

ORANGE COUNTY
WORKFORCE INVESTMENT BOARD
1300 S. GRAND AVENUE, BLDG. B, 3RD FLOOR
SANTA ANA, CA 92705-4407
PHONE: (714) 480-6500 FAX: (714) 834-7132

Orange County Workforce Investment Board Executive Committee

October 18, 2013
8:00 a.m.
Orange County One-Stop Center
Santiago Room
125 Technology Dr., Suite 200
Irvine, CA 92618
949-341-8000

NOTE: The location & the starting time

AGENDA

CALL TO ORDER

PUBLIC PARTICIPATION

Members of the public may address the Executive Committee on items listed within this agenda so long as the subject matter is within the jurisdiction of the Committee.

1. MINUTES

ACTION
The minutes of the July 19, 2013 Executive Committee meeting are presented for

The minutes of the July 19, 2013 Executive Committee meeting are presented for review and approval.

2. REGIONAL INDUSTRY CLUSTERS OF OPPORTUNITY II ACTION
Staff will present information on the Regional Industry Clusters of Opportunity II
(RICO) grant and provide funding recommendations.

3. ONE-STOP SYSTEM UPDATE
Staff will provide an update on the One-Stop System.

4. BRANDING & MARKETING AD HOC COMMITTEE INFORMATION
Staff will provide information on the implementation of the OCWIB Branding and
Marketing Ad Hoc Committee.

5. GRANTS UPDATE INFORMATION
Staff will provide information on recent grant activity.

6. CHAIR AND DIRECTOR'S REPORT

INFORMATION

The Chair and Director will provide an update on OCWIB activities.

ADJOURNMENT

IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, CALL (714) 480-6500 OR THE TDD AT (714) 834-7163. PLEASE CALL 48 HOURS IN ADVANCE TO ALLOW THE COUNTY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING. (28 CFR 35.102-35.104 AMERICAN DISABILITIES ACT TITLE II)

TO OBTAIN COPIES OF OCWIB COMMITTEE AGENDAS AND ATTACHMENTS VISIT OUR WEBSITE AT: WWW.OCWIB.ORG OR CONTACT THE ORANGE COUNTY WORKFORCE INVESTMENT BOARD ADMINISTRATIVE OFFICE: 1300 S. GRAND AVENUE, BLDG. B, 3RD FLOOR, SANTA ANA, CA 92705 (714) 480-6449.

Item #1 – ACTION

Orange County Workforce Investment Board Executive Committee

July 19, 2013 8:30 a.m. Orange County One-Stop Center 125 Technology Dr. Suite 200 Irvine, CA 92618

MINUTES

Present:

Bob Bunyan Douglas Mangione Lauray Holland-Leis Tod Sword Guests: Staff:

Amy Hernandez Andrew Munoz Jenna Sergio Julie Elizondo Ron Milone Jolie Sheppick

CALL TO ORDER:

Bob Bunyan called the meeting to order 8:04 a.m.

1. MINUTES ACTION

The minutes of the May 22, 2013 Executive Committee meeting were presented for review and approval.

Tod Sword motioned for approval. Bob Bunyan seconded. Lauray Holland-Leis and Douglas Mangione abstained. Motion passed.

2. WIA YOUTH PROGRAM REQUEST FOR PROPOSALS (YC) ACTION

Staff presented the WIA Youth Program Request for Proposals (RFP) policy issues. The Committee reviewed each of the five (5) policy issues and made one motion for approval on all recommendations.

Lauray Holland-Leis motioned for approval. Douglas Mangione seconded. Motion passed.

3. WORKFORCE SERVICES REQUEST FOR PROPOSALS Staff provided information on the release for the Workforce Service Request for Proposals.

Douglas Mangione motioned for approval. Tod Sword seconded. Motion passed.

4. DEMAND OCCUPATION LIST IMPLEMENTATION

ACTION

Staff provided information on the implementation of the Demand Occupation List.

Tod Sword motioned for approval. Lauray Holland-Leis seconded. Motion passed.

5. ONE-STOP SYSTEM UPDATE

INFORMATION

Staff provided an update on the One-Stop System.

6. BRANDING & MARKETING AD HOC COMMITTEE

INFORMATION

Staff provided information on the implementation of the OCWIB Branding and Marketing Ad Hoc Committee.

7. GRANTS UPDATE

INFORMATION

Staff provided information on current grant activity.

8. CHAIR AND DIRECTOR'S REPORT

INFORMATION

The OCWIB Chair and Executive Director provided an update on OCWIB activities.

The meeting was adjourned at 9:53 a.m.

Item #2 - ACTION

REGIONAL INDUSTRY CLUSTERS OF OPPORTUNITY II Recommendation Summary October 18, 2013

BACKGROUND:

Regional Industry Clusters of Opportunity II (RICO): The Orange County Workforce Investment Board received a grant award from the California Workforce Investment Board / Employment Development Department (EDD) to support a collaborative, two-county, multi-WIB effort to develop the competitiveness and growth of the Alternative Fuels/Transportation Clusters in Orange and Los Angeles Counties. The core partners include: The Orange County Business Council and Pacific Gateway Workforce Investment Network. The RICO Cluster Engagement process provides an opportunity to expand networks of employers and combine efforts to develop a regional Cluster Investment Strategy. Much of this work will culminate in an important, regional conference where companies will be recruited to participate in an opportunity identifying opportunities for growth, barriers for address, and champions to help lead those efforts.

As such, a portion of the grant funding will need to be allocated to providers and/or subcontractors to conduct the activities of the grant.

RECOMMENDATION(S):

- 1. Fund Pacific Gateway Workforce Investment Network (PGWIN), to provide activities related to the RICO grant for an aggregate amount of \$125,350.
- 2. Fund Orange County Business Council (OCBC), to provide activities related to the RICO grant for an aggregate amount of \$77,500.
- 3. Without further OCWIB approval, authorize staff to exercise a cost contingency increase not to exceed a total of ten (10) percent of the contract amounts.

ATTACHMENT(S):

<u>Item #3 – INFORMATION</u>

ONE-STOP SYSTEM UPDATE Recommendation Summary October 18, 2013

BACKGROUND:

Staff will provide an update on the One-Stop System.

RECOMMENDATION(S): Receive and file

ATTACHMENT(S):

<u>Item #4 – INFORMATION</u>

BRANDING & MARKETING AD HOC COMMITTEE Recommendation Summary October 18, 2013

BACKGROUND:

The OCWIB is soliciting qualified individuals and organizations through a new RFP to provide brand development, marketing and communication strategy services in order to increase brand awareness and effectively communicate with our target customers. The overall goals of this project are as follows:

- Increase the One-Stop Center's brand awareness/recognition as a trusted resource for employers in Orange County and surrounding areas
- Increase the online presence of the entire organization
- Leverage our current online presence to be a more useful tool for job seekers and employers
- Increase the OCWIB brand awareness/recognition to ensure business engagement.
- Increase the organization's visibility as the primary economic development entity for Orange County
- Increase awareness of customized employer services opportunities with employers

The RFP was released on September 13, 2013 and applications were due on October 11, 2013.

In December of 2012, an RFP for Workforce Services, Bid # 012-629273, was released which included a similar activity, yet resulted in insufficient vendors. That activity, Consultants: Marketing Services Provider, is no longer valid as the activity has been expanded resulting in the need for a new RFP.

RECOMMENDATION(S):

Receive and file

ATTACHMENT(S):

<u>Item #5 – INFORMATION</u>

GRANTS UPDATE Recommendation Summary October 18, 2013

BACKGROUND:

The OCWIB both directly applies for and also partners with other County agencies, companies, educational entities and community-based organizations on grants to increase and enhance the workforce development activities of the County.

1. Workforce Innovation Fund Grant: On June 20, 2012, the Orange County Workforce Investment Board (OCWIB) received notification of the Workforce Innovations Grant award from the U.S. Department of Labor (DOL) in the amount of \$3,000,000 as a three-year grant for the OCWIB's proposal of the IT Cluster Competitiveness Project.

DOL Workforce Innovation Grants solicitation sought projects that will advance the workforce development system through the pilots that demonstrate best practices or implement innovative "systems change." The IT Cluster Competitiveness Project will engage both business and education stakeholders in an intensive strategic planning process that will result in the identification of critical workforce training needs and development of plans to address "just in time" training needs and initiate long-range efforts to develop a pipeline of future workers across industries in which Information Technology (IT) skills are a critical element to companies' success.

Grant activities to date:

- OCBC Contract Amendment (includes Facilitation, Roadmap and Evaluation)
- Recruitment of Business Stakeholder Group
- Recruitment of Education / Training Group
- Request for Proposal / Selection of Project Evaluator
- Stakeholder Meetings Completed
- Joint Stakeholder Meetings Completed
- DOL/ETA site visit was conducted in August 2013
- Partner vendors have been selected and contract processes are underway
- A formal evaluation design was submitted and accepted by the DOL
- The Roadmap and Educational Scan have been completed
- Planning for reconvening the stakeholders is underway

2. Trade Adjustment Assistance Community College and Career Training Program (TAACCCT): Continued growth in healthcare, along with the promise of high-wage, high-skill jobs, is leading to increased opportunities in the field of allied health. "Fast Track to Success" will prepare dislocated and TAA affected workers for transition to meaningful employment in high demand allied health careers. The project will enhance and streamline existing allied health training programs and develop new programs to respond to emerging career opportunities resulting from the Affordable Care Act.

The Orange County Health Care Career Transitions (OCHC2T) program will deliver an innovative Health Career Readiness program and utilize cutting-edge technology to streamline and enhance allied health training programs.

"Fast Track to Success" will develop programs and provide credentials and certificates in three healthcare areas:

- Pathways to High Paying Jobs (Stepped Certificates)
- Emerging Roles in the Wake of Accountable Care
- Practice skills for incumbent workers
- 3. The Dislocated Worker Training National Emergency Grant: On October 3, 2013, the Employment Development Department (EDD) and the California Workforce Investment Board (State Board) announced the availability of approximately \$1.76 million in the U.S. Department of Labor Dislocated Worker Training National Emergency Grant (DWT NEG) grant funds, that will be made available to approximately four (4) to eight (8) subgrantees. The goals of funded projects are to fill critical health care workforce skill gaps by creating opportunities for California job seekers to earn industry-valued credentials and/or developing on-the-job training, internship, and other work-based learning modalities that expedite job placement in entry-level and middle skilled health care occupations. Through this grant, an emphasis will be on the following:
 - Expanding the scale of credential or certificate programs in regions/neighborhoods with a deficit of primary care (e.g. community health worker credentials in rural communities and/or urban areas with high concentrations of residents with multiple adverse health indicators).
 - Occupations with high projected growth and/or skills gap due to implementation of the Affordable Care Act.
 - Innovations in serving the target populations and bringing services to scale (e.g. prior learning assessment technology that "translates" and maximizes veteran's service experience; piloting of health care apprenticeship models; use of short-term stackable certificates leading to credentials).

Funding requested through this solicitation is intended to provide an augmentation to resources available to dislocated workers (i.e., CalWORKs recipients) and veterans. Allowable uses of the funds granted through this solicitation include training that

leads to industry-valued credentials and work-based learning activities. The grant application will be submitted on Thursday, October 31, 2013.

RECOMMENDATION(S): Receive and file

ATTACHMENT(S): None

Item #6 - INFORMATION

CHAIR AND DIRECTOR'S REPORT Recommendation Summary October 18, 2013

BACKGROUND:

The Chair and Director will provide an update on OCWIB activities.

RECOMMENDATION(S):

Receive and file

ATTACHMENT(S):