



Our Vision:

Contra Costa County's Workforce Development Board supports a network that creates and promotes dynamic education systems, high-performing businesses, and a prosperous local economy with an abundance of high-quality jobs and skilled workers to fill them.

Executive Committee Meeting Agenda

October 12, 2022

3:00 p.m. – 4:30 p.m.

ZOOM Meeting

Meeting ID: 827 3212 4875

Passcode: 800833

<https://us06web.zoom.us/j/82732124875?pwd=RIRUeENnL1ZMd29EdHRGZkVrc0hmUT09>

Join in Dial-In

+1 669 444 9171 US

+1 720 707 2699 US

- 3:00 PM CALL TO ORDER AND REMINDER OF POTENTIAL CONFLICT OF INTEREST
PUBLIC COMMENT**
- 3:05 PM DIRECTORS REPORT
CHAIR REPORT
COMMITTEE CHAIR REPORTS**
- 3:25 PM CONSENT AGENDA**
C1 Approve minutes from July 13, 2022 Meeting
C2 Approve WDBCCC Board Committee Meeting Calendar 2023
- 3:30 PM ACTION ITEM**
A1 Approve 2022-2023 Triennial Sunset Review – DRAFT
A2 Approve Board Application
A3 Approve Local Plan PY 21-24 Two Year Modifications Calendar
- 4:15 PM INFORMATIONAL ITEM**
I1 Media Policy - DRAFT

4:30 PM ADJOURN

Upcoming Committee Meetings:

FULL BOARD Meeting is on Tuesday, November 1, 2022

YOUTH Committee Meeting is on Tuesday, November 8, 2022

BED Committee is on Wednesday, December 7, 2022

EXECUTIVE Committee Meeting is on Wednesday, December 14, 2022

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 Board at 925.671.45

**Workforce Development Board (WDB) of Contra Costa County
Executive Committee Charter**

Charter Element	Charter Agreement Information
Business Objective	The primary objective of the WDB Executive Committee is to support system alignment, service integration, and continuous improvement, using data to support evidence-based policymaking.
Case for Action`	<p>As we advance our work toward realizing our vision for creating shared opportunity and economic prosperity, a number of key factors drive our work:</p> <ul style="list-style-type: none"> • Good jobs in today’s economy and labor market require workers to have a growing level of knowledge and skill in order to compete for them; • The employment gap is widening between those with higher levels of education and credentials and those who lack them; • Jobs are growing at both the high-skill and low-skill end of the labor market, while growth of “middle skill” jobs has been lagging; however, the retirement of baby boomers from the labor force will create openings in nearly every industry and occupation; • The incoming workforce does not have the education and skill-sets needed to perform many of these jobs, as manifested by a continued lag in the educational attainment levels of young people (although beginning to show some signs of improvement, student preparedness for post-secondary education remains very low); and • The difference between supply and demand indicates that there is a “skills gap” between what most workers have to offer and what businesses need, creating the urgency to develop and support new strategies that can better equip and train people for jobs in today’s economy.
Requirements	<p>The WDB Executive Committee will:</p> <ul style="list-style-type: none"> • Improve and expand the Workforce Development Board's communications systems and networks • Develop and present legislative/advocacy platforms and position statements for consideration by the Contra Costa County Board of Supervisors and other local elected officials • Recruit qualified board member candidates who are able to effectively advance the board’s strategic priorities and recommend membership appointments to the Board of Supervisors • Support and strengthen administrative, fiduciary, management, and oversight roles and responsibilities of the WDB, including monitoring performance of the WDB Executive Director • Help secure, leverage, and expand resources that help to support workforce and economic development in Contra Costa County and the greater region
Boundaries / Guidelines	The Executive Committee will advise and influence the direction and implementation of the WDB’s strategic objectives as outlined the WDB 2021-2024 Strategic Plan, particularly with regards to work related to systems alignment, administration, coordination, and overall accountability.
Team Membership	The Executive Committee is comprised of the Chair, Vice Chair(s) and Immediate Past Chair of the WDB; the Co-Chairs of each of its subcommittees, and up to three at-large members to provide appropriate representation of the overall membership. The Executive Committee and the WDB work on behalf of the Contra Costa County Board of Supervisors and the businesses and residents of Contra Costa County. The WDB and the Executive committee often draw upon the knowledge and expertise of other individuals and organizations that are not members of the WDB and occasionally form <i>Ad Hoc</i> committees to do work.
Timing	The work of the Executive Committee is aligned with the timeline of the WDB’s 2021-2024 Strategic Plan.
Resources	The WDB and the Executive Committee provide and/or support convening and networking functions that draw together a wide spectrum of stakeholders that contribute to the health of the local economy and prepare residents for effective participation in the workforce. These include local and regional businesses, economic development experts and organizations, public agencies, education, labor, and community-based organizations.
Review Process	The Executive Committee monitors and reports its progress at regular committee meetings and full WDB member meetings as appropriate. Progress against the WDB 2021-2024 Strategic Plan is reviewed at regular intervals as determined by the WDB and any of its relevant governing authorities at the local, state, and/or federal levels.

EXECUTIVE COMMITTEE MINUTES

Wednesday, July 13, 2022

The Executive Committee met on Wednesday, July 13, 2022 via a ZOOM meeting. Chair Yolanda Vega called the meeting to order at 3:05 pm. Chair Yolanda Vega reminded everyone of potential conflict of interest.

ATTENDANCE

MEMBERS PRESENT: Yolanda Vega, Michael McGill, Stephanie Rivera, Thomas Hansen

MEMBERS ABSENT – Joshua Anijar (EX), Kwame Reed (EX)

OTHERS PRESENT – Nichol Carranza, Sarah Chodakewitz (Board Member), Celina Shands (Full Capacity Marketing), Harumi Murata (City of Oakley)

WDB STAFF PRESENT – Tamia Brown, Maureen Nelson, Noramah Burch, Verneda Clapp, LaTosha Stockholm, Rochelle Soriano, Donn Matsuzaki, Jed Silver, Jennifer Joel

PUBLIC COMMENT

None

DIRECTORS REPORT Passed House on May 17th, 2022

WIOA REAUTHORIZATION -

Key Changes

- Eligibility definitions
- Youth Workforce investment activities
- Funding appropriations
- Summer and year around employment for youth
- Sector Partnerships – creation of new programs 7b in industry sector partnerships that work with businesses, worker organizations, and training providers to promote quality jobs, workforce diversity and inclusion
- Increased Funding Authorizations – the house passed bill would authorize nearly \$80 Billion over six years over six years
- Reentry Grants
 - DOL Reentry Employment opportunities demonstration grants were codified
 - Competitive grants service high-crime and high poverty areas
 - Mental health care and substance use disorder treatment
- Strategic Planning
 - Staff are working on the Action Plan anticipated to be submitted to the Full Board in August 2, 2022. We will align with Local Plan Two-Year Modifications due on March 2023.

STAFFING

- Staff is doing a great job, however we are now short staffed.
- Our Partner's Meeting on June 24th was a huge success. Staff talked about programs and new projects coming this program year.

REGIONAL PLAN IMPLEMENTATION

- Prison 2 Employment Funding Opportunity – due on August 1st, 2022
 - Alameda County will submit as lead and fiscal agent
- Regional Planning Implementation 4.0 submitted an extension through November 22, was approved.

FUNDING

- Good Jobs Challenge 3M – Award notification postponed to September

- H RTP- 1M Application period five weeks
- RERP – 1.5M
- CERF – Community Economic Resillience Fund Program
 - Planning grant of 5 Million
 - B ADJPE is positioned to be competitive in the application and have the WDBCCC voice at the table.

BUDGET

- WIOA formula 11% increase
- WIOA Rapid Response and Discretionary 10% increase
- Non-WIOA revenue 10%
- Overall increase Revenue roughly 25%

EVENTS

- Successful Job Fair on June 28, 2022 with over 400 job seekers and 60 employers
- 6 job seekers got employed and still continue to gather information and details

CHAIR’S REPORT

Yolanda Vega, Chair

- Continue to connect to the community to share resources or services that WDB offers.

COMMITTEE MEMBER REPORTS

Youth Committee (YC) (Michael McGill)

- YC Meeting is on June 12, 2022

Agenda includes: Presentation /Discussion item

- Civicorps presentation very promising and inspiring
- Youth Committee supports Contra Costa County Youth Center Development (MEASURE X)
- Expansion of Earn & learn Models
 - New Funding
 - New and Enhanced Projects

Business & Economic Development Committee (BED) (Stephanie Rivera)

- BED Meeting was on June 1, 2022

Agenda includes: Presentation/Discussion Item

- Small Business Development Center – Programs, Services, and Director by Vincent McCoy
- WDBCCC Board Retreat Debrief

CONSENT ITEMS

C1 Approve June 8, 2022 Executive Committee Meeting Minutes

Motion/Second Michael McGill/ Stephanie Rivera

Motion Approve

AYES: Yolanda Vega, Michael McGill, Stephanie Rivera, Thomas Hansen

NAYES: None

ABSENT: Kwame Reed, Joshua Anijar

ABSTAIN: None

C2 Approve Board Resignation of Carolina Herrera, Business Seat #8

Motion/Second Stephanie Rivera/Thomas Hansen

Motion Approved

AYES: Yolanda Vega, Michael McGill, Stephanie Rivera, Thomas Hansen

NAYES: None

ABSENT: Kwame Reed, Joshua Anijar

ABSTAIN: None

ACTION ITEM

A1 Approve WDBCCC Policies
Motion/Second Thomas Hansen/Stephanie Rivera
Motion Approved

AYES: Yolanda Vega, Michael McGill, Stephanie Rivera, Thomas Hansen

NAYES: None

ABSENT: Kwame Reed, Joshua Anijar

ABSTAIN: None

INFORMATIONAL ITEMS

I1 Contra Costa County Youth Center Development (MEASURE X)

Youth centers play a critical role in the lives of young people. Youth centers vary in their activities across the globe and have diverse histories based on shifting cultural, political, and social contexts and relative levels of state funding or voluntary action. Many youth clubs are set up to provide young people with activities designed to keep them off the streets and out of trouble and to give them a job and an interest in activity.

Youth clubs are there to help youth people understand the world around them. They are there to advise youth people with their future, to talk about the past, and even help them with the present. Many clubs hold different sessions to educate youth people about different topics regarding their health worries. Youth clubs normally have a leader youth worker who organizes trips or workshops for the young people to participate in. They can also hold charity events and even volunteer to do many different things. Youth clubs will sometimes help young people to gain qualifications for their life ahead.

The County does not currently operate youth centers. The RYSE Center in west county was used as a basic model for providing a center in East and Central County. According to the financial statements for the RYSE Center, it costs approximately \$3.47 million per year to operate a center

Board of Supervisor's Approved Recommendations:

Employment and Human Services Department (EHSD) would be the host agency to contract for the development and operations of youth centers. A significant amount of planning and logistics will be required to develop these centers.

The County Administrator's recommendation includes \$5,000,000 for each of the two centers for infrastructure (10 million total one-time), \$1,750,000 for start-up costs through June 30, 2023 and on-going annual appropriations of \$3,500,000 (\$1,750 million each) for operations.

THE MEETING ADJOURNED AT 4:03 PM

Respectfully Submitted,
Rochelle Martin-Soriano, Board Secretary

/rms

**** SUBJECT TO CHANGE
IF NEEDED****

**Workforce Development Board of Contra Costa County
Board Committee Meeting Calendar Year 2023**

C2

JANUARY				
M	T	W	T	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

FEBRUARY				
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27	28			

MARCH				
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APRIL				
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MAY				
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29	30	31		

JUNE				
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JULY				
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31				

AUGUST				
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OCTOBER				
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NOVEMBER				
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DECEMBER				
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Legend:

- Full Board**
- Executive**
- BED Committee**
- Youth Committee**
- Holidays**

- (1st Tuesday in Feb, May, Aug & Nov. from 3:00 pm to 5:00 pm)
- (2nd Wednesday of alternate month of Full Board from 3:00 pm to 5:00 pm)
- (1st Wednesday of the month from 3:00 pm to 5:00 pm)
- (2nd Tuesday of the month from 12:00 pm to 1:30 pm)
- (Legal holidays)



DATE: October 12, 2022
TO: Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Approve Triennial Sunset Review**

RECOMMENDATION

That the Executive Committee approve the Draft WDBCCC Triennial Sunset Review report as presented.

A. BACKGROUND

The purpose of the triennial sunset review is to provide the Board of Supervisors with a method to periodically evaluate the ongoing purpose, performance and effectiveness of the advisory committees. For additional information about the review procedure, please refer to Resolution 2012/261 of June 26, 2012, and to the Advisory Body Handbook. (The Handbook is available on the 'Board of Supervisors' page on the County website).

The review includes:

- An evaluation of the body's level of involvement in County programs relative to the duties and responsibilities defined in the establishing authority
- Action accomplished or complete on issues assigned to the body by the Board of Supervisors
- The justification for continuance
- Citation of the appropriate government codes mandating the body and its activities
- A recommendation from the staff of the body regarding revisions and statement of body's effectiveness
- A recommendation from the Department Head regarding continuance or deletion of body

B. CURRENT SITUATION

It is time again to submit an updated Triennial Sunset Review to the Clerk of the Board by December 2, 2022.

C. ATTACHMENTS

A1a - 2022-2024 Triennial Sunset Review Report - DRAFT

For any questions, please contact Tamia Brown, Executive Director at 925-671-4514 or email at tbrown1@ehsd.cccounty.us

Contra Costa County Board of Supervisors



**Triennial Sunset Review of Appointed
Boards, Committees, & Commissions**

Phase III

INTRODUCTION

Contra Costa County is governed by a five-member Board of Supervisors elected by the citizens of our county. The work of the Board of Supervisors is augmented by various boards, committees, and commissions that are comprised of residents who are appointed by the Board of Supervisors. These appointed bodies are formed to provide support and citizen input by making recommendations to the Board of Supervisors on various issues such as service delivery problems or community needs. County advisory bodies are created in response to specific community needs or as a result of state and federal legislation or contractual agreements with other public agencies. These bodies serve as direct links between the Board of Supervisors and our community while expanding communication between the public and County government and enhancing the quality of life for our residents.

SUMMARY OF THE TRIENNIAL SUNSET REVIEW PROCESS

The Contra Costa County Board of Supervisors adopted Resolution No. 2012/261 on June 26, 2012, establishing a “triennial sunset review process” for most county advisory bodies whose members are appointed by the Board of Supervisors. Each year the Clerk of the Board schedules one-third of these bodies for review by the County Administrator's Office and the Internal Operations Committee of the Board of Supervisors.

The purpose of the Triennial Sunset Review is to provide the Board of Supervisors with a method to periodically evaluate the purpose, performance, and effectiveness of advisory bodies. For additional information about the review procedure, please refer to [Resolution 2012/261](#) and the [Advisory Body Handbook](#).

INSTRUCTIONS

Phase III of the Triennial Review will cover the years 2019, 2020, and 2021. Please complete all three parts of the attached survey, including [Part I: Questions](#),

[Part II: Materials](#), and [Part III: Signatures & Certification](#).

Completed surveys are due to the Clerk of the Board by **Thursday, December 1, 2022**. You can submit your completed materials to Lauren Hull, Senior Management Analyst for the Clerk of the Board by *either* e-mail or hardcopy mail.

E-mail: Lauren.Hull@cob.cccounty.us

Mail: Contra Costa County Clerk of the Board
Attn: Lauren Hull, Senior Management Analyst
1025 Escobar Street, 1st Floor
Martinez, CA 94553

Should you have any questions, please contact Lauren Hull at the above e-mail address or at (925) 655-2007.

**Contra Costa County Board of Supervisors
Triennial Sunset Review of Appointed Boards, Committees, & Commissions**

Part I: Questions

STAFFING & CONTACT INFORMATION

Name of Advisory or Independent Body: Workforce Development Board of Contra Costa County, 4071 Port Chicago Highway, Suite 250 Concord, CA 94595.

Name of Person Completing the Triennial Review Survey: Tamia Brown, Executive Director

Chairperson Name: Yolanda Vega, WDBCCC Board Chair

Main Staff Person Name: Rochelle M. Soriano, WDB Staff

Staff Agency/Department: Employment Human Services Department Workforce Development Board of Contra Costa County

Main Staff Telephone Number: 925-671-4514

Main Staff Email: tbrown1@ehsd.cccounty.us

Website (enter "N/A" if the body does not have a website): www.wdbccc.com

How many staff members provide support for this body? 15 WDB Staff

On average, how many hours per week of staff support does this body utilize? 40 hrs

MEMBERSHIP

1. **How many authorized, voting seats are on the body?** 25 Authorized Voting Seats
2. **How many authorized, voting seats are currently filled?** 23 Filled Authorized Seats
3. **Does the body have a sufficient number of members to achieve its mission?**
 Yes
 No

If "No", do you recommend an adjustment to the number of seats (an increase, decrease, or other restructuring)?

[Click or tap here to enter text.](#)

4. **Does the body have a sufficient composition of members/types of seats to achieve its mission?**
 Yes

No

If “No”, please indicate which seats you would modify and why.

Click or tap here to enter text.

5. Has the body experienced any membership challenges (i.e. high vacancy rates, trouble filling seats, high member turnover, difficulty meeting quorum, or issues with recruitment and retention)?

Yes

No

If “Yes”, please describe the membership challenges experienced.

Click or tap here to enter text.

6. Are there special qualifications, requirements, or prerequisites for members to serve on the body?

Yes

No

If “Yes”, please explain whether the requirements are important and necessary, or describe any issues where these requirements have limited recruitment of potential candidates.

Yes. For business members, they must be individuals with optimal policymaking or hiring authority on behalf of the entity he or she represents. They may be executives or employers that provide job opportunities in-demand industry sectors or that provide job opportunities that include high-quality, work-relevant training in such sectors in our area. See bylaws, pp.3-4, for detail on seat categories. Flex seats must be filled by individuals having demonstrated experience or expertise in the field of workforce development, human resources, or training and development – or an individual whom the Local Board recognizes as having made valuable contributions in these areas. Members must either live or work in Contra Costa County.

WDB board membership composition and requirements are guided by WIOA Section 207 and 20 CFR Section 320.679. They are both important and necessary to ensure membership is relevant requirements have not limited recruitment.

MEETINGS

1. How many “full body” meetings were scheduled during the last 36 months?

PROGRAM YEAR 2022-2023

4 – Full Board

8 – Executive Committee

6 – Business Economic & Development Committee

6 – Youth Committee

PROGRAM YEAR 2021-2022

4 – Full Board

8 – Executive Committee

6 – Business Economic & Development Committee

6 – Youth Committee

PROGRAM YEAR 2020-2021

- 4 – Full Board
- 8 – Executive Committee
- 6 - Business Economic & Development Committee
- 9 – Youth Committee

PROGRAM YEAR 2019-2020

- 4 – Full Board
- 7 – Executive Committee
- 7- Business Economic & Development Committee
- 12 – Youth Committee

2. How many “full body” meetings were cancelled during the last 36 months?

PROGRAM YEAR 2022-2023

- 1 – Full Board
- 1 - Executive Committee
- 1 – Business Economic & Development Committee
- 1 - Youth Committee

PROGRAM YEAR 2021-2022

- 1 – Executive Committee

PROGRAM YEAR 2020-2021

- 2 – Executive Committee
- 1 – Business Economic & Development Committee
- 3 - Youth Committee

PROGRAM YEAR 2019-2020

- 2 - Executive Committee
- 1 – Business Economic & Development Committee
- 3 – Youth Committee

3. How many “full body” meetings were cancelled during the last 36 months specifically due to a lack of quorum?

PROGRAM YEAR 2022-2023

- 1 – Full Board
- 1 – Executive Committee
- 1 – Business Economic & Development Committee
- 1 – Youth Committee

4. How many subcommittees does the body have and how frequently do they meet?

None

COMMUNITY INFORMATION, OUTREACH, & MEETING NOTICES

1. How does the body engage stakeholders and the general public on issues and programs within the body’s area of responsibility?

Workforce Development Board members serve as ambassadors, engaging businesses and members of the community; Staff to the Board are involved in a myriad of outreach efforts; examples are Workforce Integration Networks, Chamber of Commerce events, focus groups related to strategic planning, grant driven employer engagement forums planned and hosted by ad hoc coalitions Board staff, education partners and community-based organizations. A period for public comment is included on the agenda of every public meeting: such comments are welcomed and encouraged.

2. How are stakeholder and public input incorporated into the body’s mission and objectives?

The WDB solicits advice and input through such mechanisms as a transparent strategic planning process that incorporates stakeholder and public opinion as well as results of studied, environmental scans, and asset mapping projects that garner input from communities who are impacted by the work. Open Community forums with a 30-day public comment period are part of the Regional and Local Planning process. The Local Board has designated Standing Committees (Executive Committee, Youth Committee, and Business Economic Development Committee) which provide information and assistance to the Board in carrying out the activities related to each committee has specified area. To ensure committees do not become too insular and to have the broadest and most relevant representation possible, WIOA requires that non-board members with experience and expertise in the subject be appointed to Standing Committee. At the program operations level, comment cards are available at each of the AJCCs Surveys of job-seekers and businesses inform service delivery.

3. What outreach efforts are undertaken to encourage public participation in meetings and sponsored activities?

Emails (to individuals and distribution lists), postings on local and regional websites, postings at physical location of meetings ahead of time and word of mouth (via staff, Board Members and partners), articles in newspapers and newsletters and so on have been very successful in raising visibility of our work and of our meetings and events. We are always very pleased with the turnout of our meetings, job fairs, employer forums, strategic planning public input sessions, County service fairs, community resource fairs and special topic focus groups. We have a strong network and use it to get the news out and engage the public.

4. How far in advance of the meeting date does the body post its meeting notice?

Calendar approvals begin in October for the upcoming year. An all year-round meetings calendar is distributed to the board and is posted to have the Workforce Development Board website.

5. Where are meeting notices posted? Please note all locations, both physical and electronic.

Directly outside the office of the Workforce Development Board, 4071 Port Chicago Highway, Suite 250 Concord, CA as well as being posted on the WDBCCC website. Postings are made at least 96 hours before the meetings.

6. What information is regularly presented to the body's members to keep them informed of the body's performance?

The WDB Budget is reviewed and revisions are put forth as changes in revenue, expenditures, new contracts, etc. precipitate the need for modifications. Performance measures and Outcomes (inclusive of contract performance) are presented quarterly at Full Board meetings and as various decision-points arise. Core Indicators for the Adult, Dislocated Worker and Youth programs include the percentage of participants in unsubsidized employment after program completion, median earnings, credential or diploma attainment, measureable skills gains and will include an indicator or effectiveness in serving employers. Director's Report routinely contain federal, state and local legislative updates, regional and local workforce system priorities, trends, and accomplishments.

MISSION & PURPOSE

1. Is this body or its activities mandated by state or federal law or regulations?

Yes

No

If "Yes", please provide the citation to the applicable law. *Click or tap here to enter text.*

2. What is the original purpose and responsibility of the body, as prescribed in its establishing documents?

Under WIOA (Workforce Innovation and Opportunity Act) Sec.107, the chief elected official appoints members of the local board based on specific membership criteria outlined in the legislation and the regulations. One of the primary focuses of this body is to support system alignment, service integration, and continuous improvement, using data to support evidence-based policymaking. Authorized local workforce boards, in partnership with local elected officials embraces responsibility for planning and overseeing the local workforce system, developing local plans, designating ‘One-Stop’ operators, identifying providers of training services, monitoring system performance against established performance measures, negotiating local performance measures with the State Board and Governor, and helping to develop the labor market information system. The WDBCCC in partnership with the Contra Costa Board of Supervisors has articulated a compelling vision for economic vitality in our county and region. Contra Costa’s Workforce Development Board supports a network that creates and promotes dynamic education systems, high performing businesses, and a prosperous local economy with an abundance of high quality jobs and skilled workers to fill them.

3. Have there been major changes to the body’s responsibility (such as changes in legal mandates or in the major activities that it has undertaken)?

Yes

No

If “Yes”, please describe these changes.

4. Are the body’s bylaws reflective of the body’s current mission, purpose, and focus?

Yes

No

N/A - body does not currently have bylaws

If “No”, please describe how the body’s current mission, purpose, or focus differ from the existing bylaws.

[Click or tap here to enter text.](#)

5. Do you recommend changes to the body’s mission, purpose, or focus?

Yes

No

If “Yes”, please explain the changes you would suggest and why.

[Click or tap here to enter text.](#)

6. What target population or priority communities are served by the body?

The target populations served by this body include; English Language Learners, Homeless and Housing Insecure, Immigrants, Justice-involved individuals, People with Disabilities, Veterans, Residents of Disadvantaged Communities, Low Income Communities and Households, and Dislocated Workers. The America’s Job Center of California (AJCC) sites provide job seekers access to Basic Career Services, Individualized Career Services, and Training Services for the Local Area. For individualized Services, priority is given to populations who are the most in need or have the greatest barriers to employment; low-income individuals, formerly incarcerated, current and former foster youth, individuals with disabilities, English language learners and low basic skills among others. A full suite of business services is available to support business and industry with emphasis on priority industry sectors; Advanced Manufacturing, Health and Life Sciences, Energy, Information and Communication Technology, and Construction and Transportation & Logistics within the greater East Bay region.

- 1. List activities, services, programs, and/or special projects the body delivers to achieve its current mission.** The WDB through its contracted service provider manages the Contra Costa Workforce Collaborative (CCWC), operating the full-service America's Job Center of California and delivering tailored and geographically accessible services through affiliates in the collaborative. CCWC lead by Rubicon Programs, in turn, operates eight "access points." This provides 10 locations where job seekers can access resources and apply to the WIOA program: Concord Comprehensive, Martinez Adult Center, Mt. Diablo Adult Center, Lao Family Community Development, San Pablo Economic Development Corp., New Horizons, Opportunity Junction, Rubicon Antioch, Liberty Adult Center and Pittsburg Adult Center. These sub recipients comprise the Contra Costa Workforce Collaboration ("CCWC" or "the Collaborative"). See map of CCWC sites in documents provided to see distribution of sites across the county.

WIOA YOUTH PROGRAM: Through contracted service providers, at risk youth and young adults ages 16-24 are provided with work-based learning opportunities, occupational skills training, remedial education, among the 14 required program elements. The program focuses resources on out-of-school youth with specific barriers to employment, the provision of work-based learning, and the development of career pathways.

CCWORKS PROGRAM assists local businesses with their hiring needs while promoting jobs and job retention for the under or unemployed. Designed to help offset the cost of hiring a training a new employee, CCWORKS provides substantial wage reimbursement to employers who hire eligible job seeker for full or part-time positions. Summer Training & Employment Program for Students (STEPS) CoCo STEPS will provide comprehensive career exploration, work-readiness instruction and paid work-experience for 50 youth with disabilities with a focus on youth who are also systems-involved (current or former foster youth, homeless or justice-involved) Opportunity Youth. Students will be placed with a host-worksites for 100 hours of paid work-experience that matches their skills, abilities and interests.

Californian's For All Youth Workforce Development Grant Through existing partnerships with Contra Costa Health Services, Contra Costa Health Sector Partnership and the John Muir Land Trust Family Harvest Farm, the program will provide meaningful service-oriented work for 80 young people at wages that lead to self-sufficiency and in jobs that connect to multiple career ladders in sustainable farming, food justice and Covid-19 response/community health United States Department of Labor's National Dislocated Worker Grant (NDWG) Employment and Recovery (NDWG) program, and was awarded \$540,000 to serve 120 participants that experienced job loss due to COVID-19. A certain percentage of which would receive training with an array of services intended to prepare them for new employment opportunities as rapidly as possible. The funding was intended to temporarily expand capacity to serve dislocated workers and meet the increased demand for WIOA employment and training services, with a purpose to reemploy laid off workers WAF 10 / EMT for Equity (E4E) Aims to assist 20 people to be trained and placed in jobs with local ambulance companies as licensed Emergency Medical Technicians (EMTs). E4E will span from June, 2022 through December, 2023. It will also prioritize the recruitment of people of color from underserved communities, foster and out of school youth, people with disabilities, as well as justice-involved individuals. The project will produce a replicable and scalable program design and model for using WIOA and Employment Training Panel (ETP) funds to achieve the following outcomes; Advance equity by improving supportive service delivery system; Create wrap-around & support service model for healthcare training programs; Increase representation of Target Population within the EMT field DAS/ Paramedics for Equity (P4E) The DAS State Apprenticeship Expansion, Equity, and Innovation Grant (SAEEI) program focus is to design, develop, and implement projects that

support and accelerate the creation of a Paramedics Apprenticeship Programs for women, veterans, justice-involved, youth, people with disabilities, and communities of color. The grant funds are intended to focus on non-traditional apprenticeships, increase access for target populations, align with federal Workforce Innovation and Opportunity Act (WIOA) programs, implement co-enrollment strategies, provide supportive services and create onramps to career pathways.

BUDGET

1. Does the body have an annual operating budget?

Yes

No

2. Does the body collaborate with any private organization (not the county or an associated governmental agency) that provides, holds, and/or disburses funds on behalf of the body, such as a “Friends” committee or other organization?

Yes

No

If “Yes”, please list the organization.

Click or tap here to enter text.

CHALLENGES

1. Are there any additional challenges or problems that the body has been unable to resolve or wishes to bring to the attention of County Administration and/or the Board of Supervisors?

Yes

No

If “Yes”, please provide a description of the challenge or concern.

Click or tap here to enter text.

If “Yes”, please also list who is affected by this challenge or problem.

Click or tap here to enter text.

If “Yes”, please also list what changes or other recommendations the committee has considered in response.

Click or tap here to enter text.

ACCOMPLISHMENTS & IMPACT

1. Describe the specific impact of the work of the body and its work in achieving its mission. *Click or tap here to enter text.*

2. Describe any effects the body has had on the target population or community. *Click or tap here to enter text.*

3. Optional: Describe any additional comments on the effectiveness of the

accomplishments and impact of the body. You may use this space to share additional comments about the work of the body, its effectiveness, the services it provides, or any other related achievements. *Click or tap here to enter text.*

Part II: Materials

Please attach or provide links to the following materials.

- Agendas from the last 5 meetings
 - Attached; *or*
 - Link: [WDBCCC Agendas PY 2021-2022.pdf](#)

- Minutes (or records of action) from the last 5 meetings
 - Attached; *or*
 - Link : [WDBCCC Minutes PY 2021-2022.pdf](#)

- Bylaws currently in effect
 - This body does not have bylaws; *or*
 - Attached; *or*
 - Link: [WDBCCC WIOA Bylaws - CCapprovedFinal6.12.17.pdf](#)

- Annual Reports for years 2019, 2020, and 2021 if available, as submitted to the Board of Supervisors
 - There are no annual reports for the years 2019-2021; *or*
 - Attached; *or*
 - Link: [WDBCCC Annual Report PY 2021-2022.pdf](#)
[WDBCCC Annual Report PY 2020-2021.pdf](#)
[WDBCCC Annual Report PY 2019-2020.pdf](#)

Part III: Signatures & Certification

Please print, handwritten, and sign this section after reading the certification below:

I certify that I have reviewed this survey and believe that our board, committee, or commission's (body's) responses to the Triennial Review Phase III survey are complete and accurate.

Name of Board, Committee, or Commission (body) Chairperson: Yolanda Vega

Signature of Chairperson: _____

Date: _____

Name of Board, Committee, or Commission (body) Staff Person: Tamia Brown, Executive Director

Signature of Staff Person: _____

Date: _____

Please direct completed surveys and any questions to:

Lauren Hull, Senior Management Analyst for the Clerk of the Board
Lauren.Hull@cob.cccounty.us
(925) 655-2007

Thank you for your time and cooperation!

DATE: October 12, 2022
TO: Executive Committee
FROM: Tamia Brown, Executive Director
RE: **Recommend Appointment to the Workforce Development Board**

RECOMMENDATION

That the Executive Committee recommend for appointment to the Workforce Development Board of Contra Costa County:

Steven A. France to fill Education and Training Seat #1

A. BACKGROUND AND DISCUSSION

Per WDBCCC ByLaws Section B, business seat appointments should reflect the following:

1. Majority business members who are individuals with optimum policymaking or hiring authority on behalf of the entity he or she represents (50% + 1) and are:

- a. Business owners, or
- b. Chief executives, or operating officers, or
- c. Other business executives, or
- d. Employers.

1. These representatives shall include a representative(s) of small businesses

2. Private sector representatives may be from organizations representing businesses, that provide employment opportunities in the Contra Costa County workforce area, in in-demand industry sectors or occupations or provide employment opportunities that, include high-quality, work-relevant training and development in in-demand industry sectors or occupations in the local area

Refer to [WDBCCC BYLAWS](#) (**Attachment A2a**) for definition of all board seat designations.

B. CURRENT SITUATION

With, one Business seat and one Government and Economic and Community Development seat vacancy, the Workforce Development Board Contra Costa County staff and board members will continue to strategically recruit key leaders to fill the position.

C. SCHEDULE

Action on this item will result in applicant's approval and final appointment by the Board of Supervisors'.

D. ATTACHMENTS

A2a [WDBCCC BYLAWS](#)

A2b **Steven A. France** application form

A2c [WDBCCC Public Board Member Roster 09.14.22.pdf](#)

For any questions, please contact Tamia Brown, Executive Director at 925-671-4514 or email at tbrown1@ehsd.cccounty.us



Contra
Costa
County

Please return completed applications to:

Clerk of the Board of Supervisors

1025 Escobar Street, 1st Floor

Martinez, CA 94553

or email to: ClerkofTheBoard@cob.cccounty.us

BOARDS, COMMITTEES, AND COMMISSIONS APPLICATION

First Name Steven	Middle Initial A	Last Name France	
Home Address - Street [REDACTED]	City Martinez	State CA	Postal Code 94553
Primary Phone (best number to reach you) [REDACTED]	Email Address [REDACTED]		
Resident of Supervisorial District (if out of County, please enter N/A): District 5 District Locator Tool			
Do you work in Contra Costa County? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If Yes, in which District do you work? [REDACTED]			
Current Employer Director, Del Valle Education Center	Job Title Director, Del Valle Education Center	Length of Employment 16 years	
How long have you lived or worked in Contra Costa County? 46 years			

Board, Committee, or Commission Workforce Development Board Contra Costa County	Seat Name CCC K-12 Adult Ed Representative
Have you ever attended a meeting of the advisory board for which you are applying?	
Please check one: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes, how many? [REDACTED]	

EDUCATION

Check appropriate box if you possess one of the following:

High School Diploma CA High School Proficiency Certificate G.E.D. Certificate

Colleges or Universities Attended	Degree Type/ Course of Study/Major	Degree Awarded	
California State University, Hayward	Bachelors Degree, English	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
California State University, Hayward	Masters Degree, Educational Leadership	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No

Occupational Licenses Completed:	CA Teaching Credential English, CLAD, Admin Credential
Other Trainings Completed:	
	Certificate Awarded for Training?
	<input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/> Yes <input type="checkbox"/> No

Do you have any obligations that might affect your attendance at scheduled meetings? Yes No

If Yes, please explain:

Would you like to be considered for appointment to other advisory bodies for which you may be qualified? Yes No

Are you a veteran of the U.S. Armed Forces? Yes No

Please explain why you would like to serve on this particular board, committee, or commission.

As Director of Acalanes Adult Education and member of the Contra Costa County Adult Education Consortium, my work aligns with the Contra Costa County Workforce Development Board (CCCWDB) to provide "diverse workforce talent" and provide economic mobility economic security for the workers of Contra Costa County. I am an active member of the Contra Costa County Adult Education Network (CCAEN) for K-12 Adult Education Administrators and have been chosen to serve as the K-12 Adult Education Representative from our network. The CCAEN have met and with Vittoria Abbate's retiring position on the CCCWDB, the CCAEN support my rotation to the position.

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume).

I am the Director of Acalanes Adult Education and work closely with all Contra Costa County Adult Education agencies and the Contra Costa County Adult Education Consortium to continue providing and developing additional programs to serve the workforce of Contra Costa County.

I am including my resume with this application:

Please check one: Yes No

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

Please check one: Yes No

If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:

[Empty text box for current advisory boards]

If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:

[Empty text box for previously served advisory boards]

List any volunteer and community experience, including any boards on which you have served.

Homeowner's Association Board President; Association of California School Administrators (ACSA) Adult Education Representative; ACSA Co-Administration Representative; ACSA Diablo Valley Charter President; ACSA Region VI Secretary; ACSA Region VI President; California Association of Pupil Personnel Administrators (CAPPA) President; Pupil Services Coalition at the CDE

Do you have a familial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section on page 3 of this application or Resolution No. 2021/234).

Please check one: Yes No

If Yes, please identify the nature of the relationship: [Empty text box]

Do you have any financial relationships with the county, such as grants, contracts, or other economic relationships?

Please check one: Yes No

If Yes, please identify the nature of the relationship: [Empty text box]

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand and agree that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

Signed:



Date:

9/28/2027

Submit this application to: ClerkofTheBoard@cob.cccounty.us OR Clerk of the Board
1025 Escobar Street, 1st Floor
Martinez, CA 94553

Questions about this application? Contact the Clerk of the Board at (925) 655-2000 or by email at ClerkofTheBoard@cob.cccounty.us

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: 1) file a Statement of Economic Interest Form also known as a Form 700, and 2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships: (1) Mother, father, son, and daughter; (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter; (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter; (4) Registered domestic partner, pursuant to California Family Code section 297; (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner; (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.



Steven A. France

Objective: Appointment to the Contra Costa County Workforce Development Board as the K-12 Adult Education Representative.

Education:

2013	Point Loma Nazarene University	San Diego, CA
Child Welfare and Attendance Certificate		
2003 - 2005	California State University, Hayward	Hayward, CA
Master of Science in Educational Leadership		
2003 - 2005	California State University, Hayward	Hayward, CA
Tier I/II Administrative Credentials		
1999 - 2000	Chapman University	Concord, CA
Single Subject Clear Teaching Credential		
1999 - 2000	Chapman University	Concord, CA
CLAD Certificate		
1997 - 1998	California State University, Hayward	Hayward, CA
Bachelor of Arts in English, with concentration in New Voices in Literature		
1994 - 1997	Diablo Valley College	Pleasant Hill, CA
Completed lower division, General Education course-work		
1990 - 1994	College Park High School	Pleasant Hill, CA
High School Diploma		

Work Experience:

2015 – Present	Acalanes Union High School District	Walnut Creek, CA
Director – Del Valle Education Center		
○ Adult Education Administrator		
○ AB 86 Representative		
○ School Attendance Review Board Chairperson		
○ Evaluation of staff		
○ Budget Manager		
○ Technology Director		
○ Student Affairs and Activities		
○ Curriculum Coordinator		
○ Student Discipline		
○ Safety Plan Coordinator		
○ Contra Costa County Keeping Kids in School Committee		

2012 – 2015 Acalanes Union High School District Walnut Creek, CA
Coordinator – Acalanes Center for Independent Study/Student Services

- Evaluation of staff
- Budget Manager
- Technology Director
- California Distinguished School Coordinator
- Student Affairs and Activities
- Curriculum Coordinator
- Student Discipline
- Measure E Committee Member
- Safety Plan Coordinator
- School Attendance Review Board Chairperson

2007 – 2012 Acalanes Union High School District Moraga, CA
Associate Principal

- Evaluation of staff
- Budget Manager
- Technology Director
- California Distinguished School Coordinator
- Student Affairs and Activities
- Curriculum Coordinator
- Student Discipline
- Measure E Committee Member
- Safety Plan Coordinator

2008 Acalanes Union High School District Lafayette, CA
Principal, Summer School at Las Lomas High School

- Evaluation of staff
- Hiring of staff members.
- Student Affairs and Activities.
- Lead Staff Meetings

2005 – 2007 Ygnacio Valley High School Concord, CA
Vice Principal

- Evaluation of staff
- Western Association of Schools and Colleges (WASC) Coordinator
- Facilities Coordinator
- Student Affairs and Activities
- Curriculum Coordinator
- Student Discipline and Counseling

2007-2009 Saint Mary's College Moraga, CA
Faculty Intern for the Master of Arts Teacher Leadership (MATL) Program

- Working with one of the Saint Mary's faculty teams in the planning, delivery, content and process of one of the courses in the MATL Program.
- Serve as a Research Advisor for one candidate in the spring.

2006 – 2007 Contra Costa Economic Partnership Concord, CA
Education Stakeholder for the Contra Costa Contingent/Model Schools Conference

- Working as a team to develop a framework for a countywide public awareness campaign on the global economy and the need for change.
- Articulating Rigor, Relevance, and Relationships within curriculum.
- Presenting the 21st Century pre-requisite skills and education and/or training needed for high school students to access high-wage, high-skill, high-demand jobs in Contra Costa County.
- Preparing high school students for success in the local economy.

2005 Mt. Diablo Unified School District Concord, CA
Principal, Summer Intervention at Ygnacio Valley High School

- Development of Master Schedule.
- Hiring of all staff members.
- Coordination of curriculum for all discipline areas.
- Student Affairs and Activities.
- Lead Staff Meetings

1999 – 2005 College Park High School Pleasant Hill, CA
English Teacher and Student Activities Director

- Teacher of freshman, sophomore, and junior English, and Public Speaking.
- Leadership teacher: plan and organize student activities, including but not limited to dances, rallies, fund-raisers, etc.
- WASC Focus Group Leader, 2004
- Site Council Chairperson, 2003
- Staff Senate President, 2003
- Freshman Transition Program Chair, 1999 – 2000
- Worked on the development of Safety and Fire Evacuation Plan, 2002 – 2005

Professional Organizations:

Association of California School Administrators (ACSA)
-Adult Education Representative Region VI
-Co-Administration Representative Region VI
-Diablo Valley Charter President, 2012 - 2014
-Region VI Secretary, 2011 – 2012
-Region VI President, 2012 – 2013
-Pupil Services Academy Director, 2018 – Present
Association for Supervision and Curriculum Development (ASCD)
California Association of Pupil Personnel Administrators (CAPPA)
-Chairperson, 2016 – 2018
California State University, East Bay (Hayward) Alumni Association

Professional Training:

2012 - 2013 Pupil Services Academy through ACSA
2010 Aspiring Principals Training through ACSA
2008 Master Scheduling Workshop
2006 Model Schools Conference
2005 AB75 Management System for Principal Training



DATE: October 12, 2022
TO: Executive Committee
FROM: Maureen Nelson, Administrator
RE: **WIOA WDBCCC Local Plan PY 21-24 Two Year Modifications**

RECOMMENDATION

That the Executive Committee approve the schedule as presented.

The Regional and Local plans are due to the CWDB no later than Friday, March 31, 2023. They will need to be out for public comment for 30 days prior to that and will need local elected official and Board of Supervisor approval.

May 2022	Board Retreat – Board input to local strategic priorities (Action Plan)
June-Oct 2022	Staff provide input and updates to Local Plan via Action Plan
Oct 2022	West County Public Meeting in Richmond
Nov 2, 2022	Presentation of staff updates to Local Plan Full WDBCCC Board
Nov 2022	East County Public Meeting (location TBD)
Early Dec 2022	Central County Public Meeting in Concord
Dec 18, 2022	Draft of Modified Plan completed
Dec 20, 2022-Jan 20, 2023	Plan made public for 30-day comment period
Jan 25, 2023	Public comments appended to Plan by contractor
Feb 7, 2023	Draft Plan Mod provided to Full WDBCCC Board for approval
Mar 31, 2023	Plan submitted to CWDB for review
Jun 15, 2023	State Board approves/conditionally approves local plans
Jul 3, 2023	State Board notifies local boards of any deficiencies
Aug 1, 2023	Final corrected plans due with CLEO signature
Sep 1, 2023	State Board provides final approval of local plans

A. BACKGROUND

Under WIOA, a biennial update of regional and local plans is required to ensure plans remain current and account for changes in labor market, economic conditions and other factors that might affect the plan, as well as remain in alignment with the updated State Plan developed by the California Workforce Development Board. On June 22, 2022, the Employment Development Department issued a draft

directive, WSDD-235, Local and Regional Plans for PY 21-24 Two Year Modifications, to guide this process, including conditions to incorporate the voice of stakeholders. The policy objectives of the State Plan are to create and implement a shared vision of comprehensive system that impacts poverty, promotes income mobility and embeds equity as a cornerstone of service delivery.

B. CURRENT SITUATION

The Workforce Development Board of Contra Costa County is the fiscal lead within the designated East Bay Regional Planning Unit (RPU) which includes the four local Workforce Development Boards in the Region: Alameda County, City of Oakland, and the City of Richmond. **Regional Plans** are used to articulate how RPUs will build intentionality around industry sector engagement, drive workforce development outcomes across multiple jurisdictions, and expand on-ramps to career pathways for individuals who experience barriers to employment. **Local Plans** are used to articulate how Local Boards will coordinate with local partners to ensure person-centered service-delivery through the America's Job Center of CaliforniaSM (AJCC) system. Both plans will include analysis that takes into account economic impacts due current events such as COVID, natural disasters, and amplified movement for racial justice, among others).

C. FISCAL IMPACT

These modifications to the WDB 2021-2024 Strategic Workforce Development Plan will help to prioritize and align the WDB's investments in different programs, initiatives, and activities supporting the workforce system in Contra Costa County and the region. The East Bay RPU has received state funds designated to support the modification of the regional strategic planning effort, and we will need to draw on local funds to support the local efforts. We have received contractor estimates for this process and are in the process of evaluating them.

D. CUSTOMER IMPACT

In addition to any elective modifications, deliverables for regional and local plan modifications will include detail on how the WDBCCC will to align, coordinate, and integrate reentry and workforce services to these populations:

- CalFresh Employment and Training Participants
- Child Support Clients
- People with Intellectual and Developmental Disabilities
- English Language Learners
- Prison to Employment (Regional Plan)

E. ATTACHMENTS

A4a – [EDD Draft Directive Local and Regional Plans PY 24-24 Two Year Modifications WSDD-235 \(June 22, 2022\).pdf](#)

For any questions, please contact Maureen Nelson, Administrator at 925-671-4542 or email at mnelson@ehsd.cccounty.us.



WORKFORCE POLICY BULLETIN #11-22

DATE: October 12, 2022
TO: Contracted Service Providers
FROM: Tamia Brown, Executive Director
Workforce Development Board
SUBJECT: MEDIA POLICY

PURPOSE:

To ensure consistent handling of general media requests, to ensure responsible use of social media, and to ensure a consistent message about the America's Job Centers of California (AJCC), youth programs and all WDB service delivery and programs.

EFFECTIVE DATE: November 1, 2022

ACTION REQUIRED: Within 15 days of the receipt of this policy it is the recipient's (e.g., vendors, partners) responsibility to ensure all staff are informed of the policy and to create an internal process to ensure accountability.

POLICY:

1. Media Queries.

Any inquiries from the media should be handled by the WDB Director or designated staff or consultant responsible for media inquiries or WDB Chair, in that order. All media inquiries received should be forwarded to the above contacts. Responses to the media should be that the appropriate individual from the WDB will get back to the individual making the inquiry within 1 business day.

Activities should be discussed in a concise, factual and balanced fashion. Our collective message around the WDBs services through the AJCC, Partner Affiliate sites, and other services is a simple one:

The Workforce Development Board of Contra Costa County is committed to helping businesses in the region meet their talent needs and getting people back to work. Our services, through the AJCC and our workforce partnerships, are designed to ensure that customers receive efficient and effective workforce related services of high quality in a seamless manner.

Tracking inquiries. Each staff will E-mail the WDB Director, or designee, to let them know that a media outlet has contacted them. Report to the WDB Director the name of the media outlet, the individual who was spoken to, contact information, and the nature of the inquiry.

2. Press Releases.

Upon any issuance of a press release about any organization (i.e., a partner organization or the WIOA program provider) and its involvement with any WDBCC funded provider, a copy must be sent to the appropriate WIOA vendor's Program Manager with a copy to the WDB Director. The WDB is committed to co-branding the programs, thus the fact that the program is supported by the WDBCCC must be included.

3. Fact Sheets.

There is a fact sheet that describes the center. Use it in all interactions with the media. Do **not** create your own fact sheet.

4. Social Media

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies any employees and contractor staff are expected to live every day, whether Tweeting, talking with customers or chatting with a neighbor. Remember, your responsibility to the WDBCCC doesn't end when you are off the clock. For that reason, this policy applies to both company sponsored social media and personal use as it relates to the WDBCCC.

If you work for a company contracted by the WDBCCC, their social media policy may supersede this policy if it is more restrictive, not less.

What You Should Do:

- **Disclose your affiliation:** If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with the WDB.
- **State that it's YOUR opinion:** When commenting on the business. Unless authorized to speak on behalf of the contractor or WDBCCC, you must state that the views expressed are your own.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself or the WDBCCC.
- **Honor our differences:** The WDBCCC will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).
- **Be aware of inadvertent disclosures or the perception of disclosures:** For example, consider that "friending" a customer may publicly identify that person as one of your clients.

What You Should Never Disclose:

- **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
- **Internal Communication:** Regarding solicitations until announced.
- **Confidential Customer Information:** Never share personal information about any customer – either business or jobseeker. Do not publish, post, or release information that is considered confidential.
- **Legal Information:** Anything to do with a legal issue, legal case, or attorneys.
- **Anything that belongs to someone else:** Let them post their own stuff; you stick to posting your own creations. This includes illegal music sharing, copyrighted publications, etc.

Basically, if you find yourself wondering if you can talk about something you learned at work -- don't. Remember to protect the brand and protect yourself.

REFERENCES: None.

If you have any questions regarding this Workforce Policy Bulletin, please contact Tamia Brown, Executive Director at tbrown1@ehsd.cccounty.us or 925-671-4514.

DRAFT