meaningful profession where they feel that they are able to bring their best to work every day, and they are valued. As a member of the Board, it would be a privilege to help members of our community achieve this.

#### Please describe any other community involvement activities:

I am presently a volunteer member of the Board of Directors with San Diego SHRM (Society for Human Resources Management), and have recently joined the Board for Hire Minds, a startup non-profit with a focus on supporting job seekers with mental health challenges and educating employers on issues of mental health in the workplace. Additionally, I work closely with the EDD supporting their Employer Veteran’s panels and lead a Veteran Success Workshop every other month. Lastly, I am partnered with the San Diego Veteran’s Council.
Item 9: Career Center Transition Update

INFORMATION ITEM – NO VOTE REQUIRED:

Update on the transition.
Item 10: Google Certificates Update

INFORMATION ITEM – NO VOTE REQUIRED:

Update on the ISA program and partnership with Google.