



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

**Department Name:** Social Services  
**Department No.:** 044  
**For Agenda Of:** 10/20/09  
**Placement:** Administrative  
**Estimated Tme:**  
**Continued Item:** No  
**If Yes, date from:**  
**Vote Required:** Majority

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**TO:** Board of Supervisors

**FROM:** Department Kathy Gallagher, 681-4446  
Director(s)  
Contact Info: Raymond L. McDonald, 681-4446

**SUBJECT:** Appointment of Members to the Workforce Investment Board (WIB)

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**County Counsel Concurrence**

As to form: N/A

**Auditor-Controller Concurrence**

As to form: N/A

**Other Concurrence:**

As to form: N/A

**Recommended Actions:**

That the Board of Supervisors: Appoint the individuals listed to serve on the Santa Barbara County Workforce Investment Board for the terms indicated on the attached roster.

**Summary Text:**

The Santa Barbara County Workforce Investment Board (WIB) is mandated by the Federal Workforce Investment Act (WIA), Public Law 105-220. The WIB Members are volunteers who serve without pay, and are nominated in various ways, as described below; but are appointed by the County Board of Supervisors, functioning at the "Chief Local Elected Official" as prescribed by WIA. Members serve for specific terms and may be reappointed upon the recommendation of the WIB Nominating Committee.

The attached list contains the names, organizations, and sector representing of two new members who will serve their first term.

**Background:**

The WIB develops workforce policy for the county, and oversees the operation of the two One-Stop Career Centers, and the employment & training programs for youth, recently laid-off workers, and unemployed adults. In addition, the WIB fosters a working relationship with the business community to assist it with current labor market information and other workforce intelligence, such as industry sector initiatives and research. Finally, the WIB appoints a Youth Advisory Council (YAC) that may include



WIB members as well as others from the community; and the YAC advises the WIB on youth program issues, and recommends the selection of youth program training providers.

The WIA mandates: (a) some specific groups/sectors that must be included on the WIB; (b) the nominating methodology for membership; and, (c) the role of the CLEO in appointing members. WIB membership is reviewed annually by the State.

*Specific Membership.* The WIA stipulates “Mandated Partners” who must serve on the WIB. These Mandated Partners are a local economic development representative, the private sector (business community), local labor organizations, the State Employment Service (job service, unemployment insurance, Veterans services, and NAFTA trade programs), the County Welfare Department, the Local Education/Adult Ed & Literacy/Postsecondary Education community, the local Area on Aging Agency, the Community Service Block Grant recipient, the Department of Rehabilitation, the local HUD programs recipient, the local Native American program, and the local migrant services program provider. In addition, the WIA requires that the majority of the WIB be private sector members, and that the Chair be selected from the private sector members by the entire WIB. Finally, California State law requires that 15% of the WIB membership be Labor Representatives.

*Membership Nominations.* Members are nominated to serve on the WIB, as prescribed by the Federal Act, either by virtue of the position they hold (e.g., CSBG recipient, EDD Manager, Welfare Director) or they are selected by the group they “represent” such as the Central Labor Council nominates Labor Representatives, the local Chambers of Commerce nominate business members, the Community College(s) select their representative. In addition, the WIB Nominating Committee, and Executive Director, is constantly recruiting new candidates to ensure that the local economy and community is well-represented. The WIB Executive Director meets with candidates prior to submitting their name to the Board of Supervisors, to ensure they understand the goal, mission, and responsibilities of the WIB. The WIB Nominating Committee endorses reappointment of members prior to submitting names for another term of service.

*Role of the CLEO.* Because the Chief Local Elected Official, as designated by the State of California and prescribed by the WIA, has fiduciary responsibility for funds received, the WIA stipulates that WIB Members must be appointed by the CLEO. In Santa Barbara County the CLEO is the Board of Supervisors, and the Chair of the Board of Supervisors must sign (often co-signs) such documents as the Five Year Strategic Plan, that lays out the goals, objectives and program design of the local workforce system. The stated intent of the WIA is to foster a “public/private” partnership between the CLEO (government) and the private sector led WIB. Consequently, all nominees and re-nominees to the WIB must be appointed by the Board of Supervisors.

#### *New Appointee*

Because of a change in instructional program reassignments at Santa Barbara City College, our mandated partner representing education, Diane Hollems has been assigned to serve on the Santa Barbara County WIB by Dr. Friedlander in replacement of Ms. Betty Pazich.

It should be noted that with a number of new activities and initiatives in the workforce area, some resulting from the nationwide economic downturn, and the recent passing of the American Recovery & Reinvestment Act (ARRA) it is imperative that the WIB have the membership—and “voices” representing the critical sectors—in order to effectively serve the residents of Santa Barbara County with a world class workforce system.

#### **Performance Measure: N/A**

**Fiscal and Facilities Impacts: N/A**

Budgeted: N/A

**Fiscal Analysis:**

<b><u>Funding Sources</u></b>	<b><u>Current FY Cost:</u></b>	<b><u>Annualized On-going Cost:</u></b>	<b><u>Total One-Time Project Cost</u></b>
General Fund			
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ -

Narrative:

**Staffing Impacts:**

**Legal Positions:**

**FTEs:**

**Special Instructions:**

Upon approval, please return one (1) copy of the minute order, attention: Adrienne Brooks, WIB AOP II, Department of Social Services, 234 Camino del Remedio, Santa Barbara.

**Attachments:**

List of Appointees to the Santa Barbara Workforce Investment Board.

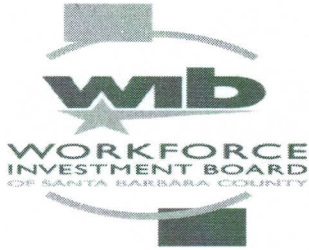
**Authored by:**

Raymond L. McDonald, WIB Executive Director

**Appointment to the Workforce Investment Board (Statutory Reference 117 (b), 121(b))**

<b>Category</b>	<b>Name</b>	<b>Organization</b>	<b>Term To Expire</b>
Local Education, Adult. Ed. & Literacy, Post Secondary Education	Diane Hollems	Santa Barbara City College	9/31/2012





WORKFORCE INVESTMENT BOARD

Membership Application and Disclosure Statement

Section 1

(To be completed by individual interested in membership on the Workforce Investment Board)

Diane Hollems (Name)

Dean, Economic Development (Business Title)

Santa Barbara City College (Employer/Firm Name)

721 Cliff Drive, Santa Barbara, CA 93109 (Business Address) (Zip Code)

hollems@sbcc.edu (Email Address) 683-8281 (Business Phone Number)

Statement of Interest: Please state briefly your interest in employment and training programs.

As Dean of Economic Development for Santa Barbara City College I interface with both public agencies and private businesses on a regular basis. I oversee the SBCC Professional Development Center which delivers credit-based workforce training classes throughout Santa Barbara, Carpinteria and Goleta. I am also the College liaison for ARRA funding opportunities as well as other state and federal grants.

Community Services: Please list boards, commissions, committees, and organizations on which you presently serve or have served and indicate office(s) held.

I was a member of the Santa Barbara County Employees' University Governing Board from its inception in 1999 until 2006 when it was dissolved by the County.

I represent the College at both the Goleta and Carpinteria Chambers of Commerce and am involved in many local networking groups.

I am on the steering committee for the SBCC Scheinfeld Center for Entrepreneurship and Innovation and interface regularly with the Small Business Development Center (hosted at Ventura College) and SCORE.

To help preclude a potential conflict of interest, also please list any organization with which you are affiliated, which may contract with the Workforce Investment Board employment and training services.

None that I know of. The Scheinfeld Center is part of SBCC.

Diane Hollems (Signature)

8/19/09 (Date)

**ADDITIONAL INFORMATION:** You may attach a **RESUME** to supplement the questionnaire. Additional pages providing pertinent data may be enclosed to assist in the evaluation process. Should you need any assistance or have any questions concerning this application, please call Raymond McDonald at (805) 681-4446.

**Education and Training:** Please list post-secondary education/training, including relevant professional or vocational licenses or certificates.

Institution	Address	Degree/License Or Certificate
Louisiana State University	Baton Rouge, LA	Ph.D
University of Louisiana	Lafayette, LA	Master of Science
University of Louisiana	Lafayette, LA	Bachelor of Arts

**Please check and complete one category that qualifies  
You for membership on the Workforce Investment Board**

**Private Sector Business Representative** (If yes, check all that apply)

- Owner
- Chief Executive or Chief Operating Officer
- Executive with Substantial Management or Policy Responsibility
- Minority Business
- Small Business\*
- Other Specify \_\_\_\_\_

**Public Sector Representative** (If yes, check all that apply)

- Educational Agency:  Public  Private
- Public Employment Service
- Organized Labor
- Rehabilitation Agency
- Economic Development Agency
- Community Based Organization \*\*
- Other Specify \_\_\_\_\_

\* Private for profit enterprise employing 500 or fewer employees

\*\* Private non profit organization which represents a significant segment in the community and which provides job training services.

**RETURN OF APPLICATION:** Please return your application, upon completion to:

**Raymond McDonald  
Executive Director  
Workforce Investment Board of Santa Barbara County  
234 Camino Del Remedio  
Santa Barbara, CA 93110**







**Diane Hollems, Ph.D.**

**RÉSUMÉ**

**EDUCATION:**

Louisiana State University, Ph.D. awarded 1998  
Communication Theory  
Dissertation: Reference Group Influence on the Interpretation of Messages

University of Louisiana at Lafayette, M.S. awarded 1995  
Intercultural Communication and Mass Communication/Advertising  
Thesis: Qualitative Study of Reference Group Influence on Adoption of Cultural Change in Antigua, Guatemala

University of Louisiana at Lafayette, B.A. awarded 1992  
Department of Communication

Manatee Community College, A.A. awarded 1967  
Business Emphasis

**PROFESSIONAL EXPERIENCE:**

Santa Barbara City College, Dean of Economic Development 2005-present

Duties include:

- Direction and oversight of Workplace Training and Development
- Oversee the SBCC Professional Development Center
- Liaison to other SBCC departments for grants
- Direction and oversight of the Dual Enrollment Program working with area high schools. The college conducts more than 100 college classes at local high school campuses each semester.
- Oversee the Tech Prep and James Irvine Foundation grants
- Serve on the SBCC Curriculum Advisory Committee
- Serve on the SBCC Enrollment Management Committee
- Represent SBCC at area Chambers of Commerce
- Interface regularly with more than 40 public and private agencies

Santa Barbara City College, Assistant Dean of Educational Programs 2002-2005

Duties included:

- Development of the Professional Development Center
- Development of the Dual Enrollment Program

Santa Barbara City College, Tech Prep Director 1999-2002

Duties included:

- Oversight of the Tech Prep grant and articulation program
- Formulation of a working relationship with Santa Barbara County Employees' University

Santa Barbara City College, Instructor of Communication 1998-1999

Duties included:

- Teaching in the SBCC Department of Communication (courses included) Public Speaking, Interpersonal Communication, Small Group Communication
- Assisting and participating on a Workforce Development grant

Louisiana State University, Instructor 1995-1998

Duties included:

- Teaching in the Speech Communication Department (courses included) Business Communication, Interpersonal Communication
- Assisting in development of the program for the Southern States Communication Association national conference

University of Louisiana at Lafayette, Teaching Assistant 1992-1995

Duties included:

- Teaching in the Communication Department (courses included) Video production, Public Speaking, Video Editing

Family Vision Television, Crowley, Louisiana, Vice President Operations 1982-1992

Duties included:

- Production of all graphics
- Advertising Sales
- Hosting a weekly television program "Women In Touch"
- Accounting

**PROFESSIONAL ASSOCIATIONS:**

- Served on the Governing Council of the County of Santa Barbara Employees' University
- Represent Santa Barbara City College at the Goleta and Carpinteria Chambers of Commerce
- Participate in the Association of Women in Communication organization
- Represent Santa Barbara City College at workforce events and economic development summit meetings
- Member of the California Community College Association of Occupational Educators
- Serve on the Board of the South Coast Regional Consortium