Special Business and Planning Committee Meeting  
Monday, November 6, 2017  
Imperial County Workforce Development Office  
2799 S. 4TH Street  
12:00 p.m.

Supporting documentation is available for public review at the Workforce Development Board Office.

1. Call to Order  
   a. Conflict of Interest Forms

2. Discussion of Agenda  
   a. Items to be pulled from Agenda  
   b. Approval of Meeting Agenda

3. Approval of Minutes  
   a. July 25, 2017............................................................. p 2-4

PRESENTATIONS

4. Imperial Valley Small Business Development Center – Meredith Garcia

DISCUSSION/ACTION AGENDA

5. Discussion/Action regarding WIOA Soft Skills Data Collection.............................................. p 5-7
6. Discussion/Action regarding Business Outreach
7. Discussion/Action regarding attendance at the 2018 Imperial Valley Joint Chambers of Commerce Business Showcase, January 11, 2018......................................................... p 8

INFORMATIONAL AGENDA

8. Public Comment: Only public comments related to an item on this agenda can be presented. When addressing the Board, state your name and address for the record prior to providing your comments. The time limit is 3 minutes per individual.
10. Meeting adjournment

Next Regular Business and Planning Committee Meeting: Thursday, January 18, 2018, at 12:00 p.m.
MEMBERS PRESENT:
Timothy Kelley, Chair, Karina Alvarez, Esperanza Colio Warren,

MEMBERS ABSENT:
Jason Jackson

STAFF:
Maxine Alanis, Gustavo Andrade, Jeffrey Burquist, Miguel Figueroa, Camilo Garcia, Roman
Hernandez, Carlos Lopez

AGENDA

1. Call to order
Timothy Kelley, Chair, called the meeting to order at 3:21 p.m. with a quorum present.

2. Discussion of Agenda
   a) Items to be pulled from Agenda: None
   b) Approval of Meeting Agenda: A motion was made by Karina Alvarez and seconded by
      Esperanza Colio Warren to approve the meeting agenda with adding Statebook as an
      Informational Agenda Item. Motion carried.

3. Approval of Minutes
   A motion was made by Karina Alvarez and seconded by Timothy Kelley to approve the
   minutes of March 30, 2017, as presented. Esperanza Colio Warren abstained. Motion carried.

PRESENTATIONS

4. Current ICWDO Business Services Activities – ICWDO Business Services Staff
   ICWDO Business Services staff, Carlos Lopez, Maxine Alanis, Roman Hernandez, and Gustavo
   Andrade presented on the current services being provided with local companies. Work being done
   through the On-the-Job Training (OJT) program with One World Beef, Docks Organics, 3:16
   Coffee, and Rogar Manufacturing was also presented and the impact it has had on the companies
   in allowing company growth. The committee asked what the anticipated number of OJTs was for
   FY17-18. Based on current contracts and interest from local employers, staff anticipates
   approximately 70 OJTs. Staff overviewed Rapid Response services and the process that is
   followed internally when WARN notices are received. Staff coordinates with Employment
   Development Department, Social Services, Child Support, and other partner agencies to begin
   offering services to those individuals affected by the closure. Staff went on to share information
   that was received after attending a Tax Incentive Workshop hosted by Imperial Valley Economic
   Development Corporation and how the information will be linked to businesses regarding the tax
   incentives. The presentation was concluded by staff recapping the recent NCRC event that was
   hosted at the Imperial Valley College where approximately 50 individuals and 30 businesses were
   in attendance.

DISCUSSION/ACTION ITEMS
5. Discussion/Action regarding Soft Skills Training Award Recommendation
ICWDB Director, Miguel Figueroa introduced the item and overviewed the Soft Skills Training RFP evaluation process. On July 24, 2017, a Soft Skills RFP Evaluation Committee, consisting of 4 members, met to review, discuss, and score the five (5) proposals submitted in response to the RFP. Total evaluation scores were provided for review:

TREES of Imperial County: 353/400
New Horizons Learning Group: 339/400
Imperial Regional Alliance: 328/400
San Diego State University Imperial Valley Campus: 318/400
The Learning Empire: 246/400

It was recommended that the committee approve TREES of Imperial County as the agency received the highest based on the following criteria: training met workforce needs of both the individuals and Imperial County businesses, training was cost effective and leveraged other resources, training was flexible and can be adjusted to meet employers’ needs, and training allows employees from multiple employers.

A motion was made by Esperanza Warren Colio and seconded by Karina Alvarez to recommend approval to award TREES of Imperial County $50,000 to provide Soft Skills Training for PY2017-2018 with the condition that staff follows up with the awarded agency to ensure needed resources are available to guarantee a successful program and that County Counsel draft the contract with language ensuring funding is not affected in the event the agency cannot provide the service, as is done with all County contracts. Timothy Kelley abstained and recused himself during discussion and action of this item. Motion carried.

6. Discussion/Action regarding attendance at the 2017 EMSI Conference
ICWDO Director, Miguel Figueroa recommended ICWDB participation at the 2017 EMSI Conference in Couer d’Alene, Idaho, from September 18th through 20th. The conference will be a good opportunity for staff to enhance their knowledge of the labor market tool and to utilize the information in new ways related to business services. Timothy Kelley, Imperial Valley Economic Development Corporation (IVEDC), has found the labor market information to be useful when providing potential employers data that is related to wages in Imperial County compared to areas outside of California.

A motion was made by Karina Alvarez and seconded by Esperanza Warren Colio to approve two staff and one ICWDB member to attend the 2017 EMSI Conference from September 18th through September 20th. Motion carried.

INFORMATIONAL AGENDA

7. Public Comment
Timothy Kelley, IVEDC, spoke on the Irvine Foundation’s new initiative with having programs related to livable Wages, which Imperial County meets the program requirements. It is the goal to have a program locally related to the Slingshot Initiative, a co-investment strategy. Mr. Kelley also announced Docs Organics will be holding a Ribbon Cutting Event on July 27th.

Emergency Item: Statebook
Timothy Kelley, introduced the item and spoke on the benefits the information provides. Imperial County’s presence on the site will provide a clearer picture the county’s workforce has to offer as the 1.3 million population in Mexicali is not taken into account for when site selection occurs and areas with populations’ less than 200,000 people are at a huge disadvantage. Additionally, an OEDC study has determined there is a higher rate of cash transactions than there are credit transactions due to the purchases made by residents south of the border. Statebook allows local areas to provide explanations regarding these circumstances to more accurately represent specific areas.

8. Local and Regional Workforce Development Plan 2017-2020
Miguel Figueroa, ICWDO Director, updated the committee regarding the local and regional plans. The addendum was submitted to the state at the end of June and the plan has now been fully adopted by the state of California. Regarding the Regional Plan, recommendations that were received by the state have been addressed and the Plan will be submitted by July 28th.

8. Meeting adjourned at 4:15 p.m.
Next meeting is scheduled on September 21, 2017 at 12:00 p.m.
MEETING DATE: November 6, 2017

ITEM: 5

SUBJECT: Discussion/Action regarding WIOA Soft Skills Business and Employee Survey

FROM: Priscilla Lopez, ICWDO Interim Director

BACKGROUND:
Per the Imperial County Workforce Development Board's (ICWDB) Local Plan 2017-2020, the next major task for the board and the business service team will be to develop and implement strategies to address employer needs identified during the process of developing the Regional Plan.

Regional partners have conducted an analysis of the projected demand for middle-skill occupations and available supply of trained workers. The analysis showed an undersupply of workers in the region in the following occupational groups:
- Office and administrative support
- Health care practitioners and technical occupations (San Diego only)
- Sales and related
- Installation, maintenance and repair
- Construction and extraction
- Production (San Diego only)
- Transportation and material shoving
- Life, physical and social science (San Diego only)
- Community and social services
- Legal (San Diego only)
- Health care support
- Personal care and service
- Education, training and library
- Food preparation and serving (Imperial only)

Utilizing the findings from multiple sector studies, regional partners established several cross-sector employer needs/priorities:
1. **Workers with strong soft skills are essential for businesses to succeed.** The number one skill requested by employers across all sectors are the soft skills – communication, professionalism, critical thinking, problem solving, etc.
2. **Soft skills make the difference in securing and retaining employment.**
   Like the point above, if a job candidate can prove their soft skills to an employer, they have a much higher likelihood of retaining employment.

The following page is an overview of the key data that is to be collected during the Soft Skills training to be provided by TREES of Imperial County beginning January 2018 in order to demonstrate effectiveness of the program and an effort to address local and regional labor market needs and shortages in the current workforce.

**FISCAL IMPACT:**
None
Effectiveness of Soft Skills Training in Serving Employers

Training objective: Provide innovative soft skill development training to support the continued strengthening of soft skills culminating in increased job security, advancement opportunities, and ultimately-business fortification.

<table>
<thead>
<tr>
<th>DATA ELEMENT</th>
<th>REPORTING SPECIFICATIONS</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify new businesses unfamiliar with WIOA Business Services</td>
<td>Record the total number of establishments that employees received Soft Skills Training by and were not familiar with WIOA Business Services available in Imperial County</td>
<td>ICWDO and TREES</td>
</tr>
<tr>
<td>Strengthen relationship with existing businesses that are utilizing other WIOA business services</td>
<td>Record the total number of establishments that received Soft Skills Training that were already familiar with WIOA Business Services available in Imperial County</td>
<td>ICWDO and TREES</td>
</tr>
<tr>
<td>Increase Employee Retention</td>
<td>Record the employees starting date with the establishment and follow up 6 months later to determine if the employee is still with the company</td>
<td>ICWDO</td>
</tr>
<tr>
<td>Job Performance</td>
<td>Record the current level of job performance of employee and areas that need improvement upon. Follow up 6 months later to determine current level of job performance</td>
<td>ICWDO</td>
</tr>
<tr>
<td>Wage Increase</td>
<td>Record the current wages per hour of each participant. Follow up 6 months later to determine current wages per hour</td>
<td>ICWDO</td>
</tr>
<tr>
<td>The continuation of utilizing WIOA Business Services</td>
<td>When following up to assess current level of employee job performance, record other business services that were utilized after Soft Skills Training was provided</td>
<td>ICWDO</td>
</tr>
<tr>
<td>Employer Feedback</td>
<td>When following up to assess current level of employee job performance, record other workshops the businesses would like to see offered</td>
<td>ICWDO</td>
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<tr>
<td>Additional Data Element to be recorded</td>
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MEETING DATE: November 6, 2017

ITEM: 7

SUBJECT: Discussion/Action to approve attendance and participation for the 2018 Imperial Valley Joint Chambers Business Showcase

FROM: Priscilla Lopez, ICWDO Interim Director

RECOMMENDATION:
 ICUO Director recommends the attendance and participation of ICWDO staff at the 2018 Imperial Valley Joint Chambers Business Showcase on January 11, 2018 to promote America's Job Centers of California employment and business services.

BACKGROUND:
Participation at the Imperial Valley Joint Chambers Business Showcase provides ICWDO staff an excellent opportunity to connect with job seekers and businesses. The yearly showcase strengthens existing working relationships with other employers, as well as creating new links with businesses that result in job leads and new opportunities to explore.

FISCAL IMPACT:
$250