



SOUTH FLORIDA WORKFORCE INVESTMENT BOARD

EXECUTIVE COMMITTEE MEETING

**Tuesday, September 15, 2009
8:30 A.M**

South Florida Workforce Investment Board Headquarters
7300 Corporate Center Drive
5th Floor - Conference Room 3
Miami, Florida 33126

AGENDA

1. Call to Order and Introductions
2. Approval of Executive Committee Meeting Minutes
 - A. August 4, 2009
3. SFWIB Committees with New Member
4. Accelerate South Florida Update
5. Take Stock in Children (TSIC) - Presentation
6. Digital Skills Literacy Survey Recommendation
7. WIA Two-Year Plan Discussion

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2.

SFWIB - Executive Committee

September 15, 2009

**MINUTES OF SFWIB EXECUTIVE COMMITTEE
MEETING AUGUST 4, 2009**

South Florida Workforce Investment Board
 Executive Committee Meeting
 August 4, 2009, at 8:30 A.M.
 South Florida Workforce Investment Board Headquarters
 7300 Corporate Center Drive, 5th Floor - Conference Room 3

EXECUTIVE COMMITTEE MEMBERS IN ATTENDANCE	EXECUTIVE COMMITTEE MEMBERS <u>NOT</u> IN ATTENDANCE	OTHER ATTENDEES
1. Adrover, Bernardo, <i>Chair</i> 2. Ferradaz, Gilda 3. Fils-Aime, Daniel 4. Gaber, Cynthia 5. Harder, Jackie 6. Perez, Andy 7. Piedra, Obdulio	8. Gibson, Charles A. 9. Giles, Regina 10. Margolis, Edward 11. Marinelli, Frederick 12. West, Alvin, <i>Vice Chair</i> SFW STAFF Beasley, Rick Alonso, Gustavo Glancy, Anne Howard, Douglas Morgan, Myria Parodi, Silvio	Adderley, Kevin – <i>Sharpton, Brunson & Co.</i> Cepeda-Leonardo, Margarita - <i>Unidad Miami Beach Hispanic Community Center</i> Cordoba, Manuel - <i>SER Jobs for Progress, Inc.</i> Flores, Oscar – <i>ARBOR E & T</i> Gaviria, Beatriz– <i>SER Jobs for Progress, Inc.</i> Milian, Delia – <i>City of Hialeah</i> Rodriguez, Maria - <i>Youth Co-Op, Inc.</i> Sante, Alicia – <i>Youth Co-Op, Inc.</i>

Agenda items are displayed in the order they were discussed.

1. Call to Order

Mr. Bernardo Adrover, SFWIB Chair, called the meeting to order at 8:30 A.M. and noted that a quorum had been achieved. He asked those present to introduce themselves.

2. Approval of Executive Committee Meeting Minutes of June 30, 2008

Ms. Jackie Harder moved to approve the minutes of the June 30, 2008 Executive Committee meeting. The motion was seconded by Mr. Obdulio Piedra and approved.

The Chair congratulated Mr. Beasley, SFWIB Executive Director and staff for the handling the stimulus funds, and establishing programs.

Mr. Adrover noted that he and Mr. Beasley participated in an important presentation of the task force for out-placed executives at the Greater Miami Chamber of Commerce

3. Committee Updates

Workforce System Improvement Committee (WSI)

Mr. Beasley reported on behalf of WSI Committee Chair Mr. Fils-Amie, Sr. and noted that the committee had approved the Bob Bradner study and staff was finalizing the contact.

It was decided that the PCs to be purchased as part of the digital divide initiative would be moved from the Economic Development and Industry Sector committee to this committee.

Youth Council

Ms. Gilda Ferradaz, Vice Chair of the Youth Council noted that at the last meeting Youth Program participants made heartfelt presentations on their success stories to the members.

Economic Development and Industry Sector Committee (EDIS)

Mr. Andy Perez, Chair of the EDIS Committee noted that training providers and SFWIB staff have been working on the Training Expo to occur on September 24th at the Miami Beach Convention Center. Meetings have been held at 2:00 pm every Thursday at SFWIB headquarters where training providers are working with staff on procedures and processes, and the customer flow. Sponsorships or in-kind donations may cover the cost.

We expect to have all issues finalized within the next ten days. He added that SFWIB staff person Mr. Richard Clarke is putting together a marketing plan including Cox Radio, and Clear Channel.

There are line-item costs to work out, such as the contractor who will be providing the layout, although, he noted that staff arranged parking at one dollar per hour which is very low for Miami Beach.

Ms. Harder asked when the Monroe County version would be held. Mr. Beasley responded that Ms. Harder just volunteered to head the initiative. She suggested a techno expo (technology for dummies) to include search engine optimization, social media marketing, on-line, which could be tied in with the micro grant.

Mr. Perez suggested that finding out what software the top five industries use in Monroe County then training in that software could be provided.

Ms. Harder suggested that November is the slow time in the Keys, and Mr. Beasley suggested she meet with Marian Smith, SFWIB Director of Administration to get that started.

Mr. Perez noted that staff and the committee have been working with the Knight Foundation on the Digital Literacy initiative, and are finalizing the scope of work.

He noted as well that Florida International College (FIU) & SFWIB are collaborating on a State grant for entrepreneurship training. Miami-Dade County and Broward are already providing the training.

Mr. Beasley noted that the “Mom & Pop” funding may no longer be on the table. He noted that the Broward program does not lead in to an Associates Degree while Miami-Dade County does.

He suggested that Ms. Harder reach out to Florida Keys Community College to apply for a grant as well.

Mr. Adrover asked about the Greater Miami Chamber education policy study in Miami-Dade County. Mr. Beasley responded that he spoke to Mr. Guzman, former Chairman of the Greater Miami Chamber who explained that their study would not contain educational institution bias but it would be from the business point of view. This goes along with the business-led SFWIB. Mr. Guzman will present at the next SFWIB full Board meeting.

Mr. Perez will schedule the next EDIS meeting late in the day on August 19th, the day before the full Board meeting.

Finance Committee

Mr. Obdulio Piedra, Finance Committee Chair noted that the Finance Committee would meet immediately following the Executive Committee meeting.

4. ARRA/Accelerate South Florida

Mr. Beasley distributed the *SFW-American Recovery & Reinvestment Act Financial and Activity Report* South Florida Workforce Investment Board, Report Date 08-03-2009, and provided an overview.

Mr. Beasley distributed the *SFWIB Initiative / Program Accelerate South Florida Totals*, and provided an overview.

Ms. Ferradaz inquired why some organization, such as DCF received fewer summer youth participants than requested. Mr. Beasley noted that some are awaiting the fingerprinting process.

Mr. Piedra asked how many employers were registered, how many youth were registered, and how many youth were contacted so that the effectiveness of the program could be determined.

Ms. Ferradaz suggested that the employers should have been contacted to let them know that they would be receiving fewer summer students.

Ms. Harder noted that the summer youth program in Monroe County has had major problems.

Mr. Perez noted that tracking is very important. He asked who is doing the tracking. Mr. Beasley responded that SFWIB monitors the program. He added that there have been problems that crop up each year, and that is not unusual.

Mr. Piedra noted that his company had to cease the program. Youth were turning up un-announced and causing confusion.

Mr. Beasley requested that staff handle the program and prepare a final report and then report to the Board.

Mr. Perez asked if the benchmarks are not reached, what then. Mr. Beasley answered that any unspent funds would be allocated for other youth initiatives.

Mr. Beasley noted that the youth who worked only two weeks were participants of the year-round youth program, not the summer youth program.

Mr. Adrover requested a staff report at the next Executive Committee and SFWIB full board meetings.

5. Career Center Mystery Shopper Report

Mr. Beasley presented the report from the Office of Continuous Improvement (OCI). New SFWIB staff made the visits and reported the results of the visit. He then noted the negative issues from the report.

Mr. Beasley noted that this was the first *Mystery Shopper* initiative for SFWIB, and he added that it was not done to catch the providers, but as a tool for improvement.

The members commented on the survey. A service agreement could be created based on the needs indicated in this survey.

Douglas Howard, Program Coordinator, OCI, noted that each site was visited five times.

Ms. Harder expressed concern that complaints from SFWIB members would have more weight than complaints from customers.

She also inquired whether the Career Centers in Monroe County were included. Mr. Beasley replied that we did not get down there. She added that this is a failing grade for the centers.

Mr. Perez asked when the survey was conducted. It was done in late April to early May. Mr. Perez commented that the Career Centers have a fixed cost, and yet they have received an influx of thousands.

Mr. Adrover noted that this would be a beginning to develop minimum standards. Certain processes must be improved and training must be provided up-front commented Mr. Beasley.

Mr. Piedra noted that even with funding reductions the service level must not decrease. He added that these reports would be grounds for dismissal at his company. Ms. Gaber asked whether the standards have been made clear to Career Center personnel, and Mr. Beasley responded that they were not, but this report will help to create those standards. Mr. Fils-Aime commented that when he visited some centers, there were in some cases one desk for two staff members.

Ms. Harder commented that the Career Centers are our flagship product, and some issues may be understandable under the circumstances, but her concerns were lack of knowledge, unacceptable appearance, and lack of supervision.

6. Board/Committee Meeting Times Restructure

Mr. Beasley presented the meeting options. Mr. Perez noted that in option 1 the EDIS committee would meet the Wednesday before the full Board meeting on Thursday.

Mr. Andre Perez moved to approve Option 1, to include the change of the EDIS Committee meeting to the Wednesday before the SFWIB meeting. The motion was seconded by Ms. Jackie Harder and approved.

Mr. Perez asked whether there were any changes in the Committees, and Mr. Beasley commented that not all members have responded. Mr. Adrover advised that members be recruited.

7. 2009 ARRA Summer Employment Program Summer Youth Activities for Younger Youth in Monroe County

Mr. Beasley presented the item and recommended that Youth Co-Op, Inc. be selected to

Mr. Obdulio Piedra moved to approve the item as presented. The motion was seconded by Ms. Jackie Harder and approved.

Mr. Piedra inquired how extended week-day hours are working in the Career Centers, as opposed to opening Saturday hours. Mr. Adrover suggested looking at other regions in the state to compare and Mr. Beasley added that the providers are the ones to decide that.

Mr. Perez suggested that as a policy Board, we could use input from Service Providers regarding the infrastructure and look at the customer flow. Mr. Beasley responded that a policy, or service standard, would be good quality service for all customers. To meet that policy the procedures must be in place and staff must work smarter, not harder. Setting service standards would correct most of the negative issues noted. Ms. Gaber noted that the process must be communicated to the customer, which may reduce the negative comments. The standards good be only five all encompassing standards.

Mr. Adrover noted that the next SFWIB meeting would be held and Miami Dade College, North Campus.

Mr. Adrover thanked everyone for their participation and the meeting adjourned at 9:57am.



3.

SFWIB – Executive Committee

September 15, 2009

SFWIB Committees with New Members

Informational Item

BACKGROUND

SFWIB staff has polled the Board members on their Committee's preference and have compiled a report on the Committees with new members.

The Board Chair has made the following appointments to the SFWIB Committees.



4.

SFWIB – Executive Committee

September 15, 2009

Accelerate South Florida Update

Informational Item

BACKGROUND

The Board at its April 16, 2009, meeting approved “Accelerate South Florida”, the workforce strategy plan developed in response to the American Recovery and Reinvestment Act, 2009.

SFWIB staff will provide an update on the Accelerate South Florida actions that have been taken.



5.

SFWIB – Executive Committee

September 15, 2009

Take Stock in Children (TSIC) - Presentation

Informational Item

BACKGROUND

Take Stock in Children (TSIC) is a solution to one of the most critical problems facing Florida, high dropout and high youth crime rates. TSIC is a comprehensive program that helps low-income children succeed by providing college and vocational scholarships, volunteer mentors; student advocates/case managers, tutoring, early intervention and long-term support. High standards, parental involvement, and community support are crucial to the program's success. TSIC has a proven record of helping low-income children stay out of trouble, graduate from high school, attend college, and become productive citizens.

Mr. Alejandro Alvarez, Program Director, Take Stock in Children Miami-Dade, will provide a presentation on the program outcomes of TSIC.



6.

SFWIB – Executive Committee

September 15, 2009

Digital Skills Literacy Survey Recommendation

Recommendation

SFWIB staff recommends that the funds allocated for the Digital Skills Literacy Survey by the Board on June 16, 2009, be allocated to the Miami-Dade Broadband Coalition, Inc., instead of the Knight Center of Digital Excellence as originally approved.

BACKGROUND

The Board at its June 16, 2009 meeting approved an allocation not to exceed \$60,000 to the Knight Center of Digital Excellence for a Digital Skills Literacy Survey.

SFWIB staff in developing the award contract noted that the Knight Center of Digital Excellence is not a registered corporation in the State of Florida.

The Miami-Dade Broadband Coalition, Inc., a registered Florida corporation, is a partner with the Knight Center of Digital Excellence. The Miami-Dade Broadband Coalition is a partner on the Digital Skills Literacy Survey and has assisted in the survey design. The Miami-Dade Broadband Coalition, Inc. is made-up of organizations that are planning the construction of a robust, open, carrier-neutral broadband network for South Florida.

In order to allocate the funding, SFWIB staff recommends that the funds allocated for the Digital Skills Literacy Survey by the Board on June 16, 2009, be allocated to the Miami-Dade Broadband Coalition, Inc. instead of the Knight Center of Digital Excellence as originally approved.



7.

SFWIB – Executive Committee

September 15, 2009

WIA Two-Year Plan Discussion

Discussion Item

The Agency for Workforce Innovation (AWI) has notified all Regional Workforce Investment Boards of the requirement to submit the 2009-2010, Two-Year Workforce Plan. The State in the planning instructions advised the Regions rather than a total rewrite of the local plan, they were requiring the following:

- A modification of the current plan to reflect only those changes the RWB finds necessary to describe any organizational changes, new or modified strategies to respond to changes in the local economy and/or occasioned by the additional ARRA funding.
- Completed Board Membership form as required by law for the certification of RWB membership.
- A “stand-alone” document to be attached as an addendum that responds to the questions outlined in these instructions related to ARRA efforts.

A copy of the SFWIB Two-Year Plan is available for review at the following website:

http://www.southfloridaworkforce.com/w/2009_2011TwoYrPlan/LocalPlan091009.pdf