



Benton-Franklin Workforce Development Council (BFWDC)
Adult & Employer Linkage (AEL) Committee
February 16th, 2023, 4:00 p.m. – Zoom.

Present

Adolfo de Leon
Todd Samuel
Jennie Weber
Kate McAteer
Michael Lee

Excused

Karl Dye

Guests

Crystal Bright
Israel Delamora
Heather Woodruff
Mindy Jepson
Jessica Rusch

BFWDC Staff

Tiffany Alviso
David Chavey-Reynaud
Jessie Cardwell
Becky Tuno
Isaac Estrada
Cyndelle Howell
Carya Bair

Call to Order

Adolfo de Leon started the meeting by welcoming everyone and called the meeting to order at 4:01 p.m.

Cyndelle Wood read the roll call while everyone responded. The meeting quorum was met. She asked guests and system partners to put their names and organization in the chat and thanked everyone for joining the meeting.

Motion to approve AEL Committee Meeting Minutes

The January 19th Adult & Employer Linkage Committee meeting minutes were provided for members to review.

Todd Samuel motioned to approve the January 19th, 2023, AEL Committee Minutes as presented, seconded by Jennie Weber; the motion was carried unanimously to approval.

Motion to Approve the contract for Outreach to Historically Disadvantaged Communities (OHDC) funds to Subrecipient Contractor, Career Path Services, in the amount of \$133,000, utilizing sole-source procurement, Effective February 1, 2023.

Todd Samuel motioned to approve the contract for Outreach to Historically Disadvantaged Communities (OHDC) funds to Subrecipient Contractor, Career Path Services, in the amount of \$133,000, utilizing sole-source procurement, Effective February 1, 2023, as presented, seconded by Adolfo de Leon; the motion was carried unanimously to approval.

Board Member Jennie Weber recused from the motion.

Motion to Approve the Employment Security Department (ESD) Outreach to Historically Disadvantaged Communities (OHDC) contract for SNAP Basic Food, Education & Training (BFET) Program in the amount of \$20,000 utilizing sole-source procurement.

Todd Samuel motioned to approve the Employment Security Department (ESD) Outreach to Historically Disadvantaged Communities (OHDC) contract for the SNAP Basic Food, Education & Training (BFET) Program in the amount of \$20,000 utilizing sole-source procurement as presented, seconded by Kate McAteer; the motion was carried unanimously to approval.

Board Member Jennie Weber recused from the motion.

Motion to award the EcSA Round 2 Subrecipient Contractor, Career Path Services, an additional \$53,381, bringing the total contract amount to \$293,753, Effective January 1, 2023.

Adolfo de Leon motioned to approve the award of the EcSA Round 2 Subrecipient Contractor, Career Path Services, an additional \$53,381, bringing the total contract amount to \$293,753, Effective January 1, 2023, as presented, seconded by Michael Lee; the motion was carried unanimously to approval.

Board Member Jennie Weber recused from the motion.

Motion to Approve reducing the CDBG Hunger Relief contract with Subrecipient Contractor, Career Path Services, by \$84,887 for a revised contract total of \$363,831, Effective February 9, 2023.

Todd Samuel motioned to approve reducing the CDBG Hunger Relief contract with Subrecipient Contractor, Career Path Services, by \$84,887 for a revised contract total of \$363,831, effective February 9, 2023, as presented, seconded by Kate McAteer; the motion was carried unanimously to approval.

Board Member Jennie Weber recused from the motion.

Introduce New BFWDC Team Member, Carya Bair - David

David Chavey-Reynaud introduced the Benton-Franklin Workforce Development Council's Business Engagement Manager, Carya Bair. Carya has ten years of experience in the Benton – Franklin workforce system, including Career Path Services, Employment Security Department, and WorkSource Columbia Basin.

WIOA Adult and Dislocated Worker Update - Jessie

Jessie Cardwell provided an overview of the Adult and the Dislocated Worker programs. Jessie provided information on strategic partnerships to keep performance outcomes on track, including recruitment and outreach, covering program expenditures and targets, and placement rates. She encouraged all to read the Program Performance Summary for the Adult and Dislocated Worker Program, included in the meeting materials.

Community Development Block Grant - Becky

Becky provided an overview of the cumulative program performance summary, including outreach and program efforts. Becky shared the to-date community members impacted (85,553), which is over two times the original program target of 40,000. This number is updated on a quarterly basis, with the next update occurring during March's reporting period. Becky discussed the difficulty in finding local placements to meet this program's targets as the funding for this grant is fiscally restricted and strictly intended to pay for staffing at food Service sites. Program leadership contacted the Jubilee Ministry, Restoration Community Impact, Church of the Nazarene, Harvest Outreach, and Day Spring Ministries to inquire about possibly becoming host sites.

Board Chair Todd Samuel asked a clarifying question about the possibility of additional host sites.

Becky shared that when they ultimately had to decide to return funds to commerce, they were in the process with, specifically, Jubilee Ministries and were trying to onboard that site. They were just not in alignment. Several identified barriers to this funding were identified as multiple community partners also received these funds.

Heather Woodruff continued that there was little interest, and they were competing with other agencies that already had this funding, specifically the food distribution sites. This unique grant targeted the pandemic (Covid-19) and hunger relief. Many lessons were learned in how they might do it differently in the future.

Together We Rise – Outreach to Historically Disadvantaged Communities – Isaac

Isaac provided an overview of January's OHDC cumulative program summary included with the meeting materials. Isaac covered outreach, including resource fairs and campaigns to reach more individuals and increase enrollments. Isaac shared the progress of the research piece of the grant, together with the research goals and community survey. To support the findings from the focus groups, a community survey with questions regarding key findings was released in the week of January 16 to validate and form conclusions based on preliminary data from our focus groups. At least 150 qualified responses with a goal of 20% of responses from each identified target population. The survey is anticipated to end in the second week of February. It has been boosted through community groups and social media channels. The survey format is offered in both English and Spanish, and for accessibility, a QR code and link were also provided.

QUEST Update – Jessie & Carya

Jessie discussed that next month there will be a performance report for QUEST. On the program side, work to develop an outreach plan is underway. The focus of the Outreach will describe how work will be done to identify target populations and why they are a target, identify how they know the outreach is working, what the key partners in this outreach will be, what methods of outreach will be used and how the methods will be culturally and linguistically appropriate. Their business engagement plan and outreach plan are due to the state on February 28th.

Carya shared that the business engagement plan has been submitted to David, COO, for review before submission to the state. Carya discussed that she is working on expanding partnerships she already has and strengthening them to build their business pipeline.

Economic Security for All - Becky

Becky Tuno discussed the State and Federal cumulative EcSA program performance summary included within the meeting packet covering program highlights and total employed exits for January 2023. Becky provided program challenges as well as outreach and partnership efforts.

WorkSource Columbia Basin (WSCB) Update – Crystal

Crystal Bright shared the WorkSource operator report details, which were included in the meeting materials. She highlighted January WorkSource site operations and customer feedback. Crystal summarized service delivery, discussing career and business services and community connections.

BFWDC Request for Proposal - David

David shared that on January 19th, the request for proposal (RFP) was released for the WIOA Youth, Dislocated Worker, and Adult grants. The Bidder's Conference was held on January 30th from 10:00 am – 11:30 am. For proposal information, including deadlines and full RFP details, David provided a link to www.bentonfranklinwdc.com/rfp. For clarification, this RFP will include Adult, Youth, and Dislocated Worker as all part of the same contract with a business services section outlined within. Because of how closely all three contracts work together, they decided they'd like the bidder to apply for all three of them. The RFP has been distributed to board members, community partners and placed on social media platforms; if you have any questions, please reach out to a BFWDC Team Member, and they'll be able to point you in the right direction. The proposal deadline is Monday, February 27th, 2023, at 4:00 p.m. David informed Board Members of the need for a standing committee to review the proposals that have been submitted and asked for volunteers to please reach out to a BFWDC staff member.

Round Table/Agency Updates

DVR – Jessica Rusch, the new supervisor for the division of vocational rehabilitation in both Kennewick and Walla Walla offices and the Kennewick workforce. She will provide supervisory assistance to those staff and work alongside the BFWDC. They're working on rapid engagement and developing policies and ways to be more efficient and get their customers through their process quicker and to be able to assist them with reaching their goals sooner while working through barriers that can lose individuals along the way.

Career Path Services – Heather Woodruff wanted to share with the committee the demographics of whom they are serving, as this is a true reflection of all the work the entire workforce has done. She informed members that 54% of the demographics of the customers that they're serving are Hispanic or Latinx, 25% are non-white, and overall, 33% lack a GED or high school diploma. They have worked closely with CBC (Columbia Basin College) to help develop a service offering at WorkSource that will help them meet that need, which will be transformational. 22% of the customers they're serving are single parents, and 25% are justice-involved. These are similar demographics to what they've seen in the past. But they have the partnerships now to really be able to serve these individuals in a better way. Heather reported that something that has been on her radar for a while, and it is in alignment with the trends they are seeing nationally, is that they have been underserving women, specifically in their Title-IB Programs post-pandemic (44%). Pre Covid there was a 50-50 gender split; women were historically and exponentially impacted by COVID-19 and their ability to return to work because of some of those natural barriers of family care. They are watching closely to ensure they're developing the right programming and assessing what access to their program looks like. And if it is meeting the needs of women and families and connecting with the right community resources to help address women re-entering the workforce. Heather continued with performance discussions and partnership development.

WSU Tri-Cities – Kate McAteer reported that their Human Resources department across the WSU system recently held their retreat. They realized that when advertising and hiring for positions, many of those required a post-secondary credential, and they have many jobs at WSU where candidates should not need that to apply. The HR team is revamping and removing that even as a preferred requirement for positions like custodian and some office system positions. Kate shared her frustration with getting those positions filled due to those requirements.

Carson College of Business has developed a new program, Cougar Tracks, focusing on re-skilling and upskilling candidates. Joan with WSU has worked closely with many businesses in the Tri-cities, one example being a tasting room certification. It's an opportunity for someone that maybe is thinking about getting a job in the wine industry. They could do this certification and apply for a job. And it's all online. They're targeted at people who do not have an undergraduate degree but are interested in attaining business skills. They've received some grants from Career Connect Washington, and it's made them realize that they have to be a lot more flexible in how they're offering their courses. Starting this fall, they will start offering more courses in the evening. Individuals employed by WSU can take advantage of courses for a greatly reduced cost.

CBC - Michael Lee congratulated his Team for their hard work and shared that CBC has been awarded a 5-year, 3-million-dollar Title-5 grant as a Hispanic serving institution and is working on constructing an equity center. This grant will help with funding for faculty to work on DEI in the curriculum and software to serve students better.

CBC will offer a Bachelor of Applied Science in Community Health this fall. They are starting a dental assisting program with a series of certificates and a two-year degree. They have also created an AA for Pre-Nursing. And have approved an associate degree in health sciences, which includes all of their short-term certifications as a pathway into the health science programs offered at CBC to ensure that those are covered by Federal financial aid.

making changes in our accounting program. They've created a digital marketing program and are changing their entrepreneur and business development certificate. They've created a short-term certificate in leadership through our business department. They are working to clarify computer science versus computer applications and ensuring that a student is getting a computer science degree and that they're focused on computer science, not the applications of Microsoft. They also changed the name of their BAS and AAS to software development, which is really what it's always been.

Lastly, Mr. Lee shared that they have received funding from the Legislator to employ staff (Financial Aid Ambassadors) at high schools to work with students ensuring they are filling out their FAFSA. They hope to increase eligibility for financial aid in our service district.

Next Meeting

- Adult & Employer Linkage Committee – Thursday, March 16th, at 4:00 p.m., on Zoom.
- Executive Committee - Tuesday, February 28th, at 4:00 p.m. on Zoom.
- Quarterly Board Meeting - Tuesday, April 5th, at 4:00 p.m. on Zoom.

Adjournment

With no further business, the meeting was adjourned at 5:03 p.m.

Respectfully submitted:

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Adolfo de Leon 4/7/2023
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Adolfo de León, Committee Chair Date

DocuSigned by:
Cyndelle Howell 4/6/2023
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Cyndelle Howell, Admin. Assistant Date