

# WORKFORCE INVESTMENT SAN FRANCISCO

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

MINUTES OF THE  
MAY 16, 2012 MEETING OF THE  
YOUTH COUNCIL OF THE  
WORKFORCE INVESTMENT SAN FRANCISCO (WISF) BOARD  
AT 50 VAN NESS AVENUE

<b>Members Present</b>	Lorne Needle, Youth Council Chair, United Way of the Bay Area Jose-Luis Mejia – TAY-SF Phimy Truong, Youth Commission Wilhelmina Parker, Treasure Island Job Corps Maria Su, DCYF	Katy Miller, San Francisco District Attorney's Office Steve Arcelona, Human Services Agency Jeronimo Martin (for Marc Spencer), Juma Ventures  Rhonda Simmons (Non-voting Member), OEWD Steven Currie (Non-voting Member), OEWD
<b>Members Absent</b>	Allison Magee, Juvenile Probation Department Alma Ruznic, TAY SF Brian Cheu, Mayor's Office of Community Investment Ciara Wade, New Door Ventures Damon Lew, UCSF Community Partnerships Program	Hydra Mendoza, Mayor's Office Janet Schulze, SF Unified School District Maya Razon, HR Consultant Nadiyah Shereff, TAY SF Phyllis McGuire, City College of San Francisco Chief Wendy Still, Adult Probation Department
<b>Staff &amp; Noteables</b>	John Halpin, OEWD David Taylor, OEWD Joyce Wong, OEWD	Tiffany Garcia, OEWD Marissa Bloom, OEWD Armina Brown, OEWD
<b>Public</b> (As Evidenced by the Sign-In Sheet)	Allison Cohen, TAY SF Edwin Ramirez, Larkin Street Youth Joanna Core, JVS	Glenn Eagleson, DCYF Sandra Naughton, DCYF Ed Center, United Way of the Bay Area
<b>Roll Call</b>	Lorne Needle, Chair, called the meeting to order at 4:17PM.	
<b>Adoption of the Agenda*</b> (Action Item)	Lorne Needle, Youth Council Chair, reviewed the agenda.  Lacking quorum, the agenda was not adopted.	
<b>Approval of Minutes from March 29, 2012*</b> (Action Item)	Lacking quorum, the minutes of the 3/29/12 Youth Council meeting were not adopted.	
<b>UPDATE: Summer Jobs+*</b> (Discussion Item)	Lorne Needle, Youth Council Chair, opened up the discussion on the Summer Jobs+ initiative. UWBA presented a powerpoint with images from the Youth Resource Fair, which took place on May 12 <sup>th</sup> , 2012. Ed Center of United Way of the Bay Area gave an overview of the initiative and presented some of the successes and challenges thus far, including:	

**Successes**

- 816 opportunities pledged by the private sector since Mayor Lee’s Corporate Challenge event
- 124 postings on the HireSFyouth.com site (could represent multiple jobs)
- 1,131 youth registered through the site
- 35 unique employers
- 98 internships through MatchBridge
- May 12<sup>th</sup> Resource Fair – 503 youth attended the fair, and 102 volunteers came from corporations, City, CBOs, broader community to assist with mock interviews and workshops.

**Challenges**

- Following up on commitments made by employers since the launch event
- Strengthening the pipeline – easiest way is through institutions, but target (“opportunity”) youth are not connected to institutions
- Getting skills and capacities up to get youth uploaded into the system

Lorne Needle added that six (6) CBOs set up tables at the resource fair and offered services to youth who needed additional support to become work ready.

Discussion followed.

Wilhelmina Parker, Treasure Island Job Corps, shared that the experience is indicative of the capacity to engage our youth, and that MatchBridge has become synonymous with an opportunity broker.

Edwin Ramirez, Larkin Street Youth Services, shared that it was easy to assess the needs for youth who were not work ready.

[Unidentified Member of the Public – Joanna Core, JVS?] shared that many of the attendees cited the mock interviews as an especially helpful activity, and shared that the Youth Employment Coalition was interested in whether an evaluation tool would be used to collect feedback from participants/volunteers on the event. Ed Center shared that a follow-up email would be going out to solicit feedback.

Steve Arcelona, Human Services Agency, asked how many opportunities had been pledged on the City side.

Rhonda Simmons highlighted that the City did a survey of departments to find out what opportunities they had available. Glenn Eagleson, DCYF, shared that there were over 3,000 (approximately 3,100) opportunities on the City side. Maria Su, DCYF, commented that there were nearly \$4,000 total opportunities between the City and private sector, and the gap between that and the 5,000 goal was manageable.

Rhonda Simmons discussed the role of OEWD as a bridge to the employer community. Tiffany Garcia, OEWD, commented that employers are getting competitive about their pledges, and really seem to be excited about the initiative. Joyce Wong, OEWD, commented that some employers have indicated interest in offering longer-term employment possibilities. Tiffany Garcia, OEWD, commented on the challenge to capturing “credit” for utilizing the Summer Jobs+ platform.

Lorne Needle, UWBA, encouraged members of the Youth Council to give input and feedback, particularly around how to create subsidy opportunities out of money pledged through the initiative.

Ed Center, UWBA, commented that Youth Council members should also participate in the initiative and noted that there was great potential in taking the initiative to scale.

	<p>Katy Miller, SF District Attorney’s Office, asked how CBOs receive credit for creating Summer Jobs+ positions. Ed Center answered that it depends on whether they are hiring a staff position through a City-funded program.</p> <p>Rhonda Simmons, OEWD, commented on the importance of keeping momentum going beyond this summer, noting that the true measure of success would be if this initiative can be sustained over time.</p> <p>Lorne Needle, UWBA, shared that</p>
<p><b>TAY-SF Presentation</b> <i>(Discussion Item)</i></p>	<p>Lorne Needle framed the Summer Youth employment discussion, highlighting the White House’s national goal to employ 250,000 young people this summer. He stated that President Obama’s White House Council on Community Solutions, focused on employing young people between 16-24 years old, called for “90 days of Dialogue”. United Way of the Bay Area has led the local efforts to engage community and businesses to develop a plan for employing youth in the region.</p> <p>Rhonda Simmons discussed the City’s efforts to better understand how resources are spent on summer youth employment.</p> <p>Glenn Eagleson, DCYF, discussed the Mayor’s challenge to both businesses and local government agencies, and shared that a survey had gone out to gage potential resources available at the City level toward this effort.</p> <p>Amy Wallace, OEWD, commented that April 12<sup>th</sup> is the potential date that the Mayor will convene and challenge the business community to provide jobs and resources for summer youth employment.</p> <p>Discussion followed.</p> <p>Wilhelmina Parker, Treasure Island Job Corps, suggested that the City look at regional work based learning (WBL) and on the job training (OJT) models and practices around engaging private employers.</p> <p>Steve Arcelona, Human Services Agency, commented on the benefit that Job Corps has as a national program, working with national employers. Mr. Arcelona also commented that the private sector should join the Mayor in making the ask to private employers, and asked about whether the City had a plan to offer tax credits to employers that hire youth. He also noted that HSA would offer approximately 250 subsidized slots for CalWorks youth.</p> <p><b><u>Public Comment on this Item</u></b></p> <p>Kim Coulthurst, Pathways Consulting, commented on Philadelphia’s model, which calls on employers year-round to offer jobs for youth.</p> <p>Christina Canaveral, Coleman Advocates, asked about the outreach strategy, as well as whether all levels of youth would be served (ready to work, not yet ready, etc). Mr. Needle responded that the strategy, while still in development, will depend on community organizations, and that the goal is to reach youth at all stages of readiness.</p> <p>Rhonda Simmons commented that, while the goal is to employ youth at all levels, we won’t be able to employ every young person. Ms. Simmons noted the need to concretize the system and integrate the model into our ongoing employment strategy. Glenn Eagleson, DCYF, clarified that the target numbers are 2,500 <i>opportunities</i> for young people, not necessarily jobs (including job training</p>

	<p>programs).</p> <p>Lorne Needle commented that this may create the opportunity for people from the private sector to join the Youth Council, and called for a standing item on future Youth Council agendas on the building of a lasting strategy and infrastructure around youth employment.</p>
<p><b>UPDATE: Youth Council Data Subcommittee*</b> (Discussion Item)</p>	<p>Lorne Needle opened up the discussion with context around the need to have current and relevant data available, especially as policy and budget decisions are being made. Mr. Needle encouraged the development of a Youth Council subcommittee on data to help understand the City’s resources, to better inform policy development, and to strengthen the programs that get funded. He asked members to consider what additional information that they may need, and which other City departments they may want to hear from.</p> <p>Steven Currie, OEWD, went through a presentation on the departments and agencies that are funding youth workforce services (as of 2009), and the DCYF/OEWD youth workforce framework.</p> <p>Discussion followed.</p> <p>Ciara Wade, New Door Ventures, asked about the intention/purpose of the data subcommittee (establish performance measures? Develop outcomes?). Mr. Needle responded that the committee would be focused on understanding what the data means, and to paint a broader picture of citywide investments in young people.</p> <p>Wilhelmina Parker asked if abbreviations can be spelled out, and whether there will be a report card or midpoint summary developed to support how current efforts are working or not working. Lorne Needle responded that the subcommittee would be focused on systemic investments.</p> <p>Ciara Wade noted that the City has continued to struggle with how to be strategic about funding what works, and that the Philadelphia model may have good framing for this. Rhonda Simmons agreed and stated that we need to look at the political context that enables Philadelphia’s model to work, and spoke to the need to prioritize funding around a set of criteria. Mr. Needle stated that we should treat the first meeting as a place to discuss and define the intention of the subcommittee.</p> <p>Ciara Wade suggested that the City invest in technical assistance trainings for CBOs on program <i>evaluation</i> – CBO trainings have been around program <i>design</i>.</p> <p>Wilhelmina Parker, Mario Yedidia and Ciara Wade volunteered for the data subcommittee.</p>
<p><b>Briefing/ report on Bridges to Success</b> (Discussion Item)</p>	<p>Sandra Naughton from DCYF presented an update on the Bridges to Success initiative.</p> <p>Discussion followed.</p> <p>Steve Arcelona, Human Services Agency, asked about reasons for students dropping off. Ms. Naughton responded that historic trends (migration out of San Francisco, to private schools) contribute to some attrition. Mr. Arcelona then asked about whether percentages correlated between slides 9 and 1. Ms. Naughton explained that the baseline year began in 2009-10. Ciara Wade asked for clarification on the report card numbers.</p>
<p><b>Public Testimony on Non-Agenda Items</b> (Discussion Item)</p>	<p>Glenn Eagleson (DCYF) announced that Rachel Antrobus left her position at TAY SF, and that TAY is undergoing a transformation. Mr. Eagleson has taken on leadership of coordinating TAY SF in his new role at DCYF, and offered to do a more thorough update at the next meeting.</p> <p>Christina Canaveral, Coleman Advocates, asked whether employers will also be trained on how to</p>

	<p>employ youth. Ms.Canaveral also asked who we were employing (re: data conversation).</p> <p>Mario Yedidia, Youth Commission, announced that the Commission adopted a resolution on Summer Jobs+ that set targets around funding the initiative, and that Supervisor Christina Olague would be introducing the resolution at Budget and Finance.</p> <p>Rhonda Simmons reminded the Board that the next meeting would likely be a joint meeting with the WISF in May. Lorne Needle noted that the data subcommittee meeting schedule will be set and sent out to members to solicit interest in joining.</p>
<p><b>Adjournment</b> <i>(Action Item)</i></p>	<p>The meeting was adjourned at 6:05PM.</p>