

DEPARTMENT OF INDUSTRIAL RELATIONS

Office of the Director

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WIC Advisory Committee
MINUTES OF MEETING
Wednesday, October 16, 2024
Via Tele/Videoconference

In Attendance:**DIR Staff**

Mark Chekal, Policy Advisor, Director's Office

Jennifer Lim, Deputy Director, DAS

Adele Burnes, Deputy Chief of Policy,
Division of Apprenticeship Standards
(DAS)Cruz Lisette, Apprenticeship Consultant,
DASLuong Chau, Attorney, Labor
Commissioner's Office

Vanessa Soto, DAS

Romae-Anne Aquino, DAS

Committee Members:Meg Vasey, National Taskforce on
Tradeswomen's Issues

Donna Rehrmann, Stomper Company, Inc.,

Karri Novak, Suffolk Construction

Carlos Torres, WINTER

Melinda Ramirez, Tradeswomen, Inc.,

Terri Golden, Tradeswomen, Inc.,

Sheri Learmonth, Marina Mechanical

Ashley Matthews, Fresno Regional Workforce
Development Board

Julia Hatton, Rising Sun Center for

Opportunity Mona Gocan, 77 Electrical
Services

Maria Coronado, Western States Carpenters

Erin Glenn, CA Civil Rights Department

Meg Anne Pryor, Northern California

Operating Engineers Local 3

Non-MembersAtalie Oliva, Cerritos College Apprenticeship
Program

I. Welcome and Introductions

Mark Chekal, Policy Advisor, Office of the Director

- A. Opening Remarks from Mark Chekal
- B. Committee member introductions

II. Motion made and Committee voted for the approval of the June 2024 Meeting Minutes

**III. Presentation about the Equal Representation in Construction Apprenticeship (ERiCA)
Grant Overview**

Adele Burnes, Deputy Chief of Policy, DAS

Lisette Cruz, DAS

- A. Reporting on insights on reporting of annual review, started June 1, data shared is as of May 30, mid-point data on two-year grant through June 2025. Results. There are 2 categories of the grant. We have the outreach in the community building side of the grant, and then the supportive resources for childcare.
 - Shows data on utilization of funds by group funding
 - This is community building funding
 - 50% of community building funds were distributed to grantees
 - Grantees need to demonstrate 50% utilization of funding, meet specific grant milestones and pass annual review to get the second half of funding
 - High-level insights:
 - There are 19 grantees total and about half of them have utilized 50% of funding as of May 30th
 - Looking at the same metric for childcare, there is slightly lower utilization of funding
 - Next reporting period closes at the end of October, so in November we'll be getting the next round of reporting
 - As of May 30, there are 754 participants that have been reported as receiving supportive resources for childcare, and of those 121 are women, about 15% of all participants so far
 - For 12 of the 15 occupations represented by the Erica grantees, there is a significantly higher percentage of women being served by the Erica Grant than in the population of that trade overall
 - Adele Burnes and Cruz Lisette take questions and lead discussion re use of funds and utilization of services, especially childcare
 - Discussion among DAS and members re effective tracking and reporting of funds, and highlighting challenges and successes of grantees
 - Meg Vasey shares memo with suggestions for improving grant outcomes, including restructuring of grants this next round of funding
 - Nest Childcare stipends inside Outreach and Retention grants
 - Concentrate services through pre-apprenticeship programs
 - Allow funding to follow pre-apprenticeship graduates
 - Use community, workforce groups for support
 - Fund groups that serve high numbers of women and non-binary

- Link funding to clients in apprenticeship
- Childcare grants provided through apprenticeship programs should require
- Detailed outreach plans to women and non-binary populations
- Restrict childcare grants to recent TANF recipients, EIC heads of households with large women and non-binary populations
- Provide specific grant funding to onsite programs that will improve construction worksite culture
- All recipients should be required to maintain data on their populations served for every funded activity
- Proposal scoring should be tied to the outcomes promised
- Mark Chekal facilitates input from committee members re childcare funding and leads discussion re Meg's suggestions to improve effectiveness

IV. Review and Discussion of DIR OEA Marketing Outreach Plan

- A. Vanessa Soto, Office of External Affairs, DIR, shares Marketing Outreach Plan
 - Reviewed meeting minutes of WIC to ensure input
- B. Audience:
 1. Women, non-binary, and other underrepresented groups in the construction industry in California that may be interested and qualified to pursue an apprenticeship or pre-apprenticeship in the construction/building trades
 2. Employers providing registered apprenticeship and pre-apprenticeship opportunities who can help improve construction worksite culture, reduce barriers to employment, and provide upward mobility opportunities
- C. Strategies:
 - Maintain website
 - Paid research and data driven resources
 - Earned media
 - Outreach
- D. Timeline: four phases for execution, all include collecting data and feedback from community: 1) feedback on plan 2) DIR resource development 3) paid research and data-driven resources 4) implementation and analysis
 - Committee member questions prompt discussion of using social media and new ways to target younger workers
 - DAS highlights its social media presence and implementation of publications directed to target audience
 - Addressing issues of women in the field, committee members suggest more engagement and input from people on work sites
 - Jennifer Lim, Deputy Director, DIR OEA encourages committee members to share their industry insights and help improve the marketing plan and its effectiveness

V. Review of WIC Subcommittee Workplan

- A. Subcommittee met to develop workplan for full committee, shared via email
- B. Ashley Matthews shares plan which includes committee's four objectives, due dates, the advisory committee's role, any subcommittees involved, an action plan and proposed outcomes
 - Goal #1: Increase the number of women, non-binary and underserved populations employed in the construction trades
 - Goal #2: Create marketing strategies to invite more women, non-binary and underserved populations interested in a career in the building/construction industry
 - Goal #3: Target outreach and networking with contractors and employers to address any concern around hiring women, non-binary and underserved apprentices
 - Goal #4: Increase the number of women, non-binary and underserved populations registered in construction apprenticeships and pre-apprenticeships.
- C. Mark proposes putting execution of plan as goal for committee meeting in Fall 2025; notes suggested amendments to change due dates of tasks from February to April
- D. Subcommittee members give brief comments on their participation
 - Meg Vasey
 - Mona Gocan
 - Ashley Matthews
- E. Mark takes a vote on adoption of Workplan
 - Adopted with amendments by attending quorum of committee members
 - Voted to create Resources subcommittee – reviewing outreach materials and activities
 - Sherri Learmonth
 - Mona Gocan
 - Maria Coronado

VI. Planning February 2025 Committee Meeting

- A. Call for agenda suggestions
 - Review items called out on the existing workplan
 - Track more detailed reporting of ERiCA funding
 - Look at membership and make sure we are covering legislative mandate

VII. Public Comment

- A. No public comments

VIII. Conclusion and adjournment

- A. Next meeting not scheduled yet. When DIR is ready, it will reach out to the members regarding the date.