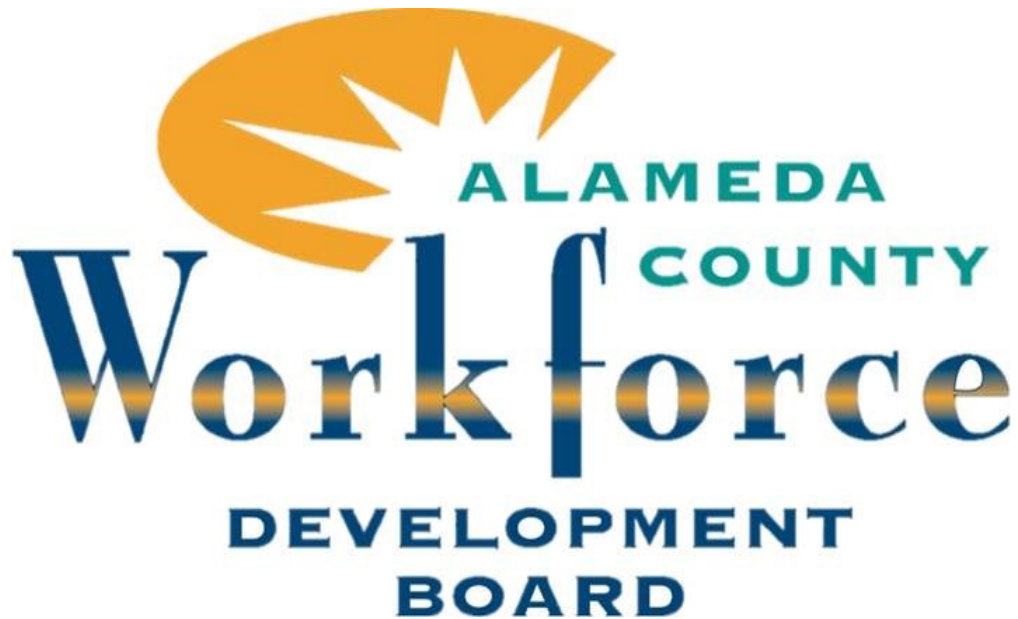


Executive Committee



(<http://www.acwdb.org>)

In partnership with the
BOARD OF SUPERVISORS

**Serving the County of Alameda and the cities of
Alameda Albany Berkeley Dublin Emeryville Fremont
Hayward Newark Livermore Piedmont Pleasanton
San Leandro Union City**

**August 28, 2024
9:30 A.M.**

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

MEETING NOTICE

Wednesday, August 28, 2024

9:30 – 11:30 A.M.

Gail Steele Multi-Service Center

24100 Amador Street, Hayward, CA 94544-1203

California Poppy Conference Room, 2nd Floor

If you would like to make a public comment, please contact Board Secretary, Sheroza Haniff at
Sheroza.Haniff@acgov.org to request a speaker card prior to the meeting

AGENDA

	PAGE
I. CALL TO ORDER AND ROLL CALL	
II. COMMITTEE UPDATES – Committee Chairs	
III. STAFF REPORT – Rhonda Boykin, Director	
IV. PUBLIC FORUM	
Members of the public may address the Committee regarding any of the Action Items, or provide public input at this time. Speakers have a maximum of three minutes per person which must include the speaker's name, organization, and reference to which agenda item they are referencing.	
V. ACTION ITEMS	
A. Approval of Alameda County Workforce Development Board Recommended Annual Budget for PY 2024/2025	1
B. Approval of Job Search Academy Pilot in Partnership with Indeed	5
VI. DISCUSSION ITEMS	
A. Legislative Update	9
B. ACWDB Strategic Priorities Two-Year Action Plan Quarter One Activities	14
C. Set Consent and Regular Calendar for ACWDB Meeting	17
VII. INFORMATION ITEMS	
A. Status of Board and Committee Membership	24
B. Alameda County Workforce Development Board (WDB) 2024 Meeting Calendar	28
VIII. MATTERS INITIATED BY COMMITTEE MEMBERS	
IX. ANNOUNCEMENTS	

COMMITTEE MEMBERS: Kelly Johnson (Committee Chair); Matt Pawluk (Committee Vice-Chair); Prem Bajaj; Matt Kreutz; Chiman Lee.

THIS IS AN OPEN MEETING. ALL WDB MEMBERS ARE ENCOURAGED TO ATTEND.

WDB Members who are not Committee members but are planning to attend may call Sheroza Haniff at (510) 259-3842 to request the material that will be discussed at this meeting.

*These WIOA Title I financially assisted programs or activities are “Equal Opportunity Employers/Programs”.
Auxiliary aids and services are available upon request to individuals with disabilities.*

If you require specific accommodations due to a disability, please call Sheroza Haniff at least 72 hours in advance.

NEXT EXECUTIVE COMMITTEE MEETING: NOVEMBER 21, 2024

ITEM V.A. – ACTION / PUBLIC HEARING

APPROVAL OF ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD RECOMMENDED ANNUAL BUDGET – PY 2024/2025

RECOMMENDATION:

That the Executive Committee recommend approval of the Recommended Annual Budget, as presented in Attachment V.A.1-2, for program year (PY) 2024/2025 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 Development 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, 2024 through June 30, 2025, 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.

BUDGET CONSIDERATIONS:

Revenue for PY 2024/2025

WIOA Formula Grants – State Allocations

PY 2024/2025 WIOA Adult, Dislocated Worker, and Youth Formula allocations were issued by the State of California on June 6, 2024. PY 2024/2025 WIOA Rapid Response and Rapid Response Layoff Aversion funding allocations were issued on June 25, 2024 and are included in this recommended budget. Overall, ACWDB received a net decrease of \$209,932 (3.5%) from PY 2023/2024 WIOA Formula funding.

WIOA Adult, Dislocated Worker and Youth funding decreased by \$20,794 (1.3%), \$86,413 (3.9%) and \$33,360 (2.0%), respectively. Rapid Response funding decreased by \$82,407 (25.0%), while Rapid Response Layoff Aversion funding increase increased by \$13,582 (23.0%).

Training Set-Aside

For PY 2024/2025, California WIOA requires that each Local Board spend an amount that equals 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, two-thirds (2/3) must be from the WIOA Adult and/or Dislocated Workers Formula funds, and up to one-

third (1/3) of the 30% amount may be from other funds, including WIOA Discretionary funds and non-WIOA funds spent on training of participants. The 20% is a minimum requirement and is therefore taken off the top of each allocation for Adults and Dislocated Workers.

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 programs, but typically allow for an expanded range of services and strategies for a variety of target groups. Discretionary funds supplement the WIOA Formula allocation and enhance services as well as offset administrative costs for special projects.

The Vision Alameda County Disrupting Disparities project ended in PY 2023/2024. The American Rescue Plan initiatives with the Alameda County Community Development Agency, the Prison-to-Employment 2.0 project and the High Road Training Partnership Marine Trades Project will continue funding and services into PY 2024/2025.

ACWDB was recently awarded a new Student Training and Employment Program funding grant for \$434,378.45 to provide employment, training and work readiness services to students who meet Department of Rehabilitation eligibility.

The overall result is a net increase of \$2,159,378 in overall discretionary grant funding from PY 2023/2024 to PY 2024/2025. Additional grant applications are in process, and the annual budget will be updated as appropriate based on funding awards.

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

ATTACHMENTS:

V.A.1. - WIOA Formula and Discretionary Grant Revenues – July 1, 2024 through June 30, 2025

V.A.2. - Planned Expenditures of ACWDB Revenues – July 1, 2024 through June 30, 2025

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD

ANNUAL BUDGET - PY 2024/2025

WIOA FORMULA and DISCRETIONARY REVENUES

GRANT / FUNDING SOURCE		AVAILABLE REVENUE		
		Approved PY 2023/2024	Preliminary PY 2024/2025	Recommended PY 2024/25
WIOA Formula Funds		September 2023	May 2024	August 2024
1.	WIOA ADULT PROGRAMS	\$1,618,456	\$1,618,456	\$1,597,662
2.	WIOA DISLOCATED WORKERS	\$2,210,327	\$2,210,327	\$2,123,914
3.	WIOA YOUTH PROGRAMS	\$1,687,176	\$1,687,176	\$1,653,816
4.	WIOA RAPID RESPONSE	\$329,630	\$329,630	\$247,223
5.	WIOA RAPID RESPONSE / Layoff Aversion	\$59,122	\$59,122	\$72,704
6.	WIOA High Performing Boards Project			\$5,556
7.	TOTAL WIOA FORMULA ALLOCATIONS (1)	\$5,904,711	\$5,904,711	\$5,700,875
Discretionary Funds				
8.	Vision Alameda County (2)	\$47,000		
9.	Community Development Agency ARPA Workforce Project (3)	\$750,000	\$250,000	\$600,000
10.	Prison-to-Employment 2.0 Regional Implementation Grant (4)	\$250,000	\$300,000	\$400,000
11.	H RTP Marine Trades & Water Transportation Careers Project (5)	\$328,000	\$2,100,000	\$2,100,000
12.	STEP Forward Grant Project (6)		\$434,378	\$434,378
13.	TOTAL DISCRETIONARY FUNDING	\$1,375,000	\$3,084,378	\$3,534,378
14.	TOTAL AVAILABILITY for PROGRAM YEAR	\$7,279,711	\$8,989,089	\$9,235,253

NOTES:

- (1) Funding levels include actual PY 2024/2025 WIOA Formula funding allocations for Adult, Dislocated Worker, Rapid Response, Rapid Response Layoff Aversion and Youth.
- (2) ACWDB awarded \$80,000 for Vision Alameda County Disrupting Disparities project for 10/18/21 through 10/17/23 to provide pre-employment training and subsidized work experience to eligible youth.
- (3) ACWDB new Memorandum of Understanding with Alameda County Community Development Agency includes \$1,000,000 in workforce development funding for Ashland/Cherryland unincorporated areas for 8/1/2022 through 12/31/2024.
- (4) ACWDB awarded \$639,758 for Prison-to-Employment 2.0 Regional Implementation Grant for 4/1/23 through 12/31/25. ACWDB will serve as fiscal agent for this regional project, with \$312,021 allocated for services in Alameda County and the remaining \$327,737 allocated for services provided by East Bay RPU workforce partners.
- (5) ACWDB awarded \$3,933,848.30 for High Road Training Partnerships (H RTP) Marine Trades & Water Transportation Careers Project for 4/1/24 through 3/31/26. ACWDB will serve as fiscal agent for this regional project.
- (6) ACWDB awarded \$434,378.45 for Student Training and Employment Program (STEP) Forward Grant Project for 5/1/24 through 12/31/26 to provide employment, training and work readiness services to Department of Rehabilitation program eligible students.

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD

ANNUAL BUDGET - PY 2024/2025

PLANNED EXPENDITURES -- PY 2024/2025

WIOA FORMULA ALLOCATIONS & DISCRETIONARY GRANTS

For Period of: July 1, 2023 thru June 30, 2024	WIOA Formula Funds (1)	Discretionary Funds	Approved PY 2023/2024 BUDGET - SEPT 2023	Preliminary PY 2024/2025 BUDGET - MAY 2024	Recommended PY 2024/2025 BUDGET - AUG 2024
Planned Expenditures:					
A. WIB Dept - Planning/Fiscal/Board Support	\$816,487	\$75,150	\$ 933,201	\$ 926,125	\$ 891,637
B. MIS Reporting - Tracking/Eligibility	\$439,087	\$57,100	\$ 501,322	\$ 507,605	\$ 496,187
C. Business Services	\$523,842	\$47,900	\$ 628,558	\$ 616,066	\$ 571,742
D. Systems Support	\$220,874	\$41,070	\$ 279,290	\$ 268,330	\$ 261,944
E. ITAs-OJTs / Employer / Customized Training Projects (2)	\$744,315 (20%)	\$372,158 (10%)	\$ 1,148,635	\$ 1,148,635 (30%)	\$ 1,116,473 (30%)
F. WIOA Comprehensive AJCC & Career Services (3)	\$1,786,356		\$ 1,837,816	\$ 1,837,816	\$ 1,786,356
H. WIOA Youth Services & Strategies (3)	\$1,169,914		\$ 1,193,513	\$ 1,193,513	\$ 1,169,914
I. Discretionary Project Service Providers (4)		\$2,941,000	\$ 757,376	\$ 2,491,000	\$ 2,941,000
J. Total Planned Expenditures	\$5,700,875	\$3,534,378	\$7,279,711	\$ 8,989,090	\$ 9,235,253
Total Revenue - Attachment A	\$5,700,875	\$3,534,378			\$9,235,253
Total under / (over) allocation	-	-			-



NOTES:

- (1) Funding levels include actual PY 2024/2025 WIOA Formula funding allocations for Adult, Dislocated Worker, Rapid Response, Rapid Response Layoff Aversion and Youth.
- (2) A minimum of 20% (\$744,315) of WIOA Adult + Dislocated Worker formula funds must be spent on training. Total training expenditures must equal or exceed 30% of the total WIOA Adult + Dislocated Workers Formula Allocation. Up to 10% (\$372,158) may be training dollars from other sources.
- (3) Includes funding for contracts with current service providers for PY 2024/2025.
- (4) Includes discretionary project funding to existing WIOA Career Service Providers, WIOA Youth Providers and awards to newly procured providers.

ITEM V.B. – ACTION/PUBLIC HEARING

APPROVAL OF JOB SEARCH ACADEMY PILOT IN PARTNERSHIP WITH INDEED

RECOMMENDATION:

That the Executive Committee approve a Job Search Academy pilot program in partnership with Indeed.

BACKGROUND:

Indeed is a leading global job matching and hiring platform that has been connecting employers and job seekers for over 20 years. To empower job seekers in becoming more competitive in the job market, Indeed launched the Job Search Academy (JSA). This complimentary virtual program is designed to help individuals enhance their job search skills.

Key features of the JSA typically include:

1. **Online Courses:** A wide array of online courses covering essential topics such as resume writing, interview techniques, job search strategies, and networking tips.
2. **Webinars:** Engaging live or recorded webinars hosted by industry experts sharing valuable insights and advice on navigating the job search process.
3. **Resources and Guides:** Access to a wealth of articles, templates, and tools for job search preparation, designed to help users effectively navigate the job market.
4. **Interactive Tools:** A range of practical tools including resume builders, cover letter templates, and interview preparation checklists.

Currently, Indeed is initiating partnerships with workforce development boards to promote and expand access to the JSA. One successful partnership has already been established with a workforce development board in New York. Indeed is now seeking to extend this partnership opportunity with the Alameda County Workforce Development Board (ACWDB).

The proposed one-year pilot program would involve creating a custom landing page linked to the ACWDB website, prominently featuring both the Indeed and ACWDB logos. This landing page would include:

- Information about JSA workshops, webinars, and on-demand content
- Links to Indeed resources such as job searches, company pages, career guides, salary tools, and owned social media channels
- Direct links to ACWDB's job search resources

This collaboration aims to complement the services offered by ACWDB's workforce system while potentially increasing job seeker traffic and visibility within the community.

Upon approval from the board, the partnership agreement between Indeed and ACWDB will be submitted to the County of Alameda Board of Supervisors for final signature and approval. County Counsel has reviewed the agreement and found no concerns.

For more information, please contact Rhonda Boykin, Director by email at rboykin@acgov.org or via phone (510) 259 - 3844.

ATTACHMENT:

V.B.1. – Sample Job Search Academy Landing Page


**Job Search
Academy**

by indeed

Free Partner Home Page Opportunity Overview

Job Search Academy logo lockup

Your logo here

Build confidence for your job search

The Job Search Academy is a free virtual program created to help you excel in your job search. The program focuses on mastering the 5 key areas of the job search so you feel confident every step of the way—because everyone deserves better work.

Get updates

View workshops


**Job Search
Academy**

by indeed +

WAVEWOOD
UNIVERSITY

Featured section for your brand and services

Customizable with your logo, header, text and URL

Wavewood Career Services

Wavewood offers career and professional development support to enrolled students and alumni, self-service resources, and 1-on-1 career coaching.

Go to Wavewood Career Services

WAVEWOOD
UNIVERSITY

Your URL here

Your header and text here

Your logo here

Indeed's featured job seeker services

Choose two from the four options: Career Services, Profile Management, Application Tracking, Job Search

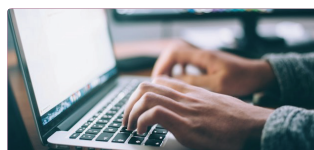
Upgrade your job search with career tools and resources



Career Services from Indeed

Whether reviewing your resume, preparing for an interview, evaluating an offer, or providing career coaching, Indeed has the tools and services to help you find better work.

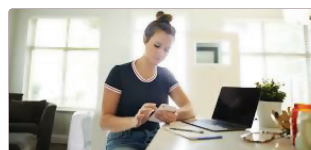
Get career help



Manage your Indeed Profile

Keep your Indeed profile up-to-date with your most current skills, experiences and job search preferences.

Manage profile



Application Tracking

Take control of your job search by keeping track of your saved jobs, applications, and interviews on Indeed.

Track your application



Find Jobs on Indeed

Find jobs on Indeed that align with your skills, experience, qualifications, interests and needs.

Find jobs now

Option 1

Option 2

Option 3

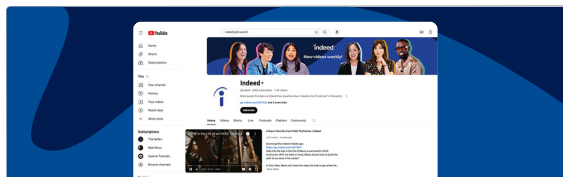
Option 4



Free Partner Home Page Opportunity Overview (continued)

Indeed's Career Guide and multimedia resources Not customizable

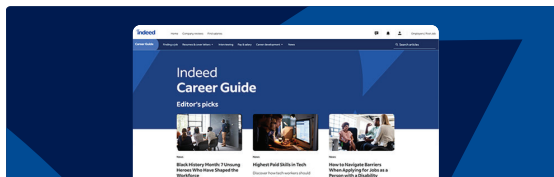
Continue leveling up with additional career resources



Indeed YouTube Channel

Watch videos that offer career tips, highlight career paths, and more

[Watch now](#)



Indeed Career Guide

Read through articles with advice on how to find a job, write your resume and cover letter, interview, begin a new career, and negotiate salary.

[Explore articles](#)

Standard JSA testimonial quotes Not customizable

Job Search Academy testimonials

[See all workshops](#)

“ I found the Job Search Academy and the five short courses involved both informative and useful. I now work on keeping my resume up to date and know that it is important to keep evaluating myself and the company in which I work. Thank you, Indeed!

- Job Search Academy graduate

Branding resources and metrics:



Full set of logo lockups



VanityURL: [go.indeed.com/JobSearchAcademy-\[yourtext\]](https://go.indeed.com/JobSearchAcademy-[yourtext])



Click traffic data for each link on your JSA home page

For more information, email: jobsearchacademyquestions@indeed.com

ITEM VI.A. - DISCUSSION

LEGISLATIVE UPDATES

BACKGROUND:

Alameda County Workforce Development Board (ACWDB) staff provides legislative updates that may have implications for the local workforce system and give signal to changes needed in future. Legislative updates are also presented by ACWDB staff to spark new ideas and opportunities and to adapt programming and partnerships, as needed.

LEGISLATIVE UPDATES:

Federal Update

The reauthorization of the Workforce Innovation and Opportunity Act (WIOA) program is still in progress. The Senate's version of the reauthorization bill caused concern for certain business groups, who have expressed disagreement over provisions in the drafted proposal that will prevent employers from receiving WIOA funds if they have previously violated labor laws.

Fiscally, the Senate version of the bill, while different than the House version, would redirect funding or 25 percent toward the state's discretionary funding (which is currently at 15 percent), leaving even less funding for workforce boards to serve their local areas.

As a result of this proposal and direction, the National Association of Workforce Boards (NAWB) provided a draft letter template and prompted the local workforce systems to share with Congress why this proposed direction was less than ideal. (See attachment VI.A.1 for the NAWB letter template forwarded to congress).

State Update

California's preliminary budget in January cited an estimated \$37.9 billion budget shortfall in January 2024. In the enacted state budget made public in June 2024, it was noted that the shortfall was greater than initially forecasted at \$46.8 billion. Reasons cited in the state's budget for this gap in accurately forecasting the deficit were related to revenue volatility following the COVID-19 pandemic and postponement of Internal Revenue Service tax filing in 2023.

The enacted state budget therefore reflects cuts, delays, deferrals, borrowing, and drawing down on some of the state's rainy-day reserve to address the steep deficit, while maintaining core programs. For instance, the state will reduce state operations which will impact state employees and a mix of programs in student housing and other housing programs, workforce development, public health, and business tax credits to support in driving state revenues.

Labor and Workforce Development

Funding (through the current enacted budget) for the California Labor and Workforce Development Agency is most prominently (not exclusively) being directed to the Department of Industrial Relations for upgrades and workload enhancements as follows:

1. **An additional \$12.3 million for the Department of Industrial Relations' Workers' Compensation Administration** division to address increasing workload and reduce hearing wait times, creating 71 positions phased in over the next year.
2. **An increase of \$25.2 million to the Department of Industrial Relations** to continue the California Occupational Safety and Health Administration (Cal/OSHA) data modernization information technology project to upgrade outdated systems and processes.
3. **An increase of \$22.1 million for the Department of Industrial Relations** to continue the Electronic Adjudication Management System.
4. **An increase of \$10.6 million for the Department of Industrial Relations** to complete enhancements to the Public Works Information Technology System.
5. **An increase of approximately \$8.6 million** for the Department of Industrial Relations and the Agricultural Labor Relations Board through its Rural Strategic Engagement Program to educate rural workers on workplace rights.
6. **One-time funding in the amount of \$326.8 million for the Employment Development Department** to continue modernizing the agency, representing year three in a five-year process.

On the contrary, the following workforce development programs will be subject to budget cuts, delays, or simply maintenance:

1. **A reduction of \$746.1 million over five years and \$189.4 million Behavioral Health Services Fund** for various healthcare workforce initiatives at the Department of Health Care Access and Information but **maintains \$108.9 million and \$357.7 million** in prior and current year workforce investments in the Department of Health Care Access and Information.
2. **An ongoing \$60 million per year over five years** to the community college system for nursing programs.
3. **A reduction and delay of \$150 million General Fund for California Jobs First Initiative** (formerly the Community Economic Resilience Fund), which is an inter-agency partnership to support resilient, equitable, and sustainable regional economies. The **enacted budget maintains \$50 million** annually in 2024-25 through 2026-27 for this program.

4. **A reduction of \$40 million for the Apprenticeship Innovation Fund** through the Department of Industrial Relations. The enacted **budget maintained \$95 million** for this program over two years (\$55 million in 2022-23 and \$40 million in 2023-24).
5. **A delay of \$40 million for a Goods Movement Workforce Training Facility** in Southern California. The enacted budget includes \$20 million for this purpose in both 2025-26 and 2026-27.
6. **A reduction of \$15 million for the Low Carbon Economy Grant Program** through the California Workforce Development Board. The enacted budget will maintain \$30 million over two years for this program.
7. **A reversion of \$10 million for the Displaced Oil and Gas Worker Pilot Fund** through the Employment Development Department (EDD). The enacted budget maintains \$30 million for this program.
8. **A reduction of \$10 million for the Emergency Medical Technician training** program through EDD. The enacted budget maintains \$30 million for this program over two years.
9. **A budgetary loan of \$125 million from the Labor and Workforce Development Fund** to the General Fund from resources not currently projected to be used for operational or programmatic purposes.

With this reality of budget reductions, maintenance, and delays, the local workforce system might expect a more competitive landscape for competing for grant resources.

For more information, contact Latoya Reed-Adjei, Interim Assistant Director at latoya.reed-adjei@acgov.org or by phone at (510) 259-3833.

ATTACHMENT:

VIA.1 – ACWDB’s NAWB Letter to Congress



August 5, 2024

Senator Alex Padilla
331 Hart Senate Office Building
Washington DC 20510

Dear Senator Padilla,

The Alameda County Workforce Development Board (ACWDB) is a 27-member employer-led body responsible for overseeing the Workforce Innovation and Opportunity Act (WIOA) program throughout Alameda County, outside the city of Oakland. WIOA serves as a critical resource for a wide range of individuals who relentlessly pursue career training and employment placement opportunities, supported by an entire network of career service providers and youth programs. ACWDB's WIOA program has collectively positively impacted close to 700 Adults, Dislocated Workers, in-school and out-of-school Youth in the last program term (July 1, 2024 – June 30, 2024), doing so in the context of inflation, rising housing costs, and food insecurity.

As the chair of ACWDB, I am writing about the reauthorization of the WIOA to share concerns related to several provisions that are being considered that would undermine local communities in their efforts to promote economic vitality.

A narrowly defined training mandate would redirect funding from where they are needed most. The House-passed bill includes a mandate directing 50 percent of Title I Adult and Dislocated Worker funds to be spent on training, which has eroded significantly over the last several decades. While this provision was not in the Senate discussion draft, we are concerned that any federal training mandate would severely limit the funds available for both business services and supportive services—such as childcare or transportation— which job seekers often need to help them find and succeed in a job.

Redesignation of workforce development areas must be based on local needs. Redesignation of local workforce areas should only be undertaken if they will result in improved outcomes for WIOA participants. Strong quality assurances must be in place to prevent inequitable service delivery for the underserved and marginalized populations WIOA prioritizes.

A 25 percent set-aside diverts resources from local communities. Under current law, a governor already may reserve 15 percent of WIOA formula funding for statewide initiatives—a provision that was expanded in the 2014 reauthorization. House and Senate proposals would dramatically expand this set-aside to 25 percent of all Title I formula resources available under the law. This would have the practical effect of further diminishing funding available to address local community needs and to implement the law with fidelity.

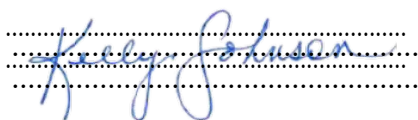
Congress must make a significantly increased investment in the workforce system. As you know, Congress is simultaneously considering both FY25 appropriations and WIOA reauthorization. Legislation to reauthorize WIOA has identified new challenges that the public workforce system must be better equipped to address. At

the same time, the recent House FY25 Labor-HHS-Education appropriations bill calls for substantial reductions—or in some cases the elimination—of funding for core workforce, education, and skills development programs. We are gravely concerned that, taken together, Congress is insufficiently investing in workforce development at a crucial moment.

Increasing investments in WIOA is critical to ensure that employers have the skilled talent they need while also supporting some of our most vulnerable and underserved populations in participating within the labor market.

Thank you in advance for your consideration. I welcome the opportunity to discuss these and other recommendations to improve WIOA at your convenience. I can be reached at 510-326-7564 or knjohnson@lbl.gov.

Sincerely,

A handwritten signature in blue ink, reading "Kelly Jonhson", is written over three horizontal dotted lines.

Kelly Jonhson
Chair

ITEM VI.B. – DISCUSSION

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD (ACWDB) **TWO-YEAR STRATEGIC PRIORITIES ACTION PLAN** **QUARTER ONE ACTIVITIES**

BACKGROUND:

During the Board Retreat in January 2024, board members embraced the idea that the Alameda County Workforce Development Board (ACWDB) should work to improve board member outreach by developing and utilizing a storytelling campaign intended to expand visibility of the ACWDB.

During this first quarter (July through September 2024), the Executive Committee (EC) is tasked to:

1. Create a plan to target prospective ACWDB member recruitment from within Industry Sector and Occupational Framework (ISOF) sectors and use tools and narratives that help to highlight the work of this board and attract interested and engaged new board members.
2. Establish an ad hoc committee from within ACWDB membership to focus on this strategic priority.
3. Develop a storytelling strategy to equip the broader community, including ACWDB's stakeholders about local area programs, strategies, and services.

To support these goals, ACWDB staff will:

- A. Highlight Tier I of ACWDB's ISOF.
- B. Prompt EC membership to engage in discussions regarding the creation of a membership outreach ad hoc committee.
- C. Present a set of questions intended to encourage conversation around methods to succeed in accomplishing the targeted goals for Quarter 1.

Questions for EC Membership:

1. How do you, as members of the ACWDB, presently discuss your participation on this board?
2. What information would you most like to become familiar with so that you can better represent the work of this board to your peers and colleagues?

3. What approach or method do you think will help the board best tell its story about its presence and impact in the community?

These questions should be addressed, and decisions made so that preparations can be started to keep the EC on track to accomplish the stated goals by the specified deadline.

For additional information, you may contact Rhonda Boykin, Director at (510) 259 - 3844, or by email at RBoykin@acgov.org; or Michele G. Garcia, MIS Administrator by phone at (510) 259 - 3802 or through email at mggarcia@acgov.org.

ATTACHMENT:

VI.B.1. – ACWDB’s Industry Sector and Occupational Framework (ISOF)

Industry Sector and Occupational Framework (ISOF)

Tier I

Prioritized Industries
with **High Road**
Employers

- Health Care and Social Assistance
- Professional, Scientific, and Technical Services
- Construction
- Advanced Manufacturing
- Transportation, Warehousing, Distribution, and Logistics
- Local Government
- **Green Sector**

Tier II

Prioritized Occupations
(Sample)

Occupations in Tier II exceed \$19.20/hour and demonstrate growth in ACWDB's local area (sample):

- Medical Assistants
- Machinists
- Secretaries and Administrative Assistants
- Software Developers
- Civil Engineers

Tier III

Participant Choice

Tier III are occupations or industries outside of Tier I and Tier II that are chosen by job seekers but still meet the ISOF growth and wage criteria.

Job seekers who choose Tier III must provide documented evidence that the occupation/industry of their choice is aligned with the ISOF growth and wage criteria. Supporting evidence may come from credible Labor Market sources.

The ISOF is intended to guide service providers as they help their participants to navigate through their vocational training and job search activities. Presently Adult & Dislocated Worker service providers have contract performance goals as follows:

1. 55% of participants placed into employment should be hired with employers who fall within the ISOF. (This goal has been exceeded every year since inception).
2. 75% of all training enrollments should be in programs that offer occupational skills leading to employment with the ISOF. (This goal has been exceeded consistently, every year since inception)

Questions about this framework may be directed to latoya.reed-adjei@acgov.org

ITEM V.L.C. - DISCUSSION

SET CONSENT AND REGULAR CALENDAR

BACKGROUND:

The purpose of this item is for the Executive Committee to discuss the Alameda County Workforce Development Board's (ACWDB) committee actions and recommendations for the September 12, 2024, quarterly meeting:

Presentation – Power Pathway Program, Justin Real, Manager of People (Human Resources) Department at Pacific Gas and Electric Company (PG&E)

Regular Calendar - Workforce Development Board Actions/Committee Recommendations:

Youth Committee – Workforce Innovation and Opportunity Act Strategies and New Four – Year Procurement Cycle for Youth and Young Adult Service

Organizational Effectiveness Committee – None

Systems and Strategies Committee –

- Expanded Incentive and Stipend Payment Policy for Adult, Dislocated Worker, and Other Program Participants
- Workforce Innovation and Opportunity Act (WIOA) Adult and Dislocated Worker Service Delivery Strategies and New Procurement for 2025-2029
- America's Job Center of California (AJCC) Recertification

Executive Committee -

- Approval of Alameda County Workforce Development Board Recommended Annual Budget for PY 2024/2025
- Approval of Job Search Academy Pilot in Partnership with Indeed

**ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD (ACWDB)
ORGANIZATIONAL EFFECTIVENESS (OE) COMMITTEE**

MEETING NOTICE

Wednesday, August 7, 2024

9:30 – 11:30 A.M.

Gail Steele Multi-Service Center

24100 Amador Street, Hayward, CA 94544-1203

California Poppy Conference Room, 2nd Floor

If you would like to make a public comment, please contact Board Secretary, Sheroza Haniff at Sheroza.Haniff@acgov.org to request a speaker card prior to the meeting.

AGENDA

	PAGE
I. CALL TO ORDER AND ROLL CALL	
II. PUBLIC FORUM	
Members of the public may address the Committee regarding any of the Action Items, or public input at this time. Speakers have a maximum of three minutes per person which must include the speaker's name, organization, and reference to which agenda item they are referencing.	
III. DISCUSSION ITEMS	
A. Targeted Outreach Update	1
B. Contract Performance Measures and Goals PY 2024/2025	8
C. ACWDB Strategic Priorities Two-Year Action Plan – Learning about Socioeconomic Barriers from Trusted Organizations	11
. Tracking and Recording Achievements toward Strategic Priorities Action Plan	13
IV. REPORTS	
A. Local Area Performance Reports	14
B. Adult & Dislocated Worker Reports	
B.1. CalJOBS Registration Rate Within the Local Workforce Area	18
B.2. Contract Performance Indicators Reports – Adults and Dislocated Workers	20
C. Youth Contract Performance Indicators Reports	21
D. Rapid Response Report	22
V. MATTERS INITIATED BY COMMITTEE MEMBERS	
VI. ANNOUNCEMENTS	

COMMITTEE MEMBERS: Chiman Lee (Committee Chair); Sara Walke (Committee Vice-Chair); Tyler Abbott; Jeff Bowser; Dyrell Foster; Adam Masters.

THIS IS AN OPEN MEETING. ALL WDB MEMBERS ARE ENCOURAGED TO ATTEND

WDB Members who are not Committee members but are planning to attend may call Sheroza Haniff at (510) 259-3842 to request the material that will be discussed at this meeting.

*These WIOA Title I financially assisted programs or activities are “Equal Opportunity Employers/Programs”.
Auxiliary aids and services are available upon request to individuals with disabilities.*

If you require specific accommodations due to a disability, please call Sheroza Haniff at least 72 hours in advance.

NEXT OE COMMITTEE MEETING: NOVEMBER 6, 2024

**ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD (ACWDB)
YOUTH COMMITTEE**

MEETING NOTICE
Monday, August 12, 2024
1:30 – 3:00 P.M.
Gail Steele Multi-Service Center
24100 Amador Street, Hayward, CA 94544-1203
California Poppy Conference Room, 2nd Floor

If you would like to make a public comment, please contact Board Secretary, Sheroza Haniff at Sheroza.Haniff@acgov.org to request a speaker card prior to the meeting.

AGENDA

	PAGE
I. CALL TO ORDER AND ROLL CALL	
II. PRESENTATION – Cypress Mandela Training Center Program, Presented by Douglas Butler	1
III. PUBLIC FORUM	
Members of the public may address the Committee regarding any of the Action Items, or to provide public input at this time. Speakers have a maximum of three minutes per person which must include the speaker's name, organization, and reference to which agenda item they are referencing.	
IV. ACTION ITEMS / PUBLIC HEARING	
A. Workforce Innovation and Opportunity Act Strategies and New Four-Year Procurement Cycle for Youth and Young Adult Service Delivery	2
V. DISCUSSION ITEMS	
A. New Contract Performance Measures and Goals Program Year 2024/2025	11
B. ACWDB Strategic Priorities Two-Year Action Plan – Bridging Industry Sector Gaps Through Youth Work Experience Opportunities	13
VI. REPORTS	
A. Local Area Performance Reports	15
B. Youth Contract Performance Indicators Reports	19
VII. MATTERS INITIATED BY COMMITTEE MEMBERS	
VIII. ANNOUNCEMENTS	
A. Acknowledgement of Mario Wagner's service to the Youth Committee	

COMMITTEE MEMBERS: Prem Bajaj (Committee Chair); Lisa Meza (Committee Vice-Chair); Classic Cauley; Jonathan DeLong; Gana Eason; Linda Evans; Kathy Mello; Justin Real; Raquel Ramsey-Shelton; Linda Renteria; Matteo Torrico

THIS IS AN OPEN MEETING. ALL WDB MEMBERS ARE ENCOURAGED TO ATTEND.

WDB Members who are not Committee members but are planning to attend may call Sheroza Haniff at (510) 259-3842 to request the material that will be discussed at this meeting.

*These WIOA Title I financially assisted programs or activities are “Equal Opportunity Employers/Programs”.
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NEXT YOUTH COMMITTEE MEETING: NOVEMBER 12, 2024

**ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD (ACWDB)
SYSTEMS AND STRATEGIES COMMITTEE**

MEETING NOTICE

Wednesday, August 21, 2024

9:30 – 11:00 A.M.

Gail Steele Multi-Service Center

24100 Amador Street, 2nd Floor, Hayward, CA 94544-1203

California Poppy Conference Room, A&B

If you would like to make a public comment, please contact Board Secretary, Sheroza Haniff at Sheroza.Haniff@acgov.org to request a speaker card prior to the meeting.

AGENDA

	PAGE
I. CALL TO ORDER AND ROLL CALL	
II. PRESENTATION – Labor Market Presentation by Juliet Moeur Labor Market Researcher with the California Employment Development Department	1
III. PUBLIC FORUM	
Members of the public may address the Committee regarding any of the Action Items, or public input at this time of the agenda. Speakers have a maximum of three minutes per person which must include the speaker's name and organization.	
IV. ACTION ITEMS / PUBLIC HEARING	
A. Expanded Incentive and Stipend Payment Policy for Adult, Dislocated Worker, and Other Program Participants	2
B. Workforce Innovation and Opportunity Act (WIOA) Adult and Dislocated Worker Service Delivery Strategies and New Procurement for 2025-2029	4
C. America's Job Center of California (AJCC) Recertification	10
V. DISCUSSION ITEMS	
A. ACWDB Two-Year Strategic Priorities Action Plan Understanding and Expanding Sector Partnerships	17
VI. REPORTS	
A. Local Area Performance Reports (Adult/Dislocated Worker/Youth)	19
B. Contract Performance Reports	23
VII. INFORMATION ITEMS	
A. Prison to Employment (P2E) 2.0	27
B. Student Training & Employment Program (STEP)	29
C. Targeted Outreach Update	31

VIII. MATTERS INITIATED BY COMMITTEE MEMBERS

IX. ANNOUNCEMENTS

SYSTEMS AND STRATEGIES COMMITTEE MEMBERS: Matt Kreutz (Chair); Doug Jones (Vice-Chair); Joslyn Buckner; Kennan Scott.

THIS IS AN OPEN MEETING. ALL WDB MEMBERS ARE ENCOURAGED TO ATTEND
WDB Members who are not Systems and Strategies Committee members but are planning to attend may call Sheroza Haniff at (510) 259-3842 to request the materials that will be discussed at this meeting.

*These WIOA Title I financially assisted programs or activities are “Equal Opportunity Employers/Programs”.
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NEXT SYSTEMS AND STRATEGIES COMMITTEE MEETING: NOVEMBER 20, 2024

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)

Vacancies:

- Business – Three
- Education - One
- Government - Two
- Labor - Two

Youth Committee – Two New Members

Systems and Strategies Committee – No Changes

Organizational Effectiveness Committee – Vice-Chair Vacancy

Executive Committee – No Changes

For further information, please contact Rhonda Boykin, Director at 510-259-3844 or email at RBoykin@acgov.org or Sheroza Haniff, Board Secretary at 510-259-3842 or email at sheroza.haniff@acgov.org.

Attachments:

VIIA.1. – Alameda County Workforce Development Board Member List

VIIA.2. – WDB Committees

ALAMEDA COUNTY
WORKFORCE DEVELOPMENT BOARD (WDB)
MEMBER LIST

BUSINESS (51%)

CHAIRPERSON – Kelly Johnson

Kelly Johnson, Talent Outreach Program Manager
 Lawrence Berkeley National Lab
 1 Cyclotron Rd. M.S 090-1140G
 Berkeley, CA 94720
 Tel: 510-486-4825
 E-Mail: KNJohnson@lbl.gov

Tyler Abbott, CEO, Santini Foods, Inc.
 Santini Foods, Inc.
 16505 Worthley Drive
 San Lorenzo, CA 94580
 Tel: 415-786-3560
 E-Mail: tyler@abbottfamily.org

Prem Bajaj, Manager of Workforce Development
 SF Bay Area Rapid Transit District
 2150 Webster St.
 Oakland, CA 94612
 Tel: 510-421-9027
 E-Mail: PBajaj@bart.gov

Joslyn Buckner, Talent Acquisition Manager
 Mission Linen
 6590 Central Ave.
 Newark, CA 94560
 Tel: 805-335-3327
 E-Mail: jbuckner@missionlinen.com

Stacy Cooper Dent, Vice-President of Purpose and Strategic Mobilization
 Torani
 2000 Marina Blvd.
 San Leandro, CA 94577
 Tel: 650-635-1128
 E-Mail: Sdent@torani.com

VICE-CHAIRPERSON – Matt Pawluk

Matt Pawluk, Director, Quality and Reliability
 Veev
 1617 Industrial Parkway
 Hayward, CA 94544
 Tel: 650-292-0752
 E-Mail: Matthew@veev.com

Matt Kreutz, CEO
 Firebrand Bakery
 707 W. Tower Ave
 Alameda, CA 94501
 Tel: 510-410-1305
 E-Mail: matt@firebrandbread.com

Chiman Lee, Director of Operations
 Corporate eWaste Solutions - NorCal
 30587 Huntwood Ave.
 Hayward, CA 94544
 Tel: 510-998-2828
 E-Mail: cleec@cews.com

Justin Real, Principal Program Manager
 Pacific Gas and Electric Co. General Office
 300 Lakeside Dr,
 Human Resources Dpt. 18th Flor.
 Oakland, CA 94612
 Tel: 510-231-3878
 E-Mail: j5ro@pge.com

Linda Renteria, Owner of Casa Sanchez Foods
 2898 W. Winton Avenue
 Hayward, CA 94545
 Tel: 650-697-1800 ext. 106
 E-Mail: Linda@casasanchezfoods.com

BUSINESS
CONTINUED

Kennan Scott, Co-Founder
 Empathway Designs
 Tel: 510-388-2950
 E-Mail: kennan@empathwaydesigns.com
 E-Mail: mwagner@rfcontractors.com

VACANT (3)

EDUCATION

WIOA Title II – Adult & Literacy

Dyrell Foster, Ed.D., College President
 Las Positas College
 3000 Campus Hill Drive, Ste. 1680
 Livermore, CA 94551
 Tel : 925-424-1001
 E-Mail: dfoster@laspositascollege.edu

VACANT (1)

GOVERNMENT

State Employment Service

Kalpana Oberoi, Cluster Manager
 Northern Division, Workforce Services Branch
 State of California
 Employment Development Department
 7677 Oakport Street, Suite 350
 Oakland, CA 94621
 Tel: 510-564-0521
 E-Mail: Kalpana.oberoi@edd.ca.gov

State Department of Rehabilitation

Economic Development

Stephen Baiter, Executive Director
 East Bay Economic Development Alliance
 1221 Oak Street, Ste. 555
 Oakland, CA 94612
 Tel: 510-272-3874
 E-Mail: stephen@EastBayEDA.org

VACANT (2)

WORKFORCE REPRESENTATIVES
(20%)
Labor (15%)

Doug Jones, Political Organizer
 SEIU United Healthcare Workers-West
 560 Thomas Berkeley Way
 Oakland, CA 94612
 Tel: 510-251-1250
 E-Mail: djones@seiu-uhw.org

Adam Masters, Business Representative,
 District 1
 SMART, SMW Local Union No. 104
 East Bay Union Office
 1499 Grennville Road
 Livermore CA 94550
 Tel: 510-895-8660
 E-Mail: adamm@smw104.org

Mateo Torrico, Political Organizer, SEIU
 Local 2015
 333 Hegenberger Road Ste. 400
 Oakland, CA 94621
 Tel : 510-775-3971
 E-Mail : mateot@seiu2015.org

VACANT (2)

COMMUNITY – BASED
ORGANIZATION

Jonathan DeLong, Executive Director
 REAP Climate Center
 909 Marina Village Parkway, #234
 Alameda, CA. 94501
 Tel: 510-214-6669
 E-Mail: jdelong@reapcenter.org

Travers McNeice, Vice President of Mission
 Services and Workforce Innovation
 Goodwill Industries of the Greater East Bay
 1301 30th Avenues
 Oakland, CA 94601
 E- Mail: tmcneice@sfgoodwill.org

WDB COMMITTEES

Executive Committee

Kelly Johnson, WDB Chair
Matt Pawluk, WDB Vice-Chair,
Matt Kreutz, Systems and Strategies Committee Chair
Prem Bajaj, Youth Committee Chair
Chiman Lee, Organizational Effectiveness Committee Chair

Systems and Strategies Committee

Matt Kreutz, Chair
Doug Jones, Vice-Chair
Joslyn Buckner
Kennan Scott

Organizational Effectiveness Committee

Chiman Lee, Chair
Vacant, Vice-Chair
Tyler Abbott
Jeff Bowser
Dyrell Foster
Adam Masters

Youth Committee

Prem Bajaj, Chair
Lisa Meza, Vice-Chair
Classic Cauley
Jonathan DeLong
Gana Eason
Linda Evans
Kathy Mello
Raquel Ramsey-Shelton
Justin Real
Linda Renteria
Mateo Torrico

Rev8.15.24

ITEM VII.B. – INFORMATION

ALAMEDA COUNTY WORKFORCE DEVELOPMENT BOARD
2024 MEETING CALENDAR

FEBRUARY

- 5 Youth Committee (1:00 – 3:00 PM) - Canceled
- 21 Joint Committee (Organizational Effectiveness, and Systems and Strategies Committees (9:30 – 11:00AM)
- 28 Executive Committee (9:30 – 11:30 AM)

MARCH

- 14 Workforce Development Board (9:00 AM – 12 Noon)

APRIL

- 8 Youth Committee (1:00 – 3:00 PM)
- 10 Organizational Effectiveness Committee (9:30 – 11:30 AM)
- 17 Systems and Strategies Committee (9:30 – 11:00 AM)
- 24 Executive Committee (9:30 - 11:30 AM) – (Cancelled)

MAY

- 9 Workforce Development Board (9:00 AM – 12 Noon)

AUGUST

- 7 Organizational Effectiveness Committee (9:30 – 11:30 AM)
- 12 Youth Committee (1:00 – 3:00 PM)
- 21 Systems and Strategies Committee (9:30 – 11:00 AM)
- 28 Executive Committee (9:30 - 11:30 AM)

SEPTEMBER

12 Workforce Development Board (9:00 AM – 12 Noon)

NOVEMBER

6 Organizational Effectiveness Committee (9:30 – 11:30 AM)

12 Youth Committee (1:00 – 3:00 PM)

20 Systems and Strategies Committee (9:30 – 11:00 AM)

21 Executive Committee (9:30 - 11:30 AM)

DECEMBER

12 Workforce Development Board (9:00 AM – 12 Noon)

Rev. 2.5.24