

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM: 2.13
(ID # 14239)

MEETING DATE:

Tuesday, February 02, 2021

FROM : HOUSING, HOMELESSNESS PREVENTION AND WORKFORCE SOLUTIONS AND SUPERVISOR JEFFRIES :

SUBJECT: HOUSING, HOMELESSNESS PREVENTION AND WORKFORCE SOLUTIONS AND SUPERVISOR JEFFRIES: Riverside County Workforce Development Board Appointment of Cherie Crutcher; First District. [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve the appointment of Cherie Crutcher to the Workforce Development Board.

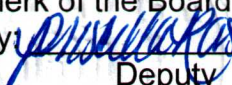
ACTION:Consent


Heidi Marshall, Director 1/19/2021

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Jeffries, seconded by Supervisor Hewitt and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez, and Hewitt
Nays: None
Absent: None
Date: February 2, 2021
xc: HHPWS, Supvr. Jeffries, COB

Kecia R. Harper
Clerk of the Board
By 
Deputy

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FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: N/A			Budget Adjustment:	No
			For Fiscal Year:	2020/21

Type of Nomination

Private Sector Representative

Member Name:

Cherie Crutcher
Riverside Community Hospital
AVP of Strategic Communication, Government Relations, and External Affairs

Address:

4445 Magnolia Avenue
Riverside, CA 92506

Telephone: 951-236-2772

Term of Appointment: February 2, 2021 through February 2, 2023.

BACKGROUND:

The Riverside County Workforce Development Board (WDB) is a private sector led policy and oversight body that supports economic expansion and the development of the regional workforce. The WDB is governed by the Workforce Innovation and Opportunity Act of 2014 (WIOA) which mandates that 50% of the WDB's members must come from the business community. In addition, WDBs are required to have representation from universities or community colleges and other training providers, as well as economic development and workforce program leaders. This ensures that federal funds for workforce development activities are expended on training and career coaching that meets the needs of the business community. Pursuant to WIOA, the Board of Supervisors, led by the Board Chairman who serves as the Chief Local Elected Official (CLEO), is responsible for appointing the WDB members for two-year terms.

Cherie Crutcher is the Assistant Vice President of Strategic Communication, Government Relations and External Affairs for Riverside Community Hospital with over 17 years of experience. She has an established reputation as an expert in building collaborative relationships to support revenue growth through local, civic, and state political leaders to leverage resources and support. Ms. Crutcher is a seasoned professional skilled in advertising,

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development, integrations, and implementation of a broad range of marketing and public relations activities relative to the organization's strategic direction and positioning and its leadership. Cherie is also the Governmental Affairs Chair and Representative for Riverside Community Hospital, working with key political and government officials to address issues that relate to healthcare and the organization.

Over the years, Cherie has established a trusted and well-respected name within the community as a leader and holds herself to a high standard of excellence and accountability. Cherie has shown leadership by encouraging and promoting diversity and inclusiveness within the community through programs such as the Red Dress Fashion Show and Health Expo that brings leaders and community members from all ages, ethnicities and demographics to focus on heart health. She promotes inclusivity through working with local schools, other local employers and civic leaders on projects and initiatives that bring about collaboration and unity to achieve a targeted goal. Cherie has a heart for mentoring and providing guidance to the youth as they prepare to go into the workforce and has been involved with the Riverside Unified School District's Adopt a School Program. Cherie was instrumental in starting a Hospital Career Day in partnership with the local schools to provide awareness to students interested in the health care industry. She has been invited as a keynote speaker to speak on leadership and development at several organizations such as the young professional's Riverside PICK Group, the City of Riverside's Leadership Development series for their management staff, Moreno Valley, Riverside City College and many others.

Cherie has expressed her interest in serving on the WDB as a Private Sector Representative for the First District. If appointed she will serve a two-year term commencing February 2, 2021 and expiring February 2, 2023.