

WORKFORCE INVESTMENT SAN FRANCISCO

Local Workforce Investment Board for the City and County of San Francisco

Minutes Of The

March 11, 2015

Meeting of the

Workforce Investment San Francisco (WISF) Board

Hotel Whitcomb

1231 Market Street, San Francisco, CA 94103

WISF Members Present

Tiffany Apczynski, Zendesk	Katy Johnson, Wells Fargo
Brenda Barnes, Autodesk	Charley Lavery, Operating Engineers Local 3
Clearnise Bullard, JobCorps Northern CA	Kent Lim, Kent Lim Construction
Outreach and Recruitment	Andrew Lindsay, Jawbone
Donnalyn Murphy (for Gwyneth Borden),	Rebecca Miller, SEIU-United Healthcare
Golden Gate Restaurant Association	West
Micki Callahan, San Francisco Department of	Laura Moran, San Francisco Unified School
Human Resources	District
Kevin Carroll, Hotel Council of San Francisco	Brian Morton, Webcor Builders
Malia Cohen, San Francisco Board of	Roxanne Murray, Felton Institute
Supervisors	Bob Nibbi, Nibbi Bros. Construction
Melissa Brewster (for Jeanine Cotter),	Ruben Santana, Rubecon Construction
Luminalt	Barbara Smith, San Francisco Housing
Joseph Dos Ramos (for Diane Easterwood),	Authority
Kaiser Permanente	Jorge Tapia, Employment Development
Kay Fernandez-Smith (for Juliet Ellis), San	Department
Francisco Public Utilities Commission	Egon Terplan, SPUR
Ebony Frelix, Salesforce.com	Arthur Tyler, City College of San Francisco
Paul Giusti, Recology	Danny Campbell (for Anthony Urbina),
Ramon Hernandez, Laborers, Local 261	Sheet Metal Workers Local 104
David Johnson, Plasterers and Cement Masons	Sandy White, LinkedIn
Local 300	

WISF Members Absent

Celeste Alleyne, Microsoft	Tom Quigley, Riverbed Technology
Ximena Delgado, Bank of America	Trent Rhorer, Human Services Agency
John Doherty, IBEW Local 6	Sam Rodriguez, KSR Strategy Group
Ted Egan, City of San Francisco	Toni Rucker, San Francisco Department of
Jeff Fanselow, CBS Interactive	Public Health
Manuel Flores, Carpenters Local 22	Rodrigo Santos, Santos & Urrutia Structural
Naomi Kelly, Office of the City Administrator	Engineering
Sylvia Kwan, Kwan-Henmi	Ontario Smith, PG&E
Architecture/Planning	

OEWD Staff & Notables	Greg Asay, Principal Workforce Analyst Emylene Aspilla, Director of Strategic Initiatives Cara Binder, Workforce Development Specialist Marissa Bloom, Executive Assistant Armina Brown, Administrative Assistant Lillie Ellison, Business Services Manager Alfredo Fajardo, Senior Workforce Development Specialist Monique Forster, Senior Workforce Development Specialist John Halpin, Program Operations Director	Aileen Hernandez, Senior Workforce Development Specialist Janan Howell, Senior Workforce Development Specialist Patrick Mitchell, TechSF Program Manager Pat Mulligan, CityBuild Director Thomas Myers, Deputy Director of Workforce Development May Ng, Business Services Specialist Lowell Rice, Business Services Specialist Todd Rufo, Director, Office of Economic and Workforce Development Lupine Seran, Workforce Innovation Program Manager
Public (As Evidenced by the Sign-In Sheet)	DJ Brookter, Young Community Developers Symantha Chapman, Positive Resource Center Kim Coulthurst, Pathways Consultants Denise Deslonde, Bay Area Medical Academy Terri Feeley, Self Ian Fernando, SunRun Raul Galvan, Department of Roynika Hannah, Young Community Developers Kris Hess, Jewish Vocational Service Megan Kenny, Goodwill Industries Craig Lahti, Larkin Street Saidah Leatufu, Young Community Developers Theresa Markham, Office of Supervisor Malia Cohen Linda Palmquist, Employment Development Department Virginia Parras, City College of San Francisco	Joe Ramirez-Forcier, Positive Resource Center Karrie Reinhardt, Job Corps Chris Reyes, Asian Neighborhood Design Adam Rogers, Bay Area Medical Academy Abby Snay, Jewish Vocational Service Derek Toliver, PACT, Inc. Beth Urfer, Jewish Vocational Service Jorge Villalobos, Employment Development Department Meiling Wang, Employment Development Department Ann Weeby, Salesforce Foundation Lily Wong, Communities United for Health & Justice Winnie Yu, Self-Help for the Elderly
Roll Call	Kevin Carroll, WISF Chair, called the meeting to order at 9:05 A.M. He invited members to introduce themselves and to share the first job they ever held.	
Adoption of Agenda (Action Item)	On motion, seconded and carried, the agenda was unanimously adopted.	
Approval of Minutes from December 10, 2014 (Action Item)	On motion, seconded and carried, the minutes of the December 10, 2014 WISF meeting minutes were unanimously approved.	
Director’s Report (Discussion Item)	Mr. Carroll invited OEWD Director Todd Rufo to deliver the Director’s Report.	
	<u>Director Search Update</u> Mr. Rufo announced that he would be conducting meetings in small groups with WISF members to assess the current challenges and opportunities in the workforce system, as well	

as to hear about any specific assets and characteristics they would like to see in a new Workforce Development Division Director. He shared that he would also conduct a meeting with the Executive Directors of OEWD's funded agencies.

Shared Prosperity Agenda

Mr. Rufo announced that, while San Francisco's unemployment rate is at a low 4.1%, there are still approximately 22,000 un/deremployed residents in need of workforce training and placement services. He underscored the Mayor's anti-poverty priorities and OEWD's critical role in addressing challenges for those with the highest barriers to employment.

Workforce Innovation and Opportunity Act (WIOA)

Mr. Rufo shared that the new WIOA regulations should be released at the end of March.

Program/Sector Updates

Mr. Rufo invited John Halpin to report out on recent OEWD programmatic highlights. Mr. Halpin shared participant enrollment and placement numbers for the first half of the program year (July 1, 2014-December 31, 2014). He also shared highlights from the following recent events:

- February 10th: Culinary Arts Student Showcase
- President Obama's TechHire Initiative in Washington, D.C. (TechSF spotlighted)

Finally, Mr. Halpin acknowledged the recent retirement of WISF Board Member Darlene Rutkowski from the Department of Rehabilitation, and the upcoming retirement of Linda Palmquist from the Employment Development Department. Mr. Halpin asked the Board to join him in thanking Ms. Palmquist for her partnership and support.

Health Care Subcommittee Report-out

Mr. Rufo invited WISF Board Member Toni Rucker, Department of Public Health, to report back on the January 29 meeting of the WISF Health Care Subcommittee. Ms. Rucker shared that the meeting focused on reviewing training content and data on emerging opportunities and staffing needs in the health care field throughout the region. Finally, Ms. Rucker shared that three new members joined the subcommittee – Barbara Bock (California Health Workforce Initiative), Brenda Yee (Chinese Hospital) and David Serrano Sewell (Hospitality Council of Northern & Central California).

Youth Council Report-out

Greg Asay, Principal Workforce Analyst, reported out on the February 25 meeting of the WISF Youth Council. He shared City College of San Francisco (CCSF) applied for California Career Pathways Trust (CCPT) funding in collaboration with the SF Unified School District (SFUSD), the Department of Children, Youth and their Families (DCYF), and OEWD, and that awardees would be announced in May. Additionally, he shared that Youth Council members are interested in a stronger collaboration with the WISF, analyzing labor market information, and creating a service map for youth.

Business Services Update

Thomas Myers, Deputy Director of Workforce Development, shared a schedule of upcoming job fairs and encouraged WISF members to participate in the Mayor's Jobs+ youth employment initiative. He invited members to sign up to volunteer at the Youth Resource Fair on May 9.

CityBuild Update

Patrick Mulligan, Director of CityBuild, presented an update on the Mandatory Local Hire Policy for Construction. He shared that the Mayor's Construction Workforce Advisory Committee made a recommendation to the Board of Supervisors to extend the legislative review period for another 24 months and to hold the percentage where it is. Mr. Mulligan also shared that CityBuild – in partnership with the SF Unified School District, Adult Probation, the District Attorney's Office, and other partners – is actively working to increase the construction pipeline with a goal of doubling the number of apprentices over the next five years.

Discussion followed.

Presentation: Citywide Workforce Development Plan (Discussion Item)

Kevin Carroll invited Emylene Aspillia, Strategic Initiatives Director, to present on the Citywide Workforce Development Plan, which was developed by the newly created City Workforce Alignment Committee. The Alignment Committee is a working group chaired by the Mayor's Office and comprised of multiple City departments and Board of Supervisors President London Breed. Ms. Aspillia shared a snapshot of the plan, including an inventory of workforce programs throughout the City, a breakdown of client demographics, as well as areas that would require further exploration.

Discussion followed.

Public Comment (Discussion Item)

Kevin Carroll called for public comment.

Saidah Leatufu, Young Community Developers, commented on the lack of fulltime positions for youth, and encouraged staff and Board members to focus on providing sustainable, full-time, benefitted employment for youth through the Jobs+ initiative.

Adjournment (Action Item)

Mr. Carroll called for a motion to adjourn the meeting. On motion, seconded and carried, the meeting was adjourned at 10:50 A.M.