

# WORKFORCE INVESTMENT SAN FRANCISCO

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

Minutes Of The  
December 6, 2017  
Meeting of the

Workforce Investment San Francisco (WISF) Board  
San Francisco War Memorial Veteran's Building Green Room  
401 Van Ness Avenue, 2<sup>nd</sup> Floor, San Francisco, CA 94102

## WISF Members Present

Bob Nibbi, Nibbi Brothers  
Brian Morton, WEBCOR Builders  
Charley Lavery, OE Local 3  
David Johnson, Masons Local 300  
Edward Battista, Sutter Health  
Jeanine Cotter, Luminalt  
Julie Fallon, Marriott Hotels  
Jorge Tapia, EDD  
Kent Lim, Kent Lim Construction

London Breed, Supervisor, City and County of  
San Francisco  
Chancellor Mark Rocha, Community College of  
San Francisco  
Paul Giusti, Recology  
Ramon Hernandez, Laborers Local 261  
Rebecca Miller, SEIU-UHW  
Ruben Santana, Rubecon  
Sam Rodriguez, KSR Strategy Group  
Ximena Delgado, Bank of America

## WISF Members Absent

Andrew Lindsay, Jawbone  
Bryan Rogers, Bloomingdale's  
Charlie Hale, Pinterest  
Donnalyn Murphy, Golden Gate  
Restaurant Association  
Egon Terplan, SPUR  
Jeffrey Chiu, UCSF

John Doherty, Electricians - IBEW Local 6  
Kevin Carroll, Hotel Council  
Katy Johnson, Wells Fargo  
Mark Farrell, Supervisor, City and County of  
San Francisco  
Rodrigo Santos, Santos & Urrieta, Inc  
Theresa Woo, Department of Rehabilitation

## OEWD Staff & Notables

Alfredo Fajardo, Compliance & Monitoring  
Officer  
Amabel Akwa-Asare, Director of  
Strategic Initiatives  
Andrew Abou Jaoude, Senior Workforce  
Development Specialist  
Armina Brown, Administration  
Chelsea Tirone, Senior Workforce  
Development Specialist  
Janan Howell, Director, Sector &  
Workforce Initiatives  
Jeff Mori, Special Assistant to the Director

Joshua Arce, CityBuild Director  
Lauran Acevedo, Business Services  
Specialist  
Lowell Rice, Senior Business Services Specialist  
Katherine Daniel, Interim Director  
Ken Nim, Compliance Team Manager  
May Ng, Business Services Specialist  
Patrick Mitchell, TechSF Program Manager  
Rene Hinojosa, Senior Community  
Development Specialist  
Sam Roxas, Office of Supervisor Breed  
Todd Rufo, Director

**Public**

*(As Evidenced by the Sign-In Sheet)*

Alison Chan, SHE  
Amanda Gerrie, Pathways Consultants  
Brett Berning, Manpower Solutions  
Caleb Jonas, SomaSchool  
Cathy Flight, SFSU  
Dorade Scarelli, Five Keys  
Eddie Ahn, Brightline Defense  
Gabriel Garcia, EDD  
Ivan Jimenez, Brightline Defense  
Jamie Fowley, AND  
Jennifer Salerno, Urban Services YMCA  
Joe Ramirez Forcier, PRC  
June So, DOR  
Kendra Edwards, New Door

Linda Liu, Chinese for Affirmative Action  
Matthew Rizzie, RAMS  
Megan Kenny, Goodwill  
Morgan Tucker, Collective Impact  
Patricia Tu, Success Center  
Patty Kwok, JVS  
Sarah Wong, Swords to Plowshares  
Shanise Lukie, EDD  
Tasha Russman, TechSF/BAVC  
Terri Feeley, SHE  
Valerie Tulier, PUC  
Winnie Yu, SHE  
Zenab Elbakri, HRC

**Nomination of Chair**

Amabel Akwa-Asare, Director of Strategic Initiatives calls for substitute board chair nomination of Rebecca Miller. Jeannine Cotter nominates Rebecca Miller. Charley Lavery seconds. Vote to approve.

**Roll Call**

Rebecca Miller, Acting WISF Chair called the meeting to order at 9:14 AM.

Chair Miller introduces the addition of Chancellor Mark Rocha to the WISF Board. Chancellor Rocha introduces himself and speaks to the continued relationship between WISF and Community College of San Francisco.

Chair Miller introduces the addition of Board of Supervisors President London Breed to the WISF Board. Supervisor Breed speaks to the racial disparity in workforce employment in San Francisco and her desire to facilitate connections between private and public sector in creating stable employment.

Board members made introductions.

**Adoption of Agenda**

*(Action Item)*

There was a quorum, so the motion to adopt the agenda and approve the meeting minutes from September 13, 2017 continued. Rebecca Miller, Acting Board Chair, solicited comments on the contents of the agenda along with prior meeting minutes for approval.

The agenda was motioned to adopt by Charley Lavery, and seconded by Rebecca Miller.

The meeting minutes for September 13, 2017 were motioned to approve by Sam Rodriguez, and seconded by Charley Lavery. Supervisor Breed abstained. Approved.

**Director's Report**

*(Discussion Item)*

Ms. Miller introduced Todd Rufo, Director of Economic and Workforce Development. Mr. Rufo expressed gratitude to Chancellor Rocha and Supervisor Breed for their commitment to the WISF Board.

Mr. Rufo stated Mr. Michael Carr, former Director of Workforce Development, has transitioned to San Francisco International Airport and a replacement search is underway.

Mr. Rufo introduced Kat Daniel, Acting Director of Workforce.

Ms. Daniel expressed the priorities for Workforce Division during the Director transition. Ms. Daniel thanked Michael Carr for his leadership over the past two years and expressed gratitude to Chancellor Rocha and Supervisor Breed for their membership. Ms. Daniel expressed the forward-thinking focus of the department, research and implementation of best practices for providers in the system, and alignment of priorities across the workforce.

Ms. Daniel expressed her appreciation to OEWD's partners for making this year successful, and creating strong, sustainable jobs moving forward.

**AJCC Certification**  
*(Action Item)*

Ms. Miller introduced Amabel Akwa-Asare, Director of Strategic Initiatives to present on the approval of the certification for the America Job Centers of California (AJCC). Ms. Miller expressed that this is a requirement of the Workforce Innovation and Opportunity Act.

Ms. Akwa-Asare provided an overview of the AJCC (American Jobs Center of California) baseline certification requirements Local Workforce boards must submit to the State Workforce Board by December 31, 2017. She requested that the board authorize the board chair to sign the baseline certification documents.

Ms. Miller called for questions and comments from board members. Ms. Akwa-Asare clarified that the identified AJCC is Goodwill. She further indicated that the AJCC operator selection was not yet completed but would be complete before the end of the year. Ms. Miller closes questions and comments from board members.

Ms. Miller called for public comment. Hearing no public comment, Ms. Miller closes public comment.

Ms. Miller called for motion to approve. Charley Lavery moved for authorization of the certification. Motion is seconded. Approved.

**Overview of FY 16-17  
Program Outcomes  
and FY 17/18  
Priorities  
(Discussion Item)**

Ms. Miller introduced Kat Daniel for the overview of fiscal year 16/17 outcomes and program outcomes for fiscal year 17/18. Ms. Daniel identified OEWD program areas covering:

- Adult services, including the comprehensive access point (CAP, AJCC) which provides career exploration, career readiness, skills training; the neighborhood access points (NAP) which serve populations with disproportionate poverty rates; and specialized access points which work with people with unique needs.
- Disability services, including unique funding opportunities such as the Disability Employment Initiative and Disability Employment Accelerator.
- Re-entry population
- Youth workforce programming
- RAMP, for disconnected youth
- First source hiring support for employers
- Sector academies, including CityBuild, TechSF, Hospitality, and Healthcare.

Our overall participants:

- 6,137 participants
- Race: 35% African American; 29% Asian and Pacific Islander; 19% Latino; 1% American Indian or Alaskan Native; 4% Other
- Age: 23% under 25; 35%, 29-39; 35%, 40-59; and 6% over 60.
- Gender: 55% Male; 44% Female; .5% Transgender

Ms. Daniel invites Janan Howell to share outcomes for non-construction programs.

Ms. Howell shares enrollment and placement outcomes for adult services, young adult services, and sector programming, as well as overall changes to workforce system.

Ms. Howell expressed that disability accelerator grant ends in December 2017. Disability providers met 65% of goal, and may be a challenge with limited funding moving forward. OEWD added The Arc, a provider for people with disabilities, to the workforce portfolio to bolster these services.

Ms. Howell noted that young adult services have been a year-to-year struggle in maintaining rigorous WIOA youth outcomes. OEWD has negotiated these outcomes with the state and added six youth providers to the portfolio. OEWD placed 270 young adults in unsubsidized employment and enrolled 60 in post-secondary education, and created partnerships with DCYF consistent with the Alignment Plan.

Ms. Howell addressed the Healthcare Initiative, which placed 260 individuals, meeting 101% of placement goal. OEWD added a bridge component with City College of San Francisco and are piloting a medical assistant program with San Francisco State University. OEWD is offering medical refresher courses with Sutter Health. Consistent with the Alignment Plan, OEWD is partnering with HSA to offer training for personal care givers.

Ms. Howell addressed the Hospitality Initiative, which placed 559 participants, exceeding the goal. OEWD added a food services training for people with disabilities through a social enterprise, is working closely with the Golden Gate Restaurant Association, and is in the process of implementing retailer and hotelier training in collaboration with Hotel Council and Local 2.

Ms. Howell addressed the technology training program, which placed 146 participants and 75 continuing participants. Performance measures are difficult to assess in a year, because training may cover multiple fiscal years. Training includes LinkedIn Learning at the CAP, a new gig training resource through Sama School, and a new apprenticeship model through TechSF.

Ms. Howell introduced Joshua Arce, Director of CityBuild, to present on outcomes in the construction sector. Mr. Arce identified a construction boom with the labor shortage as an opportunity to train and place more clients and continue to grow. Placement in construction is 1,279. The enrollment goal is 140 per year, with 120 as a goal for placements; 95% of goals have been met. OEWD created a partnership with Chase Foundation, Golden State Warriors, 5 Keys, and others to feed a pipeline to training and jobs.

Short Q&A followed by board members. Mr. Arce spoke to long-term goals of expansion through partnerships with City College and Chase Foundation, as well as employer partnerships for best practices in retention. Ms. Daniel clarified that retention is difficult to track for non-WIOA participants due to lack of engagement for clients, and lack of resources for follow-up for providers. Ms. Akwa-Asare clarified that EDD wage data is returned in aggregate and is not detailed enough to be useful for retention tracking.

Looking forward, OEWD has identified job readiness, barrier removal, and youth programs as major departmental goals. For youth, OEWD is increasing RAMP programming and subsidized employment opportunities. OEWD will increase employer engagement, leveraging the WISF board, sub-committees, and identified employers. OEWD projects growth for sector academies, and has changed staffing of academies to increase viability of programs.

Short Q&A followed by board members. Ms. Cotter requests that OEWD provides clarity on unmet goals for the re-entry and people with disability populations.

Ms. Miller closes the Director's Report, and introduces Patrick Mitchell from TechSF.

Mr. Mitchell explained TechSF purpose: 1. Help businesses find talent; 2. Leverage local workforce system to provide continuing education; and 3. Work with educational systems to develop pathways to build a future pipeline of job seekers. TechSF has also done outreach using internet expansion efforts and internet on-boarding. Mr. Mitchell expressed the disparity in the tech sector for women and racial minorities, as well as TechSF's successful effort to place women and racial minorities at a significantly higher rate than industry standard. This model allows individuals to work in the industry, while receiving classroom training and six to twelve months on-the-job training. TechSF has a partnership with City College for a cybersecurity track. Mr. Mitchell projected 300 enrollees in the next three years, with an eye towards women of color and veterans. TechSF has created partnerships with Zendesk and Postmates, with additional businesses in the pipeline. Mr. Mitchell recounted that the TechSF Apprenticeship program supports clients and businesses to promote retention.

Short Q&A followed by board members.

Ms. Miller closes this agenda item.

**Tech SF  
Apprenticeships**  
*(Discussion Item)*

**WISF Board Member Profiles**

*(Discussion Item)*

Charley Lavery's board member profile was tabled and will be presented at an upcoming WISF meeting.

Ms. Miller closes this agenda item.

**Public Comment on Non-Agenda Items**

*(Discussion Item)*

Ms. Miller opened up the meeting for public comment.

Eddie Ahn, Brightline Legal: Echoed Ms. Cotter's comments on publishing more granular data, including district-level data. Focus on construction was important, and asks for the reconvene of the Mayor's Construction Workforce Committee.

Shanise Lukie, EDD, introduced herself as EDD labor market consultant assigned to San Francisco.

**Adjournment**

*(Action Item)*

Ms. Miller closes this agenda item.

Ms. Miller notes that the next meeting is March 7, 2017. Ms. Miller called for a motion to adjourn the meeting and the meeting was adjourned at 11:06 A.M.