



CYNTHIA D. BANKS  
Director

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COMMUNITY AND SENIOR SERVICES  
OF LOS ANGELES COUNTY

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3175 WEST SIXTH STREET • LOS ANGELES, CA 90020-1708 • (213) 738-2600 (213) 385-3893 FAX

*"To Enrich Lives Through Effective And Caring Service"*

BOARD OF SUPERVISORS

GLORIA MOLINA  
MARK RIDLEY-THOMAS  
ZEV YAROSLAVSKY  
DON KNABE  
MICHAEL D. ANTONOVICH

September 14, 2009

**To:** Members, Los Angeles County Workforce Investment Board  
Ad Hoc By-Laws and Nominations Committee

**From:** Josie Marquez, Executive Director  
L. A. County Workforce Investment Board

**Subject:** **LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD  
AD HOC BY-LAWS AND NOMINATIONS COMMITTEE MEETING –  
TUESDAY – SEPTEMBER 17, 2009 – 11:30 A.M.**

This is to inform you that a meeting of the Los Angeles County Workforce Investment Board Ad Hoc By-Laws and Nominations Committee will be held as follows:

**Date and Time:** September 17, 2009 (Tuesday) at 11:30 a.m.

**Venue:** - County of Los Angeles – Community & Senior Services  
3175 W. 6<sup>th</sup> Street – ROOM 105  
Los Angeles, CA 90020

The Agenda is being transmitted to you to help you prepare for the meeting. If you have any questions or need additional information, contact Cathy Zelaya at (213) 738-2593.

Attachment

**LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD  
AD HOC BY-LAWS AND NOMINATION COMMITTEE MEETING  
September 17, 2009 (Thursday) – 11:30 a.m.**

**VENUE:**

County of Los Angeles – Community and Senior Services  
3175 W. 6<sup>th</sup> Street – ROOM 105, Los Angeles, CA 90020

**MISSION STATEMENT**

*Provide leadership by convening and facilitating public and private stakeholders to impact the economic health of the region.*

**MEMBERS**

|              |                   |                  |
|--------------|-------------------|------------------|
|              | Mike Patel, Chair |                  |
| Ted Anderson | Stan Lee          | Beverly Williams |
| Paul Kral    | Richard Nichols   | Rex Yu           |

**A G E N D A**

**NOTE:** Agenda items may be presented and reviewed by the WIB outside of the order presented.

**1. CALL TO ORDER by Mike Patel, Chair**

**2. REVIEW NOMINATION PACKAGE**

Presenter: Josie Marquez, Executive Director

Summary: This item presents for your review and approval, or any other action deemed necessary, WIB membership nomination to fill 1 WIA-mandated labor seat.

Attachment A: Nomination Package – Aida Cardenas, Education and Training Director of United Services Workers West (SEIU Local 1877)

**3. PUBLIC COMMENT**

**4. ADJOURNMENT**

*Services provided by Community and Senior Services do not discriminate on the basis of disability. Persons with disabilities may request accommodation services by calling 213/738-2593 (voice) or 213/738-3191 (TTY) one week in advance of the meeting. The facility providing this service is wheelchair accessible. General program information is also available by calling these phone numbers*



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September 17, 2009

**To:** Members, Los Angeles County WIB Bylaws and Nominations Committee

**From:** Josie Marquez, Executive Director

**Subject:** **NOMINATION FOR WIB MEMBERSHIP – AIDA CARDENAS, SEIU LOCAL 1877**

This item presents for your review the attached nomination package submitted by SEIU Local 1877 nominating Aida Cardenas, Education and Training Director of United Service Workers West, to the L.A. County Workforce Investment Board. This item also requests your committee to make recommendation to the WIB Executive Committee meeting scheduled for September 17, 2009, regarding the appointment of Aida Cardenas to the L.A. County WIB.

**BACKGROUND**

In January 2008 EDD conducted a review for PY 2007-2008 of the County's WIA 85% Grant program operations, which included review of the WIB's membership composition. One of the monitoring findings is that labor organization representation on the WIB is 10% and not 15%, as stipulated by Senate Bill 293 (SB293), which was passed in January 2007.

California Senate Bill 293, Chapter 4, Article 1, Section 14202 (c) stipulates that membership of local Workforce Investment Boards shall include *"Representatives of labor organizations nominated by local labor federations, including a representative of an apprenticeship program. At least 15 percent of local board membership shall be representatives of labor organizations unless the local labor federation fails to nominate enough members. If this occurs, then at least 10 percent of the local board members shall be representatives of labor organizations."*

The WIB's efforts to obtain nominations through the local labor federation was unsuccessful, therefore, the board opted to work directly with the local labor organizations to reach the minimum 10% labor union representation. However, the State has issued directive for local WIBs to continue working towards achieving the 15% membership representation.

L.A. County Workforce Investment Board  
September 17, 2009  
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On June 11, 2009, L.A. Workforce Investment Board Executive Committee approved that Staff:

- 1) Continue to seek nominees from the local labor unions to fill vacant seats on the WIB, in order to achieve the 15% labor representation on the board as mandated by SB 293; and
- 2) To fast-track the nominations review process by presenting the membership nominations received, directly to the Bylaws and Nominations Committee for its review and recommendation to the WIB.

**RECOMMENDATION**

- 1) Review the nomination submitted by SEIU Local 1877, and make recommendation to the WIB Executive Committee meeting scheduled for September 17, 2009, regarding the appointment of Aida Cardenas, Education and Training Director of United Service Workers West to the L.A. County WIB.

Staff is available to answer any questions you may have.

Attachment

**NOMINATION FORM FOR THE  
LOS ANGELES COUNTY WORKFORCE INVESTMENT BOARD**

*Please answer each question completely.*

|   |
|---|
| Name of Nominee: Aida Cardenas  |
| Name of Nominating Entity:<br>United Service Workers West – SEIU Local 1877   |
| Description of Entity:<br>Labor Union representing over 30,000 property service workers in California, of which 14,000 are in Los Angeles. USWW SEIU represents workers in janitorial, airport workers, security officers, stadium/arena employees and other service workers.   |
| What are the key attributes that would make this person valuable to the Board?<br>Ms. Cardenas has led successful efforts in bringing together labor management partnership to fund, develop and implement workforce training programs that benefit both the workers and responsible business. She brings with her over 12 years and organizing, negotiating, and training experience.  |
| What key workforce investment experience could this person bring to the Board?<br>Creative thinking around opportunities to build partnerships between various stake holders. Also, a genuine interest in understanding worker needs and motivations to guide successful projects.<br>In the last 2 years, the workforce development programs she runs have grown greatly in scope and depth, a testimony of their success.   |
| What boards/advisory groups has this person served on or currently serve on?<br>-Aida's leadership was crucial in bringing together representatives from several organizations and industry representatives, such as employers and building owners that led to the creation of Building Skills Partnership. As a founding member, she served as Board Secretary from 2007-2009. She is now BSP's Executive Director.<br>-Steering Committee member - Appointed to the national committee in SEIU Property Service Division (2005-2007)<br>- Advisory Committee for UCLA Labor Center's Miguel Contreras Center (2008)<br>- Member of the Council of Immigrant Integration under the California Community Foundation ad PERE/USC. (Since 2009) |

What category or categories do you feel this person is qualified to represent?

## **Labor Organization**

## **THE WORKFORCE INVESTMENT ACT (WIA) OF 1998**

### **Background**

WIA was signed into law on August 7, 1998. WIA redesigned and consolidated the various national employment and training programs into a new One-Stop workforce investment system. WIA terminated the Job Training Partnership Act (JTPA) and Private Industry Council (PIC). The intent of Congress in the design of WIA was to consolidate bifurcated employment and training programs into one full-service system.

### **Goal**

To increase the employment, retention, and earnings of participants, and increase occupational skill attainment by participants, and as a result, improve the quality of the workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the Nation.

### **Governance Structure**



### **Functions of the Local WIB**

- Develop and submit a five-year local plan
- Certify the local One-Stop Operators
- Develop and execute a Memorandum of Understanding with mandatory partners
- Identify eligible providers of training services, youth activities and intensive services
- Oversight
- Negotiate Local Performance measures with the Chief Local Elected Officials and the Governor
- Assist in developing Statewide employment Statistics System
- Ensure effective connecting, brokering and coaching activities to assist employers
- Coordinate activities with economic development and employers
- Establish a subgroup in cooperation with the Chief Local Elected Official for the Youth Council

# Aida Cardenas

3460 Cattaraugus Ave.  
Culver City, CA 90232  
310-936-0479  
[cardenasa@seiulocal1877.com](mailto:cardenasa@seiulocal1877.com)

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## EDUCATION:

### University of California, Los Angeles

*Los Angeles, CA*

Graduation: June 1996

BA in History, with a specialization on Labor and Workplace Studies

### Santa Monica College

*Santa Monica, CA*

Graduation: June 1994

AA degree in Liberal Arts

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## PROFESSIONAL EXPERIENCE:

### SEIU Local 1877 - United Service Workers West

*California*

March 2006 - Present

#### Education and Training Director

- Responsible for establishment of legal structure and securing core industry funding for state-wide non-profit, Building Skills Partnership. Successfully established collaboration between building owners, contractors and community leaders to benefit both the responsible employers and working families.
- As Executive Director of Building Skills Partnership I also work on fund raising and grant management for worker training programs.
- Oversee and implement member training funds and programs including, Vocational ESL, Computer Classes, Citizenship and Parent Universities throughout California
- Establish collaborative relationships with education partners (LACC, LATTC, UCLA, USC) to provide education programs for members
- Direct supervision of AmeriCorp volunteer for Building Skills Partnership

March 2005 - March 2006

#### Southern California Staff Director

- Directed Southern California staff of 30, including management team. Worked with Directors and Coordinators on strategic planning, goal setting, work plans and accountability.
- Participated in overall management, including Budget and Financial Management, of SEIU Local 1877
- Served as Director of the Property Service Division overseeing Los Angeles, Orange County and San Diego teams to develop and implement strategic plans that included Internal Program, Staff Development, Political and Organizing Plans
- Ran Leads and Coordinator team meetings and trainings
- Directly supervised work of LA Internal Organizers (Union Representatives) and Member Service Center
- Developed Personnel Policies and Procedures for SEIU Property Service Locals in California (SEIU Local 1877, SOULA 2006, SEIU 2007 and SEIU 24/7). Together these locals represent over 35,000 members and consist of over 100 Local staff.
- Provide Human Resources support for Property Service Locals in California (recruitment, training, evaluation)
- Coordinate Southern California Management Team, leading management meetings and helping set goals and evaluate progress
- Direct training and provide mentorship for new lead level staff and managers

June 2004 - March 2005

#### Internal Systems Statewide Coordinator

- Led statewide committee that identified and developed best practices to ensure fair and adequate member representation, including grievance handling, tracking systems and accountability.
- Developed Statewide Internal Systems and Processes and worked with various teams to implement new systems
- Established Service Centers in seven SEIU Local 1877 offices across the state
- Developed curriculum and trained trainers for steward and leader training program. Hundreds of stewards have now participated in the steward training program.
- Oversaw the overall management of the organization as part of the Leadership Team
- Responsible for regional and statewide annual Leadership Conventions wherein over 500 leaders participate. Directed logistics as well as program development.

June 2000 – June 2004

**Building Service Coordinator – Orange County**

- Successfully led efforts for the first ever collective bargaining agreement for Orange County janitors
- Recruited, trained and managed Representation team, Community/Political Organizer and Organizing Team
- Established the internal infrastructure of a newly organized county. Developed and implemented plan to establish new employer relationships and internal steward/leadership structure
- Responsible for development of strategic plan and implementation thereof
- Led efforts to build support and relationships with community leaders and elected officials
- Oversaw operations for SEIU Local 1877 Satellite office
- Chief Negotiator for Master Contract Agreement in Orange County in 2003

June 1997 – June 2000

**Internal Organizer**

- Responsible for contract enforcement including grievance handling, labor-management meetings, collective bargaining and presenting cases for arbitration.
- Identified, recruited and trained over 100 shop stewards to understand their contract and enforce it
- Developed leadership structure to facilitate support and information for members across Century City, El Segundo, and the San Fernando Valley.
- Visited worksites and led “walkthroughs” to enforce collective bargaining agreement and understand the members day to day work

**AFL-CIO – Organizing Institute**

*Southwestern States*

June 1996 – May 1997

**Recruiter and Trainer**

- Responsible for identifying and recruiting graduating students in California, New Mexico and Arizona with potential to become union organizers
- Trained entry level organizers nationwide

**Santa Monica College**

*Santa Monica, CA*

May 1994 – May 1996

**Counseling Aide**

- Responsible for advising first generation college students on financial aid, student services and academic plans to help them transfer to 4 year universities.
- Organized annual Youth Conference for 600-800 LA area High School Students

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**Other Relevant Experience:**

- Advisory Committee for UCLA Labor Center’s Miguel Contreras Center (2008)
- Founding Member – Secretary for Building Skills Partnership (2007-2009)
- Steering Committee member - Appointed to the national committee in SEIU Property Service Division (2005-2007)
- Member of the Council of Immigrant Integration under the California Community Foundation ad PERE/USC. (Since 2009)

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**RECOGNITIONS:**

- “Guerrera - Warrior Award” – 2007 – Given by SEIU Latino Caucus “For your fireless commitment, determination and courage in the struggle to achieve Social and Economic Justice”
- Senate Award 2003 – Award from Senator Joe Dunn – “Pioneering Leadership & Distinguished Contributions to Our Community”
- “Women Making a Difference” – 2003 – Recognition from Los Amigos, a coalition of community organizations in Orange County
- California Assembly Award 2001 – Recognition from Assemblyman Lou Correa - for efforts in improving the lives of Orange County residents
- Senate Award 2001 – Award from Senator Joe Dunn – for “Commitment and Dedication In Serving the People of Orange County” as a result of organizing thousands and janitors to lift them out of poverty.