

DEPARTMENT OF INDUSTRIAL RELATIONS

**Office of the Director**

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**WIC Advisory Committee  
- MINUTES OF MEETING  
Tuesday, June 25, 2024  
Via Tele/Videoconference**

**In Attendance:**

**DIR Staff**

Deanna Ping, Chief Deputy Director, DIR  
Sulma Guzman, Deputy Director of  
Legislation and Regulatory Affairs  
Curtis Notsinneh, Chief, Division of  
Apprenticeship Standards  
Adele Burnes, Deputy Chief of Policy,  
Division of Apprenticeship Standards  
Cruz Lisette, Apprenticeship Consultant,  
Division of Apprenticeship Standards  
Luong Chau, Attorney, Labor  
Commissioner's Office  
Vanessa Soto, Division of Apprenticeship  
Standards  
Mark Chekal, Policy Advisor

**Committee Members:**

Meg Vasey, Executive Director,  
Tradeswomen, Inc.,  
Kay Ramsey, CEO, Tradeswomen, Inc.,  
Sheri Learmonth, CEO, Marina Mechanical,  
CAC EEO Chair  
Ashley Matthews, Special Projects Manager,  
Fresno Regional Workforce Dev. Board  
Julia Hatton, President and CEO, Rising Sun  
Center for Opportunity  
Mona Gocan, 77 Electrical Services  
Maria Coronado, Southwest Regional Council  
of Carpenters  
Juanita Douglas, Senior Manager of  
Construction and Labor Relations, Rising Sun  
Center for Opportunity  
Marlin Jeffreys, Director of Opportunity,  
Rising Sun Center for Opportunity  
Rashida Harmon, Assistant Deputy Director,  
Civil Rights Office

**I. Welcome and Introductions**

Sulma Guzman, DIR Deputy Director of Legislation and Regulatory Affairs

- A. Opening Remarks from Sulma Guzman
- B. Committee member introductions

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

**III. Review and Discussion of Committee Workplan**

- A. Sulma Guzman recaps the last meeting, such as the goals of the committee, the mandate to develop recommendations, identify major barriers, increasing the number of women getting into construction and the support mechanisms to help women stay in this industry, evaluate the grants and their success, outreach and developing programming for high schoolers and young adults to get the word out on the apprenticeship programs. Discussed the challenges in this industry and what successful programs would look like. Also discussed the desire to create a workplan and timeline to guide efforts going forward.
- B. Suggestion to attach agenda and meeting minutes to calendar invite
- C. Past committees created a framework by the committee members
- D. Motion and committee voted to create a subcommittee or workgroup to come together to develop a workplan that would be presented to the committee as a whole
- E. Subcommittee volunteers
  - Meg Vasey
  - Ashley Matthews
  - Mona Gocan
- F. Discussion of requirements for quorum (three members), public notification and BK compliance.
  - Sulma stresses that we will be requesting input from committee members
  - All members will be aware of subcommittee proceedings and documents and be able to provide feedback
  - Post to the webpage and an email to be sent out to all the members with meeting location, call in link, agenda, meeting minutes, survey questions with responses and any other information. Deanna Ping stresses that all materials and discussions of the subcommittee must be shared with the public and that the subcommittee must meet quorum
  - Need to confirm the Bagley Keene requirements that committee members

who are not on the subcommittee, can call in and attend but only as a member of the public. They cannot participate as a committee member. They can only make public comment.

- Various members provide suggestions for surveys and forms (such as Microsoft forms) to get committee input and feedback
- Subcommittee working meeting to be scheduled

#### **IV. Presentation by Rising Sun Opportunity Center**

Julia Hatton, CEO

Juanita Douglas

Marlin Jeffries

- The mission of Rising Sun (RS) is to build career pathways for economic equity and climate resilience. They focus on youth, women, people of color, people with low incomes, and those who are justice system impacted. RS takes a whole person approach in all its programs, with training and longer-term support to help people get a job and stay in that job and advance in that job.
- Rising Sun focuses on high road pathways. There was a time when RS was mostly focused on getting people into green jobs but found out that those jobs were not providing a pathway out of poverty and often were keeping people in poverty. As a result, emphasis has shifted to high road pathways, to working with sectors and employers that provide these real family-sustaining wages and opportunities, which includes the significant emphasis on the union building and construction trades.
- Rising Sun has three areas of focus:
  - Adult program: Opportunity Build, also known as the MC 3 or multi craft core curriculum pre-apprenticeship program for the building trades
  - Youth program: Climate Careers employs local young adults to provide energy efficiency and water conservation services to local households
  - Policy and Advocacy with a focus on green jobs, e.g., labor standards tied to public climate infrastructure
- They aim for 55% or more women throughout their pre-apprenticeship cohorts.
- Opportunity Build is an adult job-readiness apprenticeship-readiness program. Uses what's called MC 3 curriculum. Individuals learn to use power tools, hand tools, take measurements, and become comfortable

with construction math or math that relates to the trades. The program starts off with 12 weeks of training with classroom and hands on training. Including financial education, diversity awareness, sexual harassment training, mental health, and substance use counselling. The goal is to place each enrollee in an apprenticeship program. Graduates are followed up monthly for the next 12 months.

- Opportunity Build has 80 participants annually and aim for 55-60% women. All participants qualify as low-income, 67% are parents. As mentioned earlier, each year they run an all-women’s cohort, “Women Building the Bay” with the support of Workforce Development Board of the Building Trades Council and Tradeswomen Inc. The Opportunity Build program also includes wraparound support that assists with tools, PPE, union dues, and a weekly stipend.
- Further presentation on outreach and program results, including best practices on recruitment and placement. 2023 was the most successful recruitment year so far. 85% of women trainees graduated, and 76% were placed in jobs, all within the first three months, with 55% in union construction.
- Best practices include having former tradeswomen on staff and using graduates in outreach efforts. This helps prospective students see themselves in the roles and connect what they can be with an in-person example. Another key strategy is offering a nights and weekend cohort, which accommodates working individuals and parents. Having a cohort model with an all women cohort helps build community. Having the ERiCA grant available has been a huge benefit to working parents.

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

Adele Burnes, Deputy Chief of Policy, DAS

Lisette Cruz

- A. Reporting on results, updates around the Erica grants and some late breaking updates regarding funding. Providing an update on AB 2358 and some rulemaking that has gone into effect since our last meeting as a group.
  - For the whole ERiCA grant and through all the different partners, there are about 2,153 participants. These are both pre apprentices and the apprentices. As of the reporting time in January, there were 77 participants reported. There are far more participants in the next data set. 31% are female, 66% male, 3% decline to state. Of those, 74% are apprenticeship, and 26% pre-apprenticeship. For perspective, the general entry into the trades for women is only at 3.9% so 31% is significant.
  - There was an update to the ERiCA website for interested parties who want to apply, and DAS is engaging grantees to update website links to connect. They are looking to create a clearer path to interested parties looking to access grant money.

- The finalized budget for the coming year allocates 15 million for the coming year, which means there is funding for the next round of ERiCA grants, starting in June 2025
  - Meg Vasey requests more information on which of the grantees are increasing the number of women in apprenticeship specifically
  - Meg Vasey also requests that DIR closely review the use of the money to be sure that the money is being used best to support women in construction, rather than just sent over to DAS. It could be spent on retention, or other ways to keep and increase women in construction
    - Deanna notes that this is the first year, and we welcome feedback from the committee on the use of the money so far and alternate ways to use it
    - Adele notes that we are in a good position to study the impact of the grant recipients so far. There is a set of trades and groups that have received funding and a control that has not. Shaping the study may be a valuable part of the work plan of this group and DAS welcomes everyone's expertise in that effort.
    - Deanna emphasizes that with prop 209 we cannot focus on gender, but we want to evaluate what the grants are doing. Both apprenticeship and capacity building are parts of the grant distribution.
    - Meg raised the concern that some grantees are under the impression that they cannot advertise towards women. She requests that we do a better job at helping constituents understand how the money can be distributed, that this money is for women in construction and that it is not the same as denying services to advertise towards women.
- B. Cruz provided an update on AB 2358, which makes it a misdemeanor to engage in willful discrimination.
  - DIR EEO office will intake and investigate apprenticeship program, apprentices, and contractors' harassment and discrimination complaints. DAS evaluation program team will follow up with a resolution
    - Meg Vasey's understanding is that each program needs to have a process for harassment and discrimination complaints and that DAS has a role in ensuring a process is in place and being used
      - Adele notes that DAS is in the process of updating all the required standards – noticing, training, and complaints processes need to be included. Once in place, complaints will first be handled by DIR EEO, then if it is program related that would be handled by DAS

## VI. Public Comment

- I. No public comments

## **VII. Conclusion and adjournment**

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