

# WORKFORCE INVESTMENT SAN FRANCISCO

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

MINUTES OF THE  
7/19/2012 Meeting  
OF THE  
WORKFORCE INVESTMENT COMMUNITY ADVISORY COMMITTEE  
OF THE  
WORKFORCE INVESTMENT SAN FRANCISCO (WISF) BOARD  
City Hall – Room 201

**Members Present**

Phil Clark, Episcopal Community Services  
Macio Lyons, Family Service Agency of San Francisco  
Liz Jackson-Simpson, Youth Guidance Center Improvement Committee

Ciara Wade, New Door Ventures  
Winnie Yu, Self Help for the Elderly  
Doug Parish, Stand In Truth

**Members Absent**

Sheryl Davis, Opportunity Impact/Collective Impact

**OEWD Staff**

Kriztina Palone, OEWD  
Rhonda Simmons, OEWD

Marissa Bloom, OEWD  
Armina Brown, OEWD

**Public**

(As Evidenced by the Sign-In Sheet)

Megan Owens, HSA  
Kimberly Ng, Mission Hiring Hall  
Hasian Sinaga, RAMS, Hire-Ability

Elizabeth Ross, Family Service Agency  
Elias Martinez, Harbor House  
Joe Ramirez Forcer, PRC

**Roll Call**

Quorum established at 10:38am.

Phil Clark, acting Co-Facilitator, called the meeting to order at 10:38am.

**Welcome and Introduction**

Kriztina Palone, OEWD, introduced facilitator Larry Robbin and welcomed Rhonda Simmons, Director of Workforce Development.

**Adoption of the Agenda** (*Action Item*)

Phil Clark, acting Co-Facilitator, called for a motion to approve the agenda. On motion by Ciara Wade, seconded and carried, the agenda was unanimously approved by the WiCAC.

**Approve WiCAC Meeting Minutes from April 24, 2012** (*Action Item*)

Phil Clark called for a motion to approve the minutes of the April 24, 2012 meeting. On motion by Macio Lyons, seconded and carried, the minutes were unanimously approved by the WiCAC.

**Introduction of WiCAC Retreat and Opening Remarks by WiCAC Liaison** (*Discussion Item*)

Rhonda Simmons, Director of Workforce Development at OEWD, provided context for the discussion. Ms. Simmons spoke to the challenges in overcoming employment barriers in a recession, and the impact of changes to federal legislation on the delivery of services via local training programs. Ms. Simmons also noted the challenges that City College of SF is currently facing, and stated that OEWD will provide updates as they become available.

Kriztina Palone, OEWD, then introduced retreat facilitator Larry Robbin and gave a brief description of his credentials and work.

**Introduction of Retreat (Strategic Planning) Facilitator Larry Robbin and Materials in Members' Packets by WiCAC Liaison** (*Discussion Item*)

Larry Robbin thanked members of the WiCAC for a job well done and to Rhonda Simmons for her ongoing support, as well as acknowledging OEWD staff for logistical support.

Mr. Robbin framed the retreat with further discussion on challenges that providers and employers face in the current economic climate, noting the size and complexity of the San Francisco Workforce system. He encouraged members and attendees look at system-wide challenges, to look broadly at the size and scale of workforce programs in San Francisco (e.g. DCYF has 100 plus youth-serving employment programs), and to look deeply at the health impacts of unemployment, citing data from the National Institute of Health on a correlation between poverty and shortened life span.

## Facilitation of WiCAC Retreat

(Discussion Item)

### A. Propose Three Goals of the WiCAC Strategic Plan

1. Creating a closer relationship between the WISF and the WICAC membership
2. Getting more participation from the San Francisco workforce community at the WiCAC meetings & activities
3. Creating more collaboration & coordination among the San Francisco workforce community & with employers

### B. Activity: WiCAC members Present Action Ideas for Goals of the WiCAC Strategic Plan

### C. Compile Goals and Action Ideas for Draft WiCAC Strategic Plan to be presented at the September WiCAC Meeting for Approval

Moving into the discussion and purpose of the retreat, Mr. Robbin presented the three goals toward the development of a WiCAC strategic plan:

1. Creating a closer relationship between the WISF and the WICAC membership
2. Getting more participation from the San Francisco workforce community at the WiCAC meetings & activities
3. Creating more collaboration & coordination among the San Francisco workforce community and with employers

Mr. Robbin then introduced the SMART model, which stands for:

- Specific (targeted)
- Measurable (one year time frame)
- Achievable (can it be done?)
- Relevant (is the idea relevant to the system as a whole, versus being population-specific?)
- Timeline (what is the timeline for getting at various parts of the goal)

*\*Note: For in-depth clarification of the SMART model, please see attached notes.*

Using the SMART model, Mr. Robbin asked each WiCAC member to address what the Committee would need to do achieve the proposed goals, calling for a laundry list of specific action items to be voted on at the September meeting.

#### Ciara Wade

Goal 1: New members should have a clear understanding of the relationship that is supposed to exist between the WiCAC and the WISF. Mr. Robbin clarified that this be part of the member orientation process. Ms. Wade stated that even WIA funded organizations may not have a clear sense on how the WIB and WiCAC function.

Goal 2: Individual members should make a practice of engaging their constituents more proactively.

Goal 3: Collaboration and coordination rests heavily on individual personalities – broad-scale collaboration doesn't really exist in San Francisco. We should research and learn from some national examples (Philadelphia's youth services model, Boston's model).

#### Liz Jackson-Simpson:

Goal 1: Agree around understanding the relationship. WiCAC members should also make a commitment to attending WISF meetings to develop personal relationships with WISF members, as they fit in.

Goal 2: Use our networks (YEC, executive director network, etc) to inform about WiCAC meetings and work and to increase participation of decision makers at the CBO level.

Goal 3: Bring forth our agenda at the appropriate Board of Supervisors committees and targeted commissions and groups.

#### Winnie Yu:

Goal 1: Agree around understanding the relationship, and in addition – given staffing/capacity, how can we focus on increasing participation?

Goal 2: When we have a clearer understanding of the WiCAC limitations and what's realistic, we can better communicate to the broader community around why it's important for them to be at WiCAC meetings. What is the "return on investment" for attending WiCAC meetings (for CBO decision makers)?

Goal 3: See answer #1.

#### Doug Parish:

Goal 1: Accessibility is key – need to identify who the players are in WISF and build business-to-business relationship.

Goal 2: OEWD should encourage grantees attend the WiCAC meetings as a condition of receiving funding.

Goal 3: Provide programs that can benefit people with significant challenges to create better opportunities, education and training (beyond job readiness).

**Macio Lyons:**

Goal 1: Have a joint retreat with WISF members to present WiCAC's intentions and bridge the gaps.

Goal 2: Take the WiCAC out into the community (like forums) and inform them about how to use WiCAC to their benefit. Come up with workable recommendations at community meetings (as opposed to just a list of complaints) and encourage constituents to come to meetings to comment on specific agenda items that apply to their concerns.

Goal 3: Make sure workforce professionals understand the vocabulary that businesses use so that everyone's speaking the same language.

**Phil Clark:**

Goal 1: When we set up working committees of the WiCAC, we should invite WISF members to join us so that we have cross-pollination. Should also hold quarterly meetings between OEWD, HSA and McKinney to directly address the needs of the homeless population at WISF.

Goal 2: Meetings that are happening in the community are more successful – we should rotate them and have them hosted by our agencies, with community topics on the agenda.

Goal 3: Create a speakers bureau of people who have been successfully employed through our programs for the benefit of employers.

Larry Robbin asked WiCAC members to weigh in with more specific examples of how to address the WiCAC strategic planning goals:

**1. Creating a closer relationship between the WISF and the WiCAC.**

Liz Jackson-Simpson; suggested there be structure, funding, marketing and use of technology by perhaps using a blog, newsletter or Face book. Kriztina Palone acknowledged the resource and staffing limitations at OEWD.

Discussion followed.

**2. Getting more participation from the Workforce Community at the WiCAC meetings and Activities.**

Specifically, Mr. Robbin asked: How does more participation help workforce community and WiCAC?

Phil Clark spoke to accessibility and the importance of incorporating the voice of community. He suggested that a web page be developed where partners can connect and promote the goals.

Discussion followed.

**3. Creating more collaboration among the workforce community and with employers.**

Ciara Wade noted the challenges to communicating with WISF, and spoke to the need to identify the compelling arguments (return on investment, social costs, economic impact) that might make communication more productive.

Discussion followed.

Joe Ramirez-Forcier, PRC, commented on the Federal (Schedule A) and state (LEAP certification) laws that exist, which have set-asides for people with disabilities. He stated that the City currently has no local process to address equity issues for people with disabilities.

Mindy Kener, Anders & Anders, commented on the need to highlight the difference between citywide and community needs. The One Stops serve Citywide and the communities that are

**Public Comment**  
(Discussion Item)

underserved are left out.

There was no additional public comment offered.

**WiCAC 2012 Next Meeting Schedule**  
*(Action Item)*

Kriztina Palone announced that the next WICAC meeting would be held on September 18<sup>th</sup>, 2012 from 9:30am to 11:30am (location TBD) and information would be emailed out.

**Adjournment**  
*(Action Item)*

Larry Robbin gave closing remarks, noting that he was impressed with the suggestions from members in preparation for the September meeting. Phil Clark, motioned to adjourn the meeting, seconded and carried, the meeting was adjourned at 1:15pm.

DRAFT