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Our Mission:
The Workforce Development Board of Contra Costa County exists to promote a workforce development system that meets the needs of businesses, job seekers, and workers in order to ensure a strong, vibrant economy in Contra Costa County.

Full Board/Executive Committee Agenda

August 3, 2021

3:00 p.m. – 5:00 p.m.

Join to ZOOM Meeting

<https://us06web.zoom.us/j/85823033313?pwd=L3ErTTdibVlvbytLc1VFUWtpZjJBQT09>

Meeting ID: 858 2303 3313

Password: 545657

Join by Dial In

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- 3:00 PM** **WELCOME AND CALL TO ORDER**
REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT
- 3:05 PM** **CONSENT AGENDA**
C1 **Approve Minutes from May 4, 2021 meeting**
- 3:10 PM** **PRESENTATION ITEMS**
P1 **Presentation from Rubicon and the Workforce Collaborative**
P2 **Presentation from Contra Costa Office of Education**
P3 **2021 BOARD ORIENTATION MANUAL**
P4 **WDB Website Update by Full Capacity Marketing**
- 4:30 PM** **COMMITTEE REPORTS**
OTHER WDBCCC MEMBER REPORTS
CHAIRS REPORT
EXECUTIVE DIRECTOR REPORT
- 5:00 PM** **ADJOURN**

UPCOMING MEETINGS:

Youth Committee Meeting: Tuesday, August 10, 2021

BED Committee Meeting: Wednesday, August 18, 2021

Executive Committee Meeting: Wednesday, September 15, 2021

Full Board Meeting: Tuesday, November 2, 2021

Any appropriate public records related to an open session item on a regular meeting agenda and distributed by the Workforce Development Board and any of its committees to a majority of members of the Workforce Development and/or its committees, less than 72 hours prior to that meeting are available and for public inspection at 4071 Port Chicago Highway, Suite 250 Concord, CA during normal business hours.

The Workforce Development Board will provide reasonable accommodations for individuals with disabilities planning to attend Board meetings. Arrangements can be made by contacting the Workforce Development Board at 925.671.4560

FULL BOARD MINUTES

Tuesday, May 4, 2021

The Full Board met on Tuesday, May 4, 2021, met via ZOOM meeting. Chair Yolanda Vega called the meeting to order at 3:02 pm. Chair Yolanda Vega reminded everyone of potential conflict of interest.

ATTENDANCE

MEMBER PRESENT – Vittoria Abbate (late), Joshua Anijar (late) Carol Asch, Leslay Choy, Terry Curley, Carolina Herrera, Richard Johnson (late), Corry Kennedy, Monica Magee (late), Stacey Marshall, Michael McGill, Robert Muller, Kwame Reed, Stephanie Rivera, Kelly Schelin, Laura Trevino, Yolanda Vega

MEMBERS ABSENT – Joshua Aldrich, Tom Hansen, DeVonn Powers,

WDB STAFF PRESENT – Patience Ofodu, Maureen Nelson, Verdeda Clapp, Rochelle Soriano, Jed Silver Patricia Conley, George Carter, Noramah Burch, Charles Brown, Amrita Kaur

OTHERS IN ATTENDANCE – Terri Gerringer Office of Supervisor Diane Burgis, Bryan Reece Chancellor of Contra Costa Community College District, Celina Shands, Harumi Murata (Oakley), Jordane Tofighi, Anita Kassem, Maura Connell, Justine Jennings, Mitchell Margolis

PUBLIC COMMENT:

None

CONSENT AGENDA:

C1 Approve February 2, 2021, Full Board Meeting minutes

Motion\Second Michael McGill\ Kelly Schelin

Motion Approved with correction

AYES: Carol Asch, Leslay Choy, Terry Curley, Carolina Herrera, Corry Kennedy, Michael McGill, Robert Muller, Kwame Reed, Stephanie Rivera, Kelly Schelin, Laura Trevino, Yolanda Vega

NAYES: None

ABSENT: Joshua Aldrich, Joshua Anijar (late), Vittoria Abbate (late) Tom Hansen, DeVonn Powers, Monica Magee (late), Richard Johnson (late), Stacey Marshall (late)

ABSTAIN: None

ACTION ITEM:

A1 Approve Creation of WDB Deputy Director Position

The recommendation is for the Full Board to approve the creation of a Deputy Director position for the workforce development board to ensure succession planning that would enable the board's affairs to continue smoothly without interruption when the executive director transitions.

Motion\Second Leslay Choy\Richard Johnson

Motion Approved

AYES: Carol Asch, Leslay Choy, Terry Curley, Carolina Herrera, Richard Johnson, Corry Kennedy, Monica Magee, Stacey Marshall, Michael McGill, Robert Muller, Kwame Reed, Stephanie Rivera, Kelly Schelin, Laura Trevino, Yolanda Vega

NAYES: None

ABSENT: Joshua Aldrich, Joshua Anijar (late), Vittoria Abbate (late), DeVonn Powers

ABSTAIN: None

PRESENTATION ITEMS:

P1 Support for Workforce Force and Economic Development, President Biden Rescue Plan –Supervisor Diane Burgis (District 3)

Will defer to present for the next Full Board meeting from Supervisor Diane Burgis

Terry Gerringer from the Office of Supervisor Diane Burgis represented on behalf of Supervisor Diane Burgis.

American Rescue Plan awaiting guidance from the Federal Level.

Thank the WDB and Board for all support and work to the community.

WDB and the Board to send a get well card to Supervisor Diane Burgis father.

Motion\Second Yolanda Vega\ Leslay Choy

Motion Approved

AYES: Carol Asch, Leslay Choy, Terry Curley, Carolina Herrera, Richard Johnson, Corry Kennedy, Monica Magee, Stacey Marshall, Michael McGill, Robert Muller, Kwame Reed, Stephanie Rivera, Kelly Schelin, Laura Trevino, Yolanda Vega

NAYES: None

ABSENT: Joshua Aldrich, Joshua Anijar (late), Vittoria Abbate (late), DeVonn Powers

ABSTAIN: None

P2 Contra Costa Community College District Collaboration with Employment and Human Services –Workforce Development Board

Dr. Bryan Reece was named Chancellor of the Contra Costa Community College District . Dr Reece has been working in higher education for over 30 years, with 15 years of academic and private-sector leadership experience, formerly held positions as college president, vice president of instruction, dean, and academic senate president. He taught Political Science as a tenured community college faculty member for 19 years and has a documented record of moving community colleges in directions that improve the academic success for students across all groups and has particular expertise with student populations from historically underserved communities.

There was discussion about collaboration between CCC Community College District and CCC Employment and Human Services, to build training and education, and businesses in our community. As we are starting to come out of the pandemic, Dr. Reece is thinking about outreach and how this can help workforce development, with the unemployed, formerly incarcerated, emancipated foster youth, and veterans. To help bring people in, take a look at their work histories and grant credit, for instance with skilled and well trained veterans. The Department of Rehabilitation would like to talk about possibilities. Dr. Reese mentioned there are disabled services at all 3 colleges. Community colleges historically work with students from underserved communities. Discussion continued on how to make it easy for them. Kelly Schelin will work on putting a meeting together.

Comments/Feedback

- Way to collaborate on this effort.
- Reach out to the community
- Data Sharing partnerships: Unemployed, Veterans, People with Disabilities
- Very excited for this opportunities to collaborate
- Working together and working smarter.
- Best practice with partnership between the WDB and Community Colleges.

DISCUSSION ITEM:

D1 Strategic Communication Implementation Plan (DRAFT) - Celina Shands, Full Capacity Marketing Brand Narrative & Tagline Options (DRAFT)

Our work achieves equitable economic growth for Contra Costa County.

We ensure a pipeline of diverse workforce talent is available to keep local companies competitive.

Through our strategic connections and partnerships and partnerships, we find innovative solutions to solve complex workforce issues and leverage public/private resources to benefit the workforce and businesses alike.

WDB CCC

Building an equitable workforce

Forging partnerships & equitable pathways

Where collaboration leads to equitable economic growth

Collaboration that builds an equitable workforce

Achieving equity

SCP (Goals, Strategies, Tactic, Measures)

Goal 1: The WDBCCC is recognized and valued by its various target audiences.

Strategy 1.1: Ensure strategic partners are aware of the solutions the board provides and understands the value of the work.

TACTICS:

- Redesign the website to align with the new brand narrative and showcase the work and benefits to the community.

- Highlight partner’s collaborations in monthly eNewsletter.
- Tag, follow, highlight and retweet partner innovations and content.
- Identify key partners where relationship building is needed.
- Create a series of blogs that showcase the board’s work within its strategic plan.
- Create a board communication toolkit & video to support board members in being brand ambassadors and reaching out to partners to build relationships via group meetings and 1-1 communications.

KPIs: web traffic, social media analytics, blog engagement , increase in # of strategic partners associated with the board that lead to collaboration

Strategy 1.2: Ensure local businesses are aware of the strategies and solutions the board provides and understands the value of the work.

TACTICS:

- Redesign the website to align with the new brand narrative and showcase the work and benefits to the business and industry.
- Develop a targeted Twitter and LinkedIn ad campaign to connect with key industry leaders and targeted companies in high growth sectors.
- Tag, follow, highlight and retweet business customers’ innovations and content.
- Create a series of blogs that showcases the board’s work within its strategic plan that is a benefit for business and industry.

KPIs: web traffic, social media analytics, blog engagement, increase market penetration of companies utilizing services and /or partnering with the board.

Strategy 1.3: Ensure job seekes and youth are aware of the strategies and solutions the board provides and understands the value of the work.

TACTICS:

- Redesign the website to align with the new brand narrative and showcase the work and benefits to the job seekers.
- Meet with providers to understand key challenge areas and identify key market segments (e.g. dislocated workers, veterans, etc) that need outreach.
- Based on provider meeting, produce targeted social media posts to support recruitment.

KPIs: web traffic, social media analytics, provider will have enrollment and other data for the board to track

Goal 2: The WDBCCC has ample funding to solve complex workforce challenges beyond WIOA’s allowances.

Strategy 2.1: Ensure the board has knowledge about discretionary funding options available and the resources needed to obtain the funding.

TACTICS:

- Conduct research about available discretionally funding opportunities.
- Create an inventory of available grants/opportunities and due dates for submission.
- Discuss with board how the funding could be used to enhance the work of its local strategic plan.
- Identify the resources for grant writing and submission/staffing.

KPIs: Increase in the amount of discretionary funding awarded to the board.

Next Steps

- FCM to gather input on Brand Narrative & taglines and finalize with WDBCCC.
- Get input on SCP and finalize with WDBCCC.
- Develop a tactical plan with dates and timelines for key deliverables in the SCP.
- Execute plan and monitor.

Comments/Feedback:

- Provide feedback email to Patience
- Board will provide insights, input, and thoughts as presented
- The work is greatly appreciated.

COMMITTEE REPORTS

Youth Committee (Micheal McGill)

- Meeting is on Tuesday, May 11, 2021
- On the Agenda are the following:
 - WIOA Youth Funding – Special Project
 - Role of the Youth Committee in the Workforce System

BED Committee (Stephanie Rivera)

- The committee met on April 7, 2021
- Presentations
 - State Stimulus Package for Small Business by Christopher Richardson Earl
 - Economic Development Briefing – Practitioners' Perspective by Gurbax Sahota of CALED
- Input Requested on Small Business –centric Fund Design by Leslay Choy
- The next meeting is on June 2, 2021

CHAIR'S REPORT

- Will be attending the Economic Recovery & Workforce Development Innovation tomorrow, May 5th will sharing all the information
- WDB Board Orientation Manual is taking shape we are hoping to share and distribute soon.

EXECUTIVE DIRECTOR'S REPORT

Upcoming Conferences (please notify Rochelle Soriano if you are interested)

- CWA WORKCON 2021 Virtual Conference – May 25-28, 2021
- JFF HORIZONS Virtual Conference – June 15-16, 2021
- NAWB Forum 2021 (In-Person or Virtual)
- CWA MEETING OF MINDS 2021 –Monterey, CA (will need to confirm)

THE MEETING ADJOURNED AT 4:52 PM

Respectfully Submitted,
Rochelle Martin-Soriano, Board Secretary

/rms



DATE: August 3, 2021
TO: Workforce Development Board/Executive Committee
FROM: Workforce Development Board Staff
RE: **Presentation – Rubicon Programs AJCC – WIO Adult & Dislocated Worker Services**

This presentation will highlight the services and accomplishments of Rubicon Programs (RP) and the Contra Costa Workforce Collaborative (CCWC) in providing WIOA Adult and Dislocated Worker career and training services of America Job Center of California (AJCC) for our community here in Contra Costa County.

A. BACKGROUND

A request for proposal (RFP) was issued in 2017 to solicit competitive proposals from community based organizations, for the delivery of WIOA Adult & Dislocated Worker career and workforce development services in Contra Costa County, under the Workforce Innovation and Opportunity Act (WIOA) of 2014. The RFP was issued to also procure an entity to operate Contra Costa County's America Job Center of California and since 2018, Rubicon Programs has provided the services as the operator of Contra Costa County's AJCC as well as administering career services for WIOA Adults and WIOA Dislocated Workers. With the support of a local community collaborative, which consists of various CBO's and Adult Ed's, under the administrative entity of the Workforce Development Board of Contra Costa County – EHSD, WIOA job and career services are actively being delivered at 10 countywide access points in addition to the Comprehensive AJCC site located at 4071 Port Chicago Hwy in Concord, Ca.

The role of the Adult and Dislocated Worker Career Services Provider includes the following but is not limited to:

- Providing basic career services including but not limited to participant intake, orientation, initial assessments, employment services, and referrals to other partners and services
- Providing individualized career services including but not limited to comprehensive and specialized assessments, case management, individual employment plans, career planning and vocational counseling,
- Managing the daily operations in coordination with local fiscal agents for the lease, utilities, and other property activities in support of the AJCC premises
- Managing the hours and operation for the AJCCs



DATE: August 3, 2021
TO: Workforce Development Board/Executive Committee
FROM: Workforce Development Board Staff
RE: **Presentation – Contra Costa County Office of Education WIOA Youth Program**

A. BACKGROUND

Contra Costa County Office of Education Department of Youth Development Services is one of two WIOA Youth Providers who provide career development services to under-served young people ages 16-24 in Contra Costa County. With a long history of winning competitive procurements, CCCOE's program makes up two-thirds of the overall WIOA Youth Program and serves the areas of East Contra Costa County and West. One of the unique features of CCCOE's WIOA Youth program is that it is housed within the same department and is under the same leadership as Foster Youth Education Services, Workability and DOR-TPP/WCW for youth with disabilities, and McKinney Vento Homeless Education Services. In this way, multiple funding sources are leveraged to create greater impact.

This presentation includes:

- An overview of the CCCOE Department that serves WIOA Youth
- Target populations served/demographic data
- Major programmatic activities in PY20-21
- Notable Accomplishments
- Participant Performance
- Major Partnerships and Leveraged funds
- New Program developments planned for PY 21-22



DATE: August 3, 2021
TO: Workforce Development Board/Executive Committee
FROM: Yolanda Vega, Board Chair
RE: **WDB 2021 BOARD ORIENTATION MANUAL**

Along with the staff of the Workforce Development Board, I am pleased to present the Board's Orientation Packet. The decision to design this packet was made in 2020 - a two-fold agreement between myself and the prior Executive Director, Donna Van Wert – prior to her retirement. I felt board members (seasoned and new) would benefit from a packet which would provide an overview of the workings and vision of the board, the county, the state and the nation.

The project took on a life of its own. And, with the unending assistance of Rochelle Soriano, Board Secretary and Patience Ofodu, prior Interim Executive Director, we challenged each other on how to design and develop this important document. The result is what you have.

The intent is to make the Orientation Packet your own. Add information which is relevant to your committee, then share it (in writing) through the Board Secretary. The information is mostly an overview of the programs, projects, vision, plans which are either directed or proposed by board members.

During this exciting last year of collecting, reviewing and confirming information, we found there was a packet which was developed in the first years of the board. It had not been used since. We looked at it from the “eyes” of board members who are interested in our cultures, our responsibilities, our directives and are pleased with the packet you now have.

This packet is yours. Chairs, you are asked to keep the information updated. Board Members, refer to it, write in the columns, ask us questions about it.

Thank you, everyone for the work you perform which benefits our community. Continue to engage in our outreach programs. Collaborate with other board members. And, spread the word about our work. I am proud to serve with you.