



SONOMA COUNTY

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

Summary Report

Agenda Date: 3/12/2019

To: Sonoma County Board of Supervisors
Department or Agency Name(s): Human Services Department
Staff Name and Phone Number: Katie Greaves, 565-8501
Vote Requirement: Majority
Supervisory District(s): All

Title:

Sonoma County Workforce Investment Board (WIB) Member Reappointments

Recommended Actions:

Approve the re-appointment of Dr. Susan Cooper, Sara Cummings, Keith Dias, Paul Duranczyk, Chris Knerr, Albert Lerma, Anita Maldonado, Jerald Miller, and Chris Snyder to the Sonoma County Workforce Investment Board for a two-year term beginning March 12, 2019, and ending March 12, 2021.

Executive Summary:

The Workforce Innovation and Opportunity Act (Workforce Act) is a federal law designed to prepare youth and adults for entry into the labor force. The Workforce Investment Board (WIB) and its career center, Job Link, provide support to Sonoma County job seekers and business by providing services such as workshops and job fairs to connect those looking for work with businesses in need of workers.

The Workforce Act requires all local regions to create a board comprised of local business and community members to oversee and implement the Workforce Act. The Workforce Act requires the appointment of a policy oversight body, and the Sonoma County Workforce Investment Board serves in this capacity for Sonoma County. As required by the Workforce Act, this board item seeks the appointment and reappointment of Workforce Investment Board members.

Discussion:

Membership Criteria and Process for Recommending Members for Appointment

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

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

currently 16 Business Seats on the WIB representing 53% of the Board.

Not less than 20 percent of the members of each Local Board must be representatives of the Workforce within the Local Area, including representatives of labor organizations, apprenticeships, community based organizations that have 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 education needs of youth. Within this Workforce Representative category, a minimum of 15 percent of the seats must represent labor organizations. There are currently 8 Workforce Representative Seats on the WIB, constituting 27% of the Board, with 17% representing Labor.

Each Local Board 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 currently 3 Education and Training Seats on the WIB.

Each Local Board must include representatives of governmental and economic and community development entities, including a representative of economic and community development entities; an appropriate representative from the State employment service office; an appropriate 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 3 Governmental and Economic and Community Development Seats on the WIB.

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

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

The individuals recommended for appointment/reappointment to the WIB will represent the following categories of membership.

<u>Representative</u>	<u>Business/Organization</u>	<u>WIB Category</u>
Susan Cooper	Community Action Partnership of Sonoma County	Business
Sara Cummings	Sonoma County Lodging	Business

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Keith Dias	SMART Local #104	Workforce Representative - Labor
Paul Duranczyk	Creekside Convalescent Hospital	Business
Chris Knerr	Cement Masons Local 300	Workforce Representative Labor
Albert Lerma	Sonoma County Economic Community Development	Governmental, Economic, and Development Board
Anita Maldonado	California Human Development Community Based Organization	Workforce Representative - Serving Clients with Barriers to Employment
Jerald Miller	Santa Rosa Junior College	Education and Training
Chris Snyder	Operating Engineers, District 10	Workforce Representative - Labor

Dr. Susan Cooper is the Executive Director of Community Action Partnership of Sonoma County, an agency dedicated to the reduction of people living in poverty. Dr. Cooper brings knowledge of the problems and barriers the low income community face when trying to find employment and thus improve theirs and their children's lives. She also brings 27 years' experience as a small business owner. Dr. Cooper fills a Business seat on the WIB.

Sara Cummings is the Executive Director of the Sonoma County Lodging Association, Manager of Oliver's Market Marketing and Communications, and Owner/Director of Sara Cummings Consulting. As finding qualified and skilled labor continues to grow as an issue for the industry, representation of the largest private sector industry on the Workforce Investment Board brings an important voice to the table. Ms. Cummings fills a Business seat on the WIB.

Keith Dias is a former Sheet Metal Worker and served as the Apprenticeship Training Coordinator for the North Bay. He is currently a business representative in SMART Local #104. Mr. Dias is interested in using his 28 years of experience and connections within the construction industry to help promote the various trade apprenticeship opportunities in Sonoma County. Mr. Dias has worked with several Bay Area WIBs in the past and is currently a member of the Marin County WIB. Mr. Dias fills a Workforce Representative -- Labor seat on the WIB.

Paul Duranczyk is Senior Administrator at Creekside Convalescent and Mental Health Rehabilitation in Santa Rosa. He manages over two hundred staff members in the healthcare sector. He serves on Sonoma County Managed Medi-Cal Planning Group and Sonoma County Healthcare Disaster Planning Forum. Mr. Duranczyk fills a Business seat on the WIB.

Chris Knerr is the Business Agent for Cement Masons Local 300. He is interested in the opportunities

provided to apprentices within the Building Trades. Mr. Knerr fills a Workforce Representative -- Labor seat on the Board.

Albert Lerma is a Program Manager for the Sonoma County Economic Development Board. As the primary point of contact for local government, business, and community partners, he manages community economic development and redevelopment programs including: business attraction and retention programs, nonprofit grants management, contract administration, business technical assistance services, microenterprise development, economic development finance, revolving loan fund administration, improvement programs, project management, budgeting and analysis, public policy development, and workforce development training programs. Mr. Lerma fills a Governmental, Economic, and Community Development seat on the WIB.

Anita Maldonado is the Chief Executive Officer of California Human Development (CHD) and former administrator of workforce development programs funded by the Workforce Act. California Human Development has been providing workforce development training to farmworkers and low income individuals for over fifty years throughout Anthony Soto Employment and Training (ASET) Centers. In addition, CHD in conjunction with La Cooperativa has worked on providing employment and training in disaster hit areas. Ms. Maldonado fills a Workforce Representative seat on the WIB.

Jerald Miller is the Dean of Career and Technical Education and Economic Development for the Santa Rosa Junior College. He is involved in the implementation and coordination of workforce development education at the post-secondary level in Sonoma County. He is committed to preparing students so that they have the skills, training, and education to achieve their career goals and that offer programs of study that the Sonoma County employers can rely on to hire and retain outstanding employees. He has been involved with career and technical education for the last twenty years as an instructor and administrator. Mr. Miller fills an Education and Training seat on the WIB.

Chris Snyder is the District 10 Representative for Operating Engineers. He is a jobs advocate and represents workers that do work in the heavy and highway industry, surveying, crane operators, Caltrans workers and several other craft types. He has a strong interest in workforce development and being able to train the next generation in the Building Trades. Mr. Snyder fills a Workforce Representative -- Labor seat on the Board.

Prior Board Actions:

October 23, 2018: Appointed two new members and reappointed two members to the Workforce Investment Board.

September 11, 2018: Reappointed four members to the Workforce Investment Board.

May 22, 2018: Appointed three new members to the Workforce Investment Board, and reappointed four members to the Workforce Investment Board.

FISCAL SUMMARY

Expenditures	FY 18-19 Adopted	FY19-20 Projected	FY 20-21 Projected
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Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures	0		
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	0		

Narrative Explanation of Fiscal Impacts:

No fiscal impacts as members volunteer to serve on the Workforce Investment Board.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

Proposed Workforce Investment Board Membership Roster

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

None