

**ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)
EXECUTIVE COMMITTEE**

MEETING NOTICE
Wednesday, August 23, 2017
9:30 – 12:00 Noon
California Poppy Room
24100 Amador Street, 2nd Floor, Hayward

AGENDA

	PAGE
I. CALL TO ORDER AND ROLL CALL	
II. COMMITTEE UPDATES – Committee Chairs	
III. STAFF REPORT – Patti Castro, Director	
IV. PUBLIC FORUM The public can address the Committee on issues other than those on the agenda. Members of the public who wish to address the Committee on published issues should do so at the time the agenda item is being discussed.	
V. ACTION ITEMS – PUBLIC HEARING	
A. Executive Committee Meeting Calendar for 2018	1
B. Approval of Alameda County Workforce Development Board Annual Budget – PY 2017/2018	2
VI. DISCUSSION ITEMS	
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A. Status of Board and Committee Membership	20
VIII. MATTERS INITIATED BY COMMITTEE MEMBERS	
IX. ANNOUNCEMENTS	

COMMITTEE MEMBERS: Dan Walters, Chair; Jennifer Ong, Vice-Chair; Bethany McCormick, Systems and Strategies Committee Chair; Bram Briggance, Organizational Effectiveness Committee Chair, and Alexandria Baker, Youth Committee Chair.

THIS IS AN OPEN MEETING. ALL WDB MEMBERS ARE ENCOURAGED TO ATTEND
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Auxiliary aids and services are available upon request to individuals with disabilities.

If you require specific accommodation due to a disability, please call Flo Fox at (510) 259-3842 at least 72 hours in advance.

NEXT EXECUTIVE COMMITTEE MEETING DATE IS NOVEMBER 29, 2017

ITEM V.A. – ACTION / PUBLIC HEARING

EXECUTIVE COMMITTEE
MEETING CALENDAR FOR 2018

RECOMMENDATION:

That the Alameda County Workforce Development Board’s (ACWDB) Executive Committee consider and approve the meeting dates, times and places listed below for the 2018 calendar year.

BACKGROUND:

The Bylaws state under Section 4.4.2 Regular Meetings of Standing Committees that:

“Each committee shall set the date, time, and place of regular meetings by resolution and shall state the date, time, and place of each meeting in the agenda to be posted for that meeting”.

In order to secure adequate meeting space, notice the public, and to allow ACWDB staff an opportunity to plan in advance with the Chair, staff recommends that the Executive Committee consider the following meeting dates and times as listed below. As the meeting dates approach, if there are no items for the Committee, staff will confer with the Chair, then provide adequate notification of cancellation.

<u>DATES</u>	<u>TIME</u>
February 28, 2018	9:30 – 11:30 AM
April 25, 2018	9:30 – 11:30 AM
August 22, 2018	9:30 – 11:30 AM
November 28, 2018	9:30 – 11:30 AM

All meetings are located at the Eden Area Multi Service Center, (24100 Amador Street, 2nd Floor, California Poppy Conference Room, A&B, Hayward, CA), and are scheduled for the first Wednesday of the month.

For further information, contact Patti Castro, Director at (510) 259-3843 or by email at pcastro@acgov.org.

ITEM V.B. – ACTION / PUBLIC HEARING

APPROVAL of ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD ANNUAL BUDGET – PY 2017/2018

RECOMMENDATION:

That the Alameda County Workforce Development Board (ACWDB) Executive Committee approve an Annual Budget, as presented in Attachments V.B.1-3, for Program Year (PY) 2017/2018 for Workforce Innovation and Opportunity Act (WIOA) activities and services funded by the WIOA Formula Allocations and Discretionary Grants.

BACKGROUND:

Each year the ACWDB approves an annual budget for the activities and services implemented in the Local Workforce Area (Local Area). At a minimum, the annual budget includes WIOA Adult, Dislocated Worker, Rapid Response, and Youth Formula Funding allocated to the Local Area. Where applicable, the annual budget shall include other revenues under the direction of ACWDB. The budget addresses grant-source revenues and the projected ACWDB Department and WIOA Program expenditures for the full program year of July 1, 2017 through June 30, 2018, as presented in the attachments to this Item.

It is stated in the ACWDB Bylaws that the Executive Committee will review the annual budget and present recommendations to the full Board. The ACWDB approved a preliminary annual budget for PY 2017/2018 at its May 11, 2017 meeting, pending final WIOA Formula Funding allocations from the California Employment Development Department (EDD).

BUDGET CONSIDERATIONS AND DISCUSSION:

Revenue for PY 2017/2018 – WIOA Formula Grants (State Allocations)

ACWDB received the final PY 2017/2018 WIOA Adult, Dislocated Worker, and Youth Formula allocations from EDD on June 27, 2017; the WIOA Rapid Response and Layoff Aversion allocations were received from EDD on August 1, 2017. The total WIOA funding allocation for PY 2017/2018 is \$5,379,944, a reduction of \$1,006,095 (16%) from PY 2016/2017. This is more than twice the reduction anticipated in the preliminary annual budget for PY 2017/2018 approved by the ACWDB on May 11, 2017. See Attachment V.B.1.

Most urban areas in CA received far less funding in all three streams - Adult, Dislocated Worker, and Youth - than was initially anticipated when EDD issued WIOA planning estimates for PY 2017/2018 on February 8, 2017. State planning estimates were updated after March 2017 so new statistical data was significantly different. Local Area or “sub-state” grants are derived from a mix of factors, most significantly unemployment data and **excess** unemployment data within the economic areas. The decrease in unemployment Statewide was under the federal threshold of “substantial unemployment” in California. This particular factor caused the significant shifts in the Adult and Youth calculations. Without a statewide designation, calculations were based on contiguous census tracts. The economic conditions of our metro economic region are strong, so the “substantial unemployment” statewide factor could not be a part of our local area calculations.

After a request for recalculations by our office and the California Workforce Association (CWA), on behalf many workforce boards, the State stands firm on its calculations of the final WIOA Formula allocations for PY 2017/2018.

PY 2017/2018 budget allocations for WDB systems and planning costs, and service provider contract award levels have been adjusted according to the percentage allocation methodology approved by the ACWDB on March 9, 2017. See Attachment V.B.2.

Training Set-Aside

For PY 2017/2018, WIOA requires that each Local Area spend an amount that is at least 30% of the total WIOA Adult plus total Dislocated Worker Formula Funds allocated to the Local Area for each Program Year on training. Of the 30% amount, 20% must be from the WIOA Adult and/or Dislocated Workers Formula Funds, and up to 10% of the 30% amount may be other funds, including WIOA Discretionary funds and non-WIOA funds spent on actual training of participants. The 20% is a minimum requirement and is therefore taken off the top of each allocation for Adults and Dislocated Workers in our local budget.

Discretionary Grants

ACWDB staff have been proactive in applying for and winning several discretionary grant awards over the past several years. Funds from discretionary grants can be used to support current WIOA Formula-funded programs, but typically allow for an expanded range of services and strategies for a variety of target groups, or are industry-focused. Discretionary funds supplement the WIOA Formula allocation and enhance services as well as offset administrative costs for special projects.

Funding Awards to Providers

As noted above, contract award levels for ACWDB service providers have been adjusted in accordance with the percentage allocation methodology approved by the ACWDB on March 9, 2017 and the contract renewal recommendations approved by the ACWDB on May 11, 2017. The percentage allocation methodology is designed to maintain program consistency despite funding variations on a year-to-year basis for the primary program strategies that are designed to meet the employment and training needs of program participants in Alameda County. Attachment V.B.4. details the final PY 2017/2018 WIOA funding awards to ACWDB service providers. This information is provided for information only, and is not part of the Annual Budget approval.

For further information, please contact Jennifer Mitchell, Program-Financial Specialist, at (510) 259-3829 / email at: jennifer.mitchell@acgov.org.

ATTACHMENTS:

- V.B.1. WIOA Formula and Discretionary Grant Revenues – July 1, 2017 through June 30, 2018
- V.B.2. Planned Expenditures of ACWDB Revenues – July 1, 2017 through June 30, 2018
- V.B.3. WIOA Formula Allocations – July 1, 2017 through June 30, 2018
- V.B.4. PY 2017/2018 WIOA Funding Awards to Providers – July 1, 2017 through June 30, 2018

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD
ANNUAL BUDGET - PY 2017/2018
 Workforce Innovation and Opportunity Act (WIOA) Programs
FORMULA and DISCRETIONARY REVENUES

GRANT / FUNDING SOURCE		AVAILABLE REVENUE		
		REVISED PY 2017/2018	Preliminary PY 2017/2018	Approved PY 2016/2017
WIOA Formula Funds (1)				
1.	WIOA ADULT PROGRAMS	\$1,484,750	\$1,665,995	\$1,731,595
2.	WIOA DISLOCATED WORKERS	\$2,017,597	\$2,139,270	\$2,367,713
3.	WIOA YOUTH PROGRAMS	\$1,578,957	\$1,770,533	\$1,852,462
4.	WIOA RAPID RESPONSE	\$255,202	\$338,747	\$338,747
5.	WIOA RAPID RESPONSE / LayOff Aversion	\$43,438	\$95,522	\$95,522
6.	TOTAL WIOA FORMULA ALLOCATIONS	\$5,379,944	\$6,010,067	\$6,386,039
Discretionary Funds				
7.	H1B - Ready-to-Work	\$137,000	\$50,000	\$190,500
8.	East Bay Slingshot Initiative			\$60,000
9.	Workforce Accelerator - Measuring Customer Service	\$130,000	\$100,000	\$50,000
10.	Career Pathways Trust I (Peralta CCD)	\$42,000	\$42,000	\$80,000
11.	Career Pathways Trust II (ACOE)	\$105,000	\$104,000	\$92,000
12.	Beyond the Gates (2)	\$333,000	\$200,000	\$250,000
13.	Career Pathways Trust II (San Jose Evergreen)	\$155,000	\$155,000	\$92,280
14.	Storm 2017 - Nat'l Dislocated Worker Grant Project (3)	\$566,667	\$857,000	
15.	TOTAL DISCRETIONARY FUNDING	\$1,468,667	\$1,508,000	\$814,780
16.	TOTAL AVAILABILITY for PROGRAM YEAR	\$6,848,611	\$7,518,067	\$7,200,819

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NOTES:

- (1) Adults, Dislocated Workers, Rapid Response, and Youth Formula Allocations are Final Allocations for PY 2017/2018 per EDD. This is a 16% net reduction in WIOA Formula Funds from PY 2016/2017.
- (2) No-cost extension though 12/31/17 approved by US Department of Labor.
- (3) Preliminary budget included total 18-month project award level. Revised budget includes only projected PY 2017/2018 expenditures.

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD

ANNUAL BUDGET - PY 2017/2018

PLANNED EXPENDITURES -- PY 2017/2018

WIOA FORMULA ALLOCATIONS & DISCRETIONARY GRANTS

For Period of: July 1, 2016 thru June 30, 2017	WIOA Formula Funds	Discretionary Funds	REVISED PY 2017/2018 BUDGET	Preliminary PY 2017/2018 BUDGET	Approved PY 2016/2017 BUDGET
Planned Expenditures:					
A. WIB Dept - Planning/Fiscal/Board Support	\$570,626	\$155,111	\$725,737	\$ 819,022	\$570,071
B. MIS Reporting - Tracking/Eligibility	\$347,197	\$98,097	\$445,294	\$ 483,568	\$369,181
C. Business Services	\$192,708	\$84,622	\$277,330	\$ 323,643	\$204,583
D. Systems Support	\$146,357	\$76,298	\$222,655	\$ 166,156	\$174,240
E. ITAs-OJTs / Employer / Customized Training Projects	\$700,469 (20%)	\$350,235 (10%)	\$1,050,704 (30%)	\$ 1,441,580	\$1,223,329
F. One-Stop Career Center System	\$1,896,803		\$1,896,804	\$ 2,093,797	\$2,379,727
G. Employer Services Hub	\$294,197		\$294,197	\$ 319,642	\$419,952
H. Youth Services & Strategies	\$1,231,586		\$1,231,586	\$ 1,381,016	\$1,444,920
I. Discretionary Project Service Providers		\$704,304	\$704,304	\$ 489,643	\$414,817
J. Total Planned Expenditures	\$5,379,944	\$1,468,667	\$6,848,611	\$ 7,518,067	\$7,200,819
Total Revenue - Attachment A	\$5,379,944	\$1,468,667	\$6,848,611	8/17/17 9:20 AM	
Total under / (over) allocation	0	0	(0)		

NOTES:

- Adults, Dislocated Workers, Rapid Response, and Youth Formula Allocations are Final Allocations for PY 2017/2018 per EDD. This is a 16% net reduction in WIOA Formula Funds from PY 2016/2017.
- For PY 2017/2018, a minimum of 20% (\$700,469) WIOA Adult + Dislocated Worker funds must be spent on training. Up to 10% (\$350,235) may be training dollars from other sources. Total training expenditures must equal or exceed 30% (\$1,050,704) of the total WIOA Adult + Dislocated Workers Formula Allocation.

WIOA FORMULA ALLOCATIONS FOR JULY 1, 2017 - JUNE 30, 2018
DETAIL by COST ALLOCATION CATEGORY

FUNDS TO LOCAL AREA	%	ADULT	DISLOCATED WORKERS	%	RAPID RESPONSE	%	YOUTH	PY 2017/2018 TOTALS	PY 2016/2017 TOTALS
TOTAL FORMULA ALLOCATION	100%	\$1,484,750	\$2,017,597	100%	\$298,640	100%	\$1,578,957	\$5,379,944	\$6,386,039
TRAINING SET-ASIDE	20%	\$296,950	\$403,519					\$700,469	\$823,365
AVAILABLE FOR IMPLEMENTATION	80%	\$1,187,800	\$1,614,078	100%	\$298,640	100%	\$1,578,957	\$4,679,475	\$5,562,674
WIB DEPARTMENT	Allocation of 80% for Implementation		Allocation for Implementation		Allocation for Implementation				
PLANNING/FISCAL/BOARD SUPPORT	11%	\$130,658	\$177,549	35%	\$104,524	10%	\$157,896	\$570,626	\$570,071
MIS REPORTING - TRACKING/ELIGIBILITY	7%	\$83,146	\$112,985	3%	\$8,959	9%	\$142,106	\$347,197	\$369,181
BUSINESS SERVICES / RAPID RESPONSE	4%	\$47,512	\$64,563	27%	\$80,633			\$192,708	\$204,583
SYSTEMS SUPPORT	3%	\$35,634	\$48,422	5%	\$14,932	3%	\$47,369	\$146,357	\$174,240
Sub-Total	25%	\$296,950	\$403,519	70%	\$209,048	22%	\$347,371	\$1,256,888	\$1,318,075
PROVIDERS	75%	\$890,850	\$1,210,558	30%	\$89,592	78%	\$1,231,586	\$3,422,587	\$4,244,599
TOTAL for IMPLEMENTATION	100%	\$1,187,800	\$1,614,078	100%	\$298,640	100%	\$1,578,957	\$4,679,475	\$5,562,674

NOTES:

- Adults, Dislocated Workers, Rapid Response, and Youth Formula Allocations are Final Allocations for PY 2017/2018 per EDD. This is a 16% net reduction in WIOA Formula Funds from PY 2016/2017.
- For PY 2017/2018, a minimum of 20% (\$700,469) WIOA Adult + Dislocated Worker funds must be spent on training. Up to 10% (\$350,235) may be training dollars from other sources. Total training expenditures must equal or exceed 30% (\$1,050,704) of the total WIOA Adult + Dislocated Workers Formula Allocation.
- Training Set-Aside Total for PY 2017/2018 is \$700,469.
- Total Allocation to Providers for PY 2017/2018 is \$3,422,587. This amount includes \$89,592 in WIOA Rapid Response funds not yet allocated to providers due to timing of Rapid Response funding notification from EDD.

FINAL PY 2017/2018 WIOA FUNDING AWARDS to PROVIDERS
DETAIL by SERVICE PROVIDER

	Funding Source			REVISED PY 2017/2018	Preliminary PY 2017/2018	Approved PY 2016/2017
	Youth	Adults	DWs / RR			
YOUTH PROVIDERS						
EAST BAY COMMUNITY SERVICES	\$533,277			\$533,277	\$597,980	\$625,651
BERKELEY YOUTH ALTERNATIVES	\$332,528			\$332,528	\$372,874	\$390,128
HAYWARD USD	\$365,781			\$365,781	\$410,162	\$429,141
Sub-total Youth Providers	\$1,231,586			\$1,231,586	\$1,381,016	\$1,444,920
CAREER CENTERS						
PERALTA Community College		\$175,546	\$260,098	\$435,643	\$505,141	\$716,298
RUBICON Programs		\$248,970	\$228,702	\$477,671	\$550,298	\$642,526
OHLONE Community College		\$202,807	\$316,892	\$519,699	\$625,374	\$692,501
CHABOT-LAS POSITAS		\$183,271	\$190,926	\$374,197	\$412,984	\$328,402
Sub-total Career Centers		\$810,593	\$996,618	\$1,807,211	\$2,093,797	\$2,379,727
EMPLOYER SERVICES						
KRA / Business Development Group		\$80,257	\$200,747	\$281,004	\$319,642	\$419,952
Sub-total Employer Services		\$80,257	\$213,940	\$294,197	\$319,642	\$419,952
Total Formula Funds Awarded	\$1,231,586	\$890,850	\$1,210,558	\$3,332,995	\$3,794,455	\$4,244,599

NOTES:

- Total Provider Awards are the sum of recommended funding levels for Youth Providers, Career Centers, and Employer Services.
- Total Provider Allocations are the total of the Providers Cost Category from the WIOA Formula Allocations Detail page.

Total Provider Awards	\$3,332,995
Total Provider Allocations	\$3,422,587
(over) allocated	\$89,592
Youth Providers	\$1,231,586
Career Centers	\$1,807,211
Employer Services	\$294,197
Total Provider Awards	\$3,332,995

ITEM VI.A. – DISCUSSION

LEGISLATIVE UPDATE

BACKGROUND:

Alameda County Workforce Development Board (ACWDB) staff is tracking workforce-related bills in California's 2017-2018 legislative session, in alignment with California Workforce Association's (CWA's) legislative priorities. CWA's sponsored and signature bill this year is Assembly Bill (AB) 1111, or the Breaking Barriers to Employment Act. AB 1111 is a reboot of AB 2642 that died in California's 2016 legislative session that is now showing marked improvement in this year.

While the unemployment rate for Alameda County in June of 2017 was 4%, segments of people are still being left behind, making the passage of AB 1111 of utmost importance for job seekers. In Alameda County, the unemployment rate still remains high for youth, people with disabilities and several ethnic groups.¹ This is also the case for people without postsecondary education too, where the estimated rate is 10.9% for people with less than a high school education and 9.7% for people with only a high school education.²

Assembly Bill 1111

AB 1111 would establish a competitive grant program for activities that address the needs of individuals with multiple barriers to employment to prepare for training, apprenticeship or employment opportunities, leading to economic stability. The initiative would target: veterans, disconnected youth, women seeking training or education in non-traditional fields of employment, displaced workers, the long-term unemployed, unskilled or under-skilled workers, low-earning workers, English Language Learners, the economically disadvantaged, CalWORKs participants, formerly incarcerated individuals, Native Americans, migrant or seasonal farmworkers, and people with developmental or other disabilities.

Assembly Bill 1149

CWA is also a sponsor of AB 1149. AB 1149 is a workforce development board funding bill that would provide greater flexibility to 30% training requirement under Title I of the Workforce Innovation and Opportunity Act (WIOA), for Adult and Dislocated Worker programs. WIOA currently allows 10% of the 30% WIOA training requirement to be met by other sources (Pell grants, Trade Adjustment Assistance, National Emergency Grants, employers and industry associations, joint labor-management trusts and the Employment Training Panel). AB 1149 would expand the list of leveraged partners to include TANF/CalWORKs. AB 1149 also allows supportive services to be leveraged and applied toward the 10% leverage requirement. If passed,

¹ According to the American Community Survey's 5 year estimates, the unemployment rate for youth ages 16-19 years old is 28.5% and 13.6% for youth ages 20-24. For people with disabilities the estimated unemployment rate is 16.3%, 16.5% for African Americans, 13.9% for Pacific Islanders, 12.3% for American Indians and for 8.9% for Hispanics.

² Ibid.

AB 1149 has the potential to support more vulnerable workers and encourages partnership across the workforce system.

Senate Bill 1

Senate Bill (SB) 1 or the “infrastructure bill” received a lot of buzz early on and was quickly approved by the Governor. SB 1 establishes the Road Maintenance and Rehabilitation Program to address deferred maintenance on the state highway system and the local street and road systems. While the funding would be generated by a vehicle gas tax, the program would require that \$5 million over the course of five years would be used to promote and implement pre-apprenticeship programs. SB 1 would also authorize \$2 million to be allocated to the University of California and the California State University, respectively, for the purpose of conducting transportation research and transportation-related workforce education, training, and development. SB 1 can potentially put the much needed resources behind implementing and scaling effective pre-apprenticeship programs.

BILL STATUS UPDATES

AB1111 has made more progress in 2017, successfully making it out of the Assembly’s Jobs, Economic Development, and the Economy (JEDE) Committee and referred to the Senate’s Labor and Industrial Relations Committee as of July 12, 2017. It has been read twice and re-referred to the Committee on Appropriations, where will be heard on August 21, 2017. If passed, AB 1111 could serve as an offset to WIOA funding, especially in light of Federal budget cuts. The passage of AB 1111 is promising and will open opportunities to serve people who have more challenges in securing employment.

AB 1149 is steadily making progress and made its way from the Assembly’s JEDE Committee to the Senate’s Labor and Industrial Relations Committee on May 24, 2017, where it was ordered for a third reading on June 27, 2017. The bill is also slated to be sent back to the Assembly for concurrence, as amendments have been made by the Senate. If the Governor signs AB 1149, a stronger partnership with CalWORKs and agencies providing supportive services, may follow.

SB 1 was both signed by the Governor and chaptered on April 28, 2017. Since its passage, which will take effect in January 2018, CWA has hosted a webinar in May for workforce development boards across the state to discuss preliminary workforce development strategies for construction and the trades as related to SB 1 as well as partnership strategies with stakeholders in the infrastructure space. During the webinar, CWA urged workforce development boards to engage with said partners early on in their process to encourage and set project labor agreements (PLAs), on the behalf of job seekers. Workforce development board representatives from across the state chimed in about current efforts in developing PLAs and special projects related to the trades.

For more information, please contact Latoya Reed, Management Analyst at (510) 259-3833 or by email at latoya.reed@acgov.org.

ATTACHMENT:

VI.A.1. – Breaking Barriers to Employment Fact Sheet



Assemblymember Eduardo Garcia, 56th Assembly District

AB 1111 – Breaking Barriers to Employment

Updated: 2/21/17

Jointly Authored by: E. Garcia, J. Arambula, S. Eggman, B. Maienschein, S. Quirk-Silva, M. Santiago and M. Steinorth

BACKGROUND

The Workforce Innovation and Opportunity Act of 2014 (WIOA) represents the single most significant change in federal workforce policy in over 15 years.

Among other requirements, the WIOA mandates that state develop a plan for making workforce investments, set goals, and the report on their progress in meeting milestones to those goals. Future federal funding will be dependent on the state meeting established milestones leading to the goal.

CALIFORNIA'S PLAN

California's Unified Strategic Workforce Development Plan (State Plan) outlines a comprehensive four-year strategy for investing federal workforce training and employment service dollars in a manner that aligns and coordinates six core WIOA funded programs.

The state goal (2017 through 2027) is to produce one million "middle-skill" industry valued and recognized postsecondary credentials. In meeting this goal, the State Plan anticipates doubling the number of people enrolled in apprenticeship programs.

NEED TARGETED APPROACH

Key challenges to meeting this important goal are the significant number of workers who are not currently ready to take on middle skill training. In 2012, there were 1.9 million unfilled middle skill jobs. This number is expected to grow as one-third of middle skill workers retire over the next ten years.

California needs a targeted program to help unskilled and under-skilled workers improve their skills and be prepared to meet business and industries need for 4.4 million middle-skilled jobs. In meeting this need, a worker and his or her family has the ability to increase their lifetime earnings by \$425,000.

AB 1111 builds upon key objectives in the State Plan by assisting individuals obtain the fundamental skills necessary to prepare for work in high priority industries, leverage multiple services to meet a worker's individual needs, and target people who face systemic barriers to employment.

FUNDING

Funding for AB 1111 will be provided by an appropriation through the budget.

It is anticipated that funding will be provided through a range of state and federal revenues, including, but not limited to cap-and-trade auction revenues, federal Workforce and Innovation Act Funds, other Special Funds, and General Funds.

BILL SUMMARY

AB 1111 establishes a competitive grant program for activities that address the needs of individuals who face multiple barriers to prepare for training, apprenticeship, or employment opportunities, which will lead to self-sufficiency and economic stability.

The program's targeted populations include, but are not limited to, veterans, unskilled and low-skilled workers, out-of-school youth, foster youth, long-term unemployed, individuals with developmental and other disabilities, Native Americans, formerly incarcerated individuals, farmworkers, and other economically disadvantaged individuals.

Grant proposals are required to be submitted as a partnership between local workforce development boards and community-based nonprofit service providers with experience serving the targeted population. Proposals are required to also include specific measurement of success that illustrates how the assistance increased the individual's skill-level and prepares them to take-on higher levels of training or obtain jobs.

SUPPORT (Anticipated)

- California Workforce Association (sponsor)
- National Association of Social Workers
- California Association of Local Conservation Corps
- San Bernardino County
- SIATech California
- Association of Regional Center Agencies

FOR MORE INFORMATION

Carlos Gonzalez, Legislative Director
State Capitol, Room 4140
Carlos.Gonzalez@asm.ca.gov
(916) 319-2056

ITEM VI.B. – DISCUSSION

COMMUNICATION EFFORTS AND STRATEGIES

BACKGROUND:

The Alameda County Workforce Development Board's (ACWDB) Management Analyst coordinates and leads an internal Media Team (MT), responsible for ensuring that communication and media efforts are aligned with the Board's vision, mission and priorities. The MT highlights events and success stories, and supports partners' social media campaign efforts. On-going, the MT promotes workforce events and news, job fairs, employer resources, social media campaigns and workforce-related articles on social media (Facebook and Twitter).

The MT also addresses national and statewide campaigns, keeping workforce development and efforts by the Workforce Development Boards in the media.

In addition to current efforts, bringing awareness to client success and the effectiveness of job seeker and employer programs under WIOA has become more prevalent in the MT's work. In an attempt to systemize the promotion of client success stories, service providers are now responsible for submitting at least three success stories per quarter. A soft ask was made for the last quarter in PY 16/17, but the success story submission is now a requirement for all service providers in PY 17/18 (see attachment VI.B.1). Providers are also required to participate when possible, in other communication efforts.

Service providers have generally participated in some form of the MT's communication efforts over the years, often sharing event fliers and success stories of clients and partnerships. On-going and new efforts to lift up client success can align well with ACWDB's current Human-Centered Design Grant Pilot under the Accelerator 4.0 grant, providing opportunities to create synergy, partnership and specific resource development for this type of work.

COMMUNICATION AND MEDIA UPDATE

The California Workforce Association (CWA) and the Employment Development Department (EDD) have recently requested the participation of workforce development boards in its social media campaign efforts. In June and July 2017, the MT supported CWA's social media campaign efforts and took to Facebook and Twitter to post information or bring awareness to certain programs or client demographics. In August 2017, the MT supported EDD's gear-up for the Annual Labor Day Campaign.

CWA Social Media Campaigns

On June 12, 2017, the Media Team launched a social media campaign on Facebook and Twitter to heighten awareness of summer youth employment and internship programs in Alameda County, which ran through June 16, 2017. ACWDB's Summer Youth Social Media Campaign brought 892 viewers to Facebook and left 1,724 impressions (the number of times a user is

served a Tweet) on Twitter. The Summer Youth Social Media Campaign highlighted several programs from ACWDB's current service providers as well as other programs like, Cypress Mandela Training Center, Social Services Summer and After School Youth Programs, Hayward Police Department's Youth Academy and many more.

On July 3, 2017, the Media Team also supported CWA's Veterans Week to heighten awareness of Veteran programs and Veteran success stories as a result of participation in WIOA programs. Veterans Week ran through July 7, 2017 and highlighted Veteran programs in the county and success stories, including the impressive work being done at the Tri-Cities One Stop to support Veterans and at the Veterans-to-Technology Program, where a program participant was just recently named Veteran of the Year by Assembly Member Katherine Baker. Veterans Week brought 461 viewers to its Facebook page and left 1,050 impressions on Twitter.

EDD Media Campaign

In late July, EDD's Public Affairs Branch Communications office called on local workforce development boards to submit story leads for their 2017 Labor Day Campaign. Specifically, this year's Labor Day Campaign will highlight job seeker employment outcomes and employment retention. ACWDB staff leveraged the success stories already submitted by some of its service providers and sent them to EDD as leads.

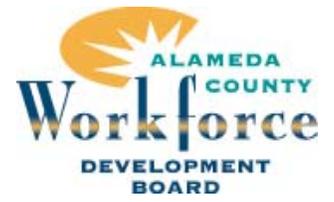
The Labor Day Campaign is scheduled to launch August 30, 2017 and run through September. These stories will be featured on EDD's website (www.edd.ca.gov), EDD's social media (Facebook and Twitter), and used for media coverage. The MT will also share and post these stories, particularly if success stories are selected from ACWDB's local area and as a result of the MT's participation.

The Media Team will continue to support social media campaign efforts, share engaging resources for job seekers and employers and will work on developing engaging content to share with the public.

For more information, please contact Latoya Reed, Management Analyst at (510) 259-3833 or by email at latoya.reed@acgov.org.

ATTACHMENT:

VI.B. 1 - Communication Strategies Flyer



Communication Strategies



In an effort to successfully market and illustrate the system's effectiveness, we'll be requiring that all contractors provide success stories from Adult, Dislocated Workers, Youth and Employer clients. This will be an opportunity to highlight your services, your efforts and your clients!

Quarterly Success Stories- Three success stories are required per quarter (end of quarter), from employers, youth, adults and dislocated workers. The next wave of success stories are due on September 29, 2017, December 29, 2017, March 30, 2018 and June 29, 2018. This requirement will also be embedded in your contracts for PY 17/18.

Your success stories can be of individuals and/or of partnerships that work on the behalf of clients. Consent/release forms are required. The success form template and consent form were previously distributed and is available upon request.

Social Media Campaigns- Current social media campaigns have been centered around specific populations and initiated primarily by the California Workforce Association (CWA) and Employment Development Department (EDD).

ACWDB staff will continue to work closely with service providers to collect stories related to these specific populations, calling for specific stories, articles, or partnerships. All providers are required to respond to social media requests. This requirement will also be embedded in your contracts for PY 17/18.

Mark your calendars for upcoming CWA campaigns (details will follow but subject to change):

- ❖ Earn and Learn in August
- ❖ Business Success in September

Other Communication Efforts- From time-to-time, you may be called upon to submit a story, article or other media information, outside of the quarterly success stories and social media campaigns efforts. Your response to these requests will be expected.

It is ideal that you assign a main staff to coordinate all communications with Latoya Reed, who can be reached at (510) 259-3833 or latoya.reed@acgov.org.

ITEM VI.C. - DISCUSSION

SET CONSENT AND REGULAR CALENDAR

The purpose of this item is for the Executive Committee to discuss the Alameda County Workforce Development Board's (WDB) Committee Actions for the May 11, 2017 quarterly meeting:

Consent Calendar - None

Regular Calendar - Workforce Development Board Actions/Committee Recommendations:

Youth Committee - None

Organizational Effectiveness (OE) Committee

- PY 2017/2018 Contract Performance Measures and Goals for Adults, Dislocated Workers, and Youth
- PY 2017/2018 Contract Performance Goals for Business Services

Systems & Strategies (S&S) Committee

- 10% Residency Exception Cap

Executive Committee

- Approval of Alameda County Workforce Development Board Annual Budget – PY 2017/2018

ITEM VI.D. - DISCUSSION
OCTOBER 2017 BOARD RETREAT

BACKGROUND:

At the May 11, 2017 meeting, the Chair announced that the Alameda County Workforce Development Board will be holding a retreat on October 27, 2017. Time on the retreat agenda might include progress to-date on the implementation of the Local Plan, and how the Board's priorities will be met moving forward into the next program planning cycle. During the local planning process, the board identified three priority areas for integration into its programs and services delivery strategies. These priorities are:

1. Board Engagement
2. Use of technology
3. Services to Adults with Disabilities

The Chair would like to have a discussion with the Executive Committee for input into the retreat agenda and share info about the plans and speakers arranged thus far.

The retreat will be held at the Castro Valley Adult & Career Education Center.

For more information, please contact Patti Castro, Director at 259-3843, or by email at pcastro@acgov.org.

ITEM VII.A. – INFORMATION

STATUS OF BOARD AND COMMITTEE MEMBERSHIP

BACKGROUND:

The purpose of this item is to update the Executive Committee on any membership changes and/or updates to the Board and its Committees.

Workforce Development Board (WDB)

New Member Pending:

- Education – Dr. Jannett Jackson, Chabot-Las Positas Community College District (effective 9/12/17)

Resignations:

- Labor – Dan Kennerk, SEIU Local 1000
- Labor – Sherry Chapin, Operating Engineers Local 3

End-of-Terms:

- Private Sector – Christine Friday, Friday & Associates
- Private Sector – Ashton Simmons, Rouse Properties (Southland Mall)
- Private Sector - Len Turner, Turner Construction Group
- Economic Development – Debbie Potter, City of Alameda
- Education – Gari Browning, Ohlone Community College District

Vacancies:

- Private Sector – Four
- Economic Development – One
- Labor - Two
- Community-Based Organization – One

Status Pending:

- Labor – Wellington Jackson

Youth Committee – End-of-term (6/30/17) for Len Turner, Turner Construction Group

Systems and Strategies Committee – End-of-term (6/30/17) for Debbie Potter, City of Alameda;
New Member – Chris Rose

Organizational Effectiveness Committee - No changes

For further information, please contact Patti Castro, Director at (510) 259-3843 or email pcastro@acgov.org or Flo Fox, Board Secretary at (510) 259-3842 or ffox@acgov.org.