

WORKFORCE INVESTMENT SAN FRANCISCO

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

**MINUTES OF THE
September 9, 2016 MEETING
OF THE
Information & Communications Technology (ICT) Committee
OF THE
WORKFORCE INVESTMENT SAN FRANCISCO (WISF) BOARD
Jawbone, 99 Rhode Island Street, San Francisco, CA 94103
9:00AM-10:00AM**

Members Present

Andrew Lindsay, Jawbone
Leslie Bee, Goodby, Silverstein &
Partners
Scott Mauvais, Microsoft
Abby Maldonado, Pinterest
Damon Berkhaug, Autodesk
Jessica Blair-Driessler, UCSF
Tiffany Apczynski, Zendesk

Members Not Present

Nicole Isaac, LinkedIn

OEWD Staff

Patrick Mitchell
Carmelo San-Mames
Emily Stefiuk
Orrian Willis

Bay Area Video Coalition (BAVC) Staff

Carol Varney, Executive Director
Annie Tahtinen, Senior Manager of
Workforce
Patricia Schultz, Workforce
Development Associate

Public

(As Evidenced by the Sign-
In Sheet)

Nilofar Gardesi, BAVC
David Capelli, Tech Miami
Carla Mays, Mays Civic Innovation
Stephanie Bucher, JVS

Roll Call

Andrew Lindsay called the meeting to order at 9:00am.

Agenda

1. Adoption of the agenda

On motion by Andrew Lindsay seconded by all members present and carried, the ICT Committee adopted the agenda.

2. Chair's Report

Tiffany Apczynski appointed as Subcommittee Vice Chair.

Mr. Lindsay introduced the concept of the apprenticeship working group to help develop apprenticeships in tech. Board members are encouraged to stay and join the working group following the committee meeting.

Annie Tahtinen, Sr. Manager of Workforce from BAVC, Sector Coordinator for TechSF, presented the following three industry engagement opportunities:

1. **Class visits:** To have one or two employees visit a Career Technical Education class at San Francisco Unified School District (SFUSD) high schools. Roles considered for these employees could be: Product Designers, IT Project Managers, Graphic Designers, and more. This could involve into a deeper engagement like internships opportunities.

Leslie Bee commented that Goodby Silverstein & Partners sent two copywriters to a class at Mission High School and it worked out really well.

2. **Field trips:** To host a group of students to learn about company. Activity would include a quick introduction to the company and employees, quick tour of the company. It doesn't have to be a full day (for example, 11am to 2pm). BAVC will counsel the students before the trip so they can be prepared before interacting with employees.
3. **TechSF Career fair:** Possibly mid to late January event where companies get to meet TechSF clients. It would host 50 to 75 job seekers where company recruiters meet them, have them practice their pitch for future networking events and also an opportunity for TechSF talent to get in touch with recruiters and increase industry engagement. BAVC is looking for space to host this event.

Annie will send more information about these three immediate opportunities.

3. Adoption of Bylaws

Patrick Mitchell provided an overview of changes in form of addendum to original committee guidelines to be adopted.
Highlights of changes:

- Update of Purpose and Mission to incorporate member discussion
- Membership: Officers (2 years commitment); Members (1 or 2 year commitment)
- Voting Members can't vote if they're not present at meeting, although, they can participate by conference call with previous notification.
- Members can designate a proxy who is prepared to represent them in meetings.

Public Comment

Carla Mays- Mays Civic Innovation

Carla mentioned there's not a lot about entrepreneurship and startups talk in the committee's agenda. It would be great to bring more diversity to work at startup organizations and entrepreneurship. Do we have access to grants and tech opportunities for students in high school?

Nilofar Gardezi- BAVC

Need to address cultural fit and diversity in companies. It's not just technical skills but also interpersonal skills.

In response:

Abby Maldonado- Pinterest

Pinterest provides bias training to employees because it's important to focus on specific qualifications that are relevant for the job. What is it that the team hasn't possessed and we like to think of it as "culture add" vs. "culture fit."

Andrew Lindsay- Jawbone

Jawbone also provides bias training to avoid subconscious preference and it's important for companies to address

Tiffany Apczynski- Zendesk

Zendesk is planning to visit schools of underrepresented minorities and also plan to bring TechSF talent to the company via the apprenticeship program.

Patrick Mitchell- OEWD

Referred to the Diversity Working Group to be formed and supported by this Committee.

Meeting Adjournment

On motion by Andrew Lindsay, seconded and carried, adjourned the meeting at 10:00am.