



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 9/12/2023

To: Board of Supervisors

Department or Agency Name(s): Human Services

Staff Name and Phone Number: Katie Greaves (707) 565-8501

Vote Requirement: Majority

Supervisorial District(s): Countywide

Recommended Action:

Approve the following Countywide Appointments:

- A) Approve the Appointment of Chuck Wade and Brian Purtil to the Sonoma County Workforce Investment Board for a one-year term beginning September 12, 2023 through September 11, 2024.
- B) Approve the Re-Appointment of Alena Wall to the Sonoma County Workforce Investment Board for a two-year term beginning September 12, 2023 through September 11, 2025.

(Countywide)

Executive Summary:

Approve the following Countywide Appointments:

- A) Approve the Appointment of Chuck Wade and Brian Purtil to the Sonoma County Workforce Investment Board for a one-year term beginning September 12, 2023 through September 11, 2024.
- B) Approve the Re-Appointment of Alena Wall to the Sonoma County Workforce Investment Board for a two-year term beginning September 12, 2023 through September 11, 2025.

(Countywide)

Discussion:

The Workforce Innovation and Opportunity Act (WIOA) is a federal law designed to prepare youth and adults for entry into the labor force. The Workforce Investment Board (WIB) and its American Job Center of California (AJCC), Job Link, provide support to both Sonoma County job seekers and businesses.

WIOA requires all local regions to create a board comprised of local business and community members to oversee and implement WIOA Title I programs. It also requires the appointment of a policy oversight body, and the WIB serves in this capacity for Sonoma County. The Human Services Department (HSD) is requesting the appointment of two new members and the reappointment of one member to the WIB.

The Employment and Training Division of HSD runs Job Link, where the public can access basic career search offerings such as workshops and job fairs. There are more intensive services offered to connect those looking for training, education, and work through WIOA programs. Employers can access Job Link Business Services, including funding specifically for different types of workforce training.

Efforts to fill the WIB seats are ongoing through referrals from current members and outreach to businesses, the public, workforce, and private nonprofit organizations. HSD also works closely with the Economic Development Board to identify business members appropriate for the business seats on the WIB.

Membership Criteria and Process for Recommending Members for Appointment

The WIB serves as the policy oversight body for Sonoma County employment and training programs. In accordance with the written agreement between the Board of Supervisors and the WIB, the WIB reviews and approves candidates' applications for membership and forwards its recommendations to the Board for final approval and appointment.

The WIB consists of member categories in compliance with Workforce Act regulation. Business seats must comprise the majority and include representatives of business in the Local Area who are either owners, chief executives, or operating officers; those who represent businesses that provide employment opportunities which include high-quality, work-relevant training and development from in-demand industry sectors or occupations; or those that are appointed from among individuals nominated by local business organizations and business trade associations. There are fifteen business seats on the WIB representing 54% of the Board.

Not less than 20% of the members of each local WIB must be representatives of the workforce within the local area, including representatives of labor organizations, apprenticeships, community-based organizations with experience and expertise in addressing the employment needs of individuals with barriers to employment, and representatives of organizations that have demonstrated experience and expertise in addressing the employment, training, or educational needs of youth. Within this workforce representative category, a minimum of 15% of the seats must represent labor organizations. There are eight workforce representative member seats on the WIB, constituting 29% of the Board. Five of the seats represent labor, constituting 18% of the Board.

Each WIB must include representatives of entities administering education and training activities, including those administering adult education and literacy activities; representatives of institutions of higher education, including community colleges; and representatives of local educational agencies and community-based organizations addressing the education or training needs of individuals with barriers to employment. There are two education and training seats on the WIB.

Each WIB must include representatives of governmental and economic and community development entities; a representative from the state employment service office; a representative of the programs carried out under the Rehabilitation Act of 1973; representatives of agencies administering transportation, housing, and public assistance programs; and representatives of philanthropic organizations serving the local area. There are currently three governmental and economic and community development seats on the WIB.

The WIB seeks business members who provide expertise in Sonoma County's important or emerging employment sectors such as health care, hospitality, and the building and trades. Applications are reviewed by the WIB's Executive Committee and then recommended to the Board of Supervisors for appointment. Current members in good standing are recommended for reappointment at the end of their term.

Member Appointment

Chuck Wade is the Director of College and Career Readiness for the Sonoma County Office of Education. He is responsible for all aspects of county-level efforts to support districts and schools in developing and providing high quality Career Technical Education programs. Mr. Wade will fill a Workforce Representative/Education

seat on the WIB.

Brian Purtil is the Dean of Empire College School of Law where he oversees, creates and administers curriculum, policies and procedures, as well as assesses and meets staffing needs, all related to providing a legal education to law students. He assures the compliance with and is responsible for maintaining all accreditation requirements from the California State Bar's Committee of Bar Examiners. He has been involved in private education the past four years as an educator. Mr. Purtil fills a business seat on the WIB.

Member Re-Appointment

Alena Wall is the Public Affairs Director for Kaiser Permanente in Sonoma and Marin Counties. She is a community health leader devoted to eliminating health disparities and addressing the social factors that influence them. Ms. Wall has more than two decades of healthcare leadership experience, advocating for our most vulnerable communities, coalition building, and leading strategies that transform conditions that drive health outcomes. Ms. Wall holds a bachelor's degree in health science from California State University - Chico, a master's degree in holistic health education from John F. Kennedy University, and maintains her national credential as a certified health education specialist. She brings a passion for identifying solutions that improve economic opportunity for our most vulnerable community members, which is in alignment with WIB priorities and represents a healthcare nonprofit business perspective on the board. Ms. Wall will fill a business seat on the WIB.

Prior Board Actions:

August 9, 2022: Appointed one new member to the WIB
June 13, 2022: Reappointed three members to the WIB
January 10, 2023: Reappointed nine members to the WIB.
July 11, 2023: Reappointed nine members to the WIB.

FISCAL SUMMARY

Narrative Explanation of Fiscal Impacts:

N/A

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Proposed Workforce Investment Board Member Roster

Related Items "On File" with the Clerk of the Board:

None