

TO: Executive Committee

DATE: 6/01/09

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Workforce Investment Board (WIB) Strategic Scorecard

PROPOSED MOTION(S): Review and discuss applicable Measure/Indicators from the WIB Strategic Scorecard.

DISCUSSION: The WIB Strategic Scorecard is to be used to manage the attainment of the WIB's efforts. The Scorecard is divided into four Measurement Categories:

A) Customer Perspective, B) Internal Operations/Organizational Effectiveness, C) Financial/Market Perspective, and D) Learning & Innovation.

The areas that require discussion/review:

Internal Operations/Organizational Effectiveness

1.a. Numbers - Planned vs. Actual – *See Participant Reports*

1.b. Report Results

Youth Quarterly Program Reports – *See Attached Out-of-School (Empower) and Younger Youth (YOP) Reports.*

Financial/Market Perspective

1. *See Financial Report*

ATTACHMENT(S):





Strategic Scorecard, Customer Service and Satisfaction Report for All Locations

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD


WIB GOALS

- Goal 1:** Clarified roles & responsibilities & improved communication in economic development.
- Goal 2:** Increased private sector involvement & ownership of the WIB.
- Goal 3:** Increased visibility with clear, consistent message focused on business.
- Goal 4:** More diverse resources & efficiency / effectiveness measures.
- Goal 5:** Identify & deliver services needed by business.
- Goal 6:** Implement one additional industry cluster.
- Goal 7:** Increased support for K-12 improvement.

Measurement Category: Customer Perspective

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
 1. Business Customer Satisfaction a. Employer Needs Are Being Met	80% Satisfaction Rate & Increase in the # of Employers using Worknet Services	Face to face 10 Question Survey of 30 Employers	Annually (July)	Exec
	 b. Are the Right Industries Targeted <ul style="list-style-type: none"> • Economic Development Targeted Industries • Growth Industries 	Compare targets and adjust industry focus, if necessary	Review LMI (Growth Industries & Early Warning Data)	Annually (July)
 2. Job Seeker Customer Satisfaction a. Job Seeker Needs Are Being Met	90%	Customer Satisfaction Surveys One Stop Management	Biannually (Jan/July)	Exec
	b. Input from Customers Is Used To Improve Services		Rating to meet or exceed	Biannually (Jan/July)
 3. Workforce Development Advocacy/Awareness	# Of Face to Face Meetings # Of Written	Meetings with Legislators	Annually (April)	Exec

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

	<p>Communications</p> <p>Voting record of Legislators</p> <p>Positive impact to Support Local Control</p> <p>Stable or increased WIA Funding</p>	<p>Written Communication with Legislators (requesting a response)</p> <p>Invitations to WIB Meetings</p> <p>Invitations to Worknet, i.e., for a tour, Chamber Mixer, etc.</p>		
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Measurement Category: Internal Operations/Organizational Effectiveness

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
<p>1. Program Accountability:</p> <p>a. Plan vs. Actual Participant Activity</p> <p>Numbers</p> <p>Merced County Population Demographics</p> <ul style="list-style-type: none"> • White – 40.6% • Hispanic – 45.3% • Asian – 6.8% • African Amer – 3.8% • Amer Indian – 1.2% • Others – 2.3% <p>• Performance Measures</p> <p>b. Report Results:</p> <ul style="list-style-type: none"> • Audits 	<p>Planned vs. Actual</p> <p>Participants vs. Merced Co. Demographics</p> <p>Attain 80% level on Goals</p> <p>Zero Findings</p>	<p>Participant Reports</p> <p>Participant Reports</p> <p>Performance Reports</p> <p>Single Audit</p>	<p>Quarterly (Oct/Jan/Apr/Jul)</p> <p>Biannually (Jul/Jan)</p> <p>Quarterly (Nov/Feb/May/Oct)</p> <p>Annually (May)</p>	<p>Exec</p> <p>Exec</p> <p>Exec</p> <p>Exec</p>

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> • Monitoring • Youth Quarterly Program Reports Out-of-School Youth Younger Youth <p>c. Resources are Allocated Appropriately:</p> <ul style="list-style-type: none"> • The Selected Industry Cluster and Occupations Within The Cluster Are Being Supported • Quality Controls • Productivity 	Acceptable Progress	EDD Monitoring	Annually (Feb)	Exec
	Acceptable Progress	WI Monitoring	Biannually (Jan/Jul)	
		Report from MCOE	Quarterly	YC
		Report from MCOE	Quarterly	YC
	Review results of training and job placements in the industry	Identify and select industry cluster	Annually (July)	Exec
	Improved Scores	Customer Satisfaction Data	Annually (July)	Exec
Attainment	Performance Measures	Annually (July)	Exec	



Measurement Category: Financial/Market Perspective

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Expenditures including: <ul style="list-style-type: none"> • Obligations • Accruals (Expenses) • Encumbrances • By funding source • By service • Plan vs. Actual 	80% Expended by End of Year	Fiscal Reports	Monthly	Exec
2. Revenue & Resources: a. Grants	#s Received	WI Report	Quarterly	Exec

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

b. Revenue Generation	#s Applied for Sources # of Sources Amount of \$\$	WI Report	(Oct/Jan/Apr/Jul) Quarterly (Oct/Jan/Apr/Jul)	Exec
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Measurement Category: Learning and Innovation

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Influence the Workforce Investment System				
 a. Education	Report on Activity	Participate on the P-16 Council	Quarterly	Exec
 b. Economic Development Adhoc Committee	New Jobs Created Jobs Retained or Jobs Lost	Reports by MCEDCO, and CAED	Quarterly	Exec

Glossary

Exec - WIB Executive Committee

YC - Youth Council

Revision Date: July 10, 2008

Worknet Customer Service & Satisfaction Report For All Locations March 2009

Merced County Department of Workforce Investment

Daily Sign-ins

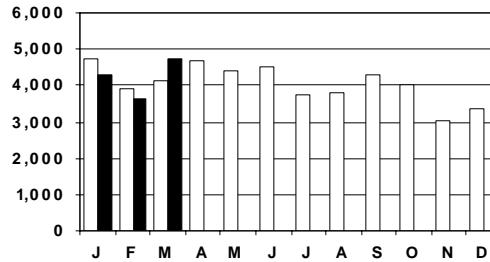
Daily sign-ins for March totaled 4,743, up 1,131 from the previous month and up 602 from March 2008. Daily sign-ins for the month of March are below the 6 year average.

March's 6 year average: 4,795

2008 annual average: 4,058

**Daily Sign-ins
2008 & 2009**

□ Daily Sign-ins(2008)
■ Daily Sign-ins(2009)



Return Visits

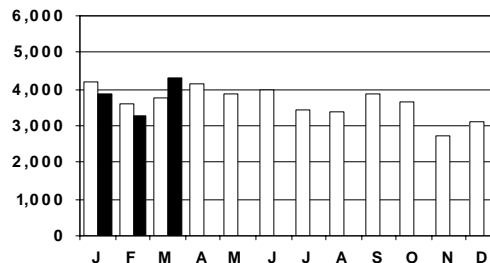
Return visits for March totaled 4,320, up 1,055 from the previous month and up 532 from March 2008. Return visits for the month of March are below the 6 year average.

March's 6 year average: 4,443

2008 annual average: 3,647

**Returning Visitors
2008 & 2009**

□ Returning Visitors(2008)
■ Returning Visitors(2009)



First Visits

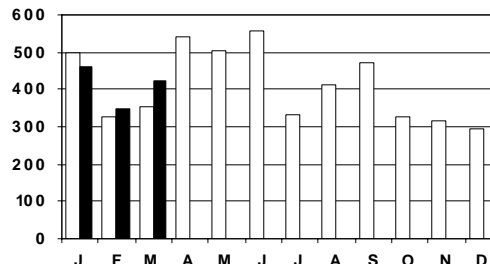
First Visits for March totaled 423, up 76 from the previous month and up 70 from March 2008. First Visits for the month of March are above the 6 year average.

March's 6 year average: 370

2008 annual average: 411

**First Visits
2008 & 2009**

□ First Visits(2008)
■ First Visits(2009)



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Customer Flow for March 2009

Both Locations

- On average, Mondays were the busiest days of the week, averaging 244 customers per day. (Weekly Average: 1,078 customers)

Merced

- Mondays were the busiest day of the week, with an average of 135 customers per day. (Weekly Average: 580 customers).

Los Banos

- Mondays were the busiest day of the week, with an average of 109 customers per day (Weekly Average: 498 customers).

Note:

- As of March, 2008, we are tracking new metrics: Total Visitors, Staff Appointments, EDD/Unemployment visits and Certificate Tests.



**Worknet
Customer Service & Satisfaction Report
For All Locations
March 2009**

Merced County Department of Workforce Investment

**Marketing advertisements for
March 2009**

** The Bus*

Worknet signs inside buses

** Merced Sun-Star*

*Worknet Ads in Wednesday, Friday,
and Saturday editions*

How did you hear about us?

Responses from first-time visitors

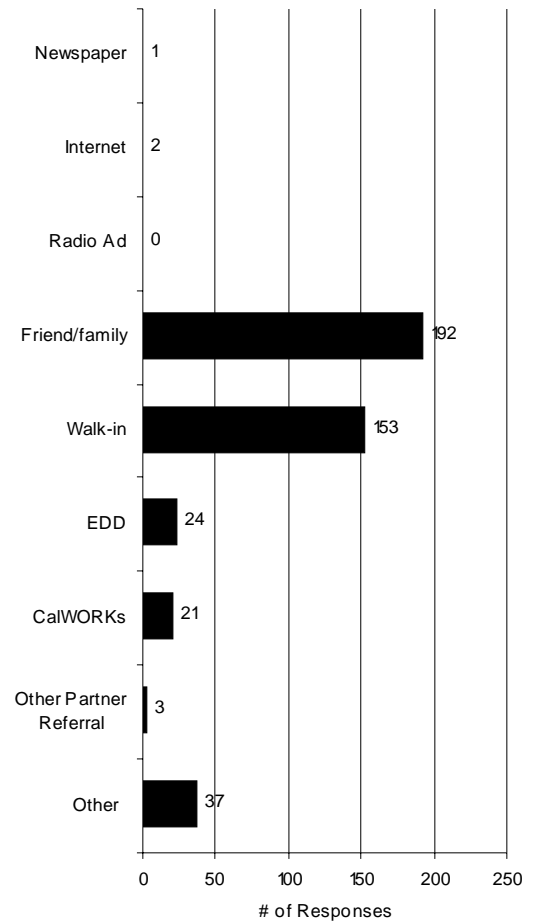
In March, our first time visitors responded most often that they heard about Worknet from friends or family, with 192 customers providing this response.

An additional 153 visitors responded that they were walk-in visitors to Worknet offices.

Of the 37 visitors whose responses were classed as "Other," most visiting the Los Banos Worknet Offices wrote "Census" on the response form. Other Los Banos visitors wrote "IAW" or "National Guard." Most visiting the Merced Worknet Office wrote "HSA" or "Merced College" on the response form. Other Merced visitors wrote "Quebecor", "CVOC", or "County Bank" on the response form.

How Did You Hear About Us?

■ Mar-09



*In March, 99.07 percent of our
customers responding would refer
our services to others*

Would you refer our services to others?

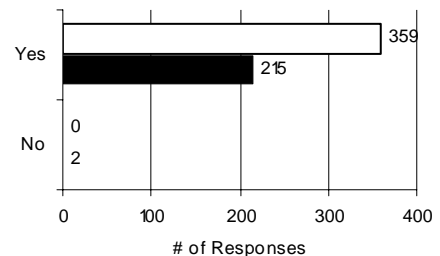
Of those responding to this question, 99.07 percent of our customers would refer our services to others.

PY 06/07 annual average: 98.36%

PY 07/08 annual average: 98.79%

Would you refer our services to others?

□ Mar-08
■ Mar-09



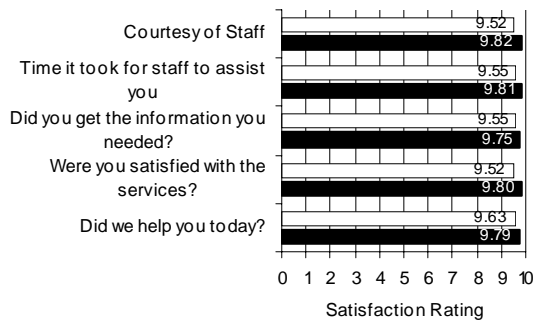


**Worknet
Customer Service & Satisfaction Report
For All Locations
March 2009**

Merced County Department of Workforce Investment

Customer Satisfaction

□ Mar-08
■ Mar-09



Customer Satisfaction Ratings

We received 224 surveys with responses to customer satisfaction questions in the month of March.

Consistently we see overall ratings for all questions in this category to be greater than 9.75 out of 10.

One questionnaire contained a response of 5 or less.

“Consistently we see overall ratings for all questions in this category to be greater than 9.75 out of 10.”

Return Rate For Customer Satisfaction Survey

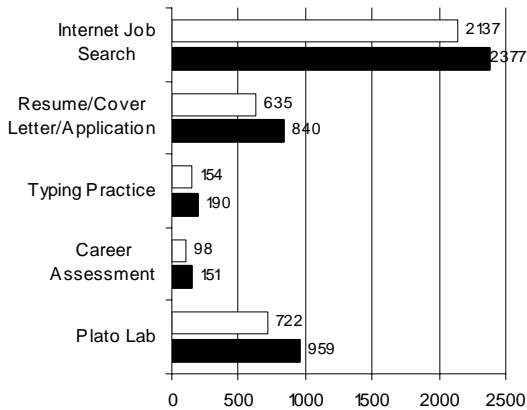
Both Locations: 4.72%

Merced: 4.54%

Los Banos: 4.93%

**What Did Our Customer Use?
Computer Services**

□ Mar-08
■ Mar-09



How our customers use our services

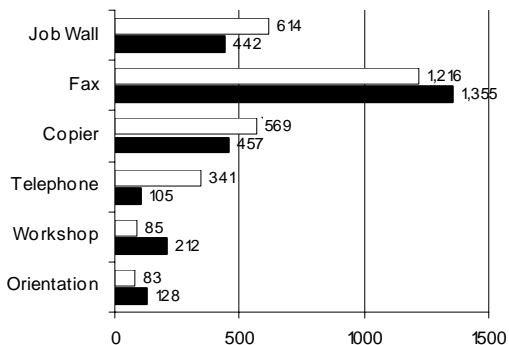
Computer related services are always the ones most used by our customers, with customers using one or more such services 4,517 times in March.

Internet Job Search and the PLATO Lab were our most accessed computer services.

1,355 customers used our Fax service at Worknet in the month of March.

**What Did Our Customer Use?
Non-Computer Services**

□ Mar-08
■ Mar-09



Fax and Copier were the most used non-computer related services. Job Wall, Workshop and Orientation were the next most used services under this category.



Worknet
Customer Service & Satisfaction Report
For All Locations
March 2009

Merced County Department of Workforce Investment

Customer Service/Satisfaction Summary Data - Both Locations

	Mar-08	Jan-09	Feb-09	Mar-09
Return Visits	3,788	3,856	3,265	4,320
First Visits	353	462	347	423
Total Visits	4,141	4,318	3,612	4,743
Total Visitors	1,794	1,932	1,654	1,923
How did you hear about us?				
Newspaper	4	0	0	1
Internet	0	3	3	2
Radio Ad	0	0	0	0
Friend/family	111	203	157	192
Walk-in	186	141	137	153
EDD	10	18	14	24
CalWORKs	8	9	8	21
Other Partner Referral	12	5	1	3
Other	15	95	23	37
What did our customers use?				
Internet Job Search	2,137	2,408	1,838	2,377
Resume/Cover Letter/Application	635	832	633	840
Typing Practice	154	179	196	190
Career Assessment	98	99	78	151
Job Wall	614	461	326	442
Fax	1,216	1,304	1,084	1,355
Copier	569	425	343	457
Telephone	341	86	78	105
Plato Lab	722	775	782	959
Workshop	85	86	102	212
Orientation	83	50	77	128
Staff Appointment	182	138	249	328
Special Class	97	326	80	107
EDD/Unemployment	124	169	140	143
Certificate Test	56	68	85	51
Customer Satisfaction				
Courtesy of Staff	9.52	9.65	9.81	9.82
Time it took for staff to assist you	9.55	9.65	9.81	9.81
Did you get the information you needed?	9.55	9.58	9.78	9.75
Were you satisfied with the services?	9.52	9.64	9.89	9.80
Did we help you today?	9.63	9.62	9.86	9.79
Would you refer our services to others?				
Yes	359	150	137	215
No	0	1	0	2



Worknet
 Customer Service & Satisfaction Report
 For All Locations
 March 2009

Merced County Department of Workforce Investment

Customer Service/Satisfaction Summary Data - Individual Locations

Who were our visitors	Merced	Los Banos	Both Locations
Return Visits	2,332	1,988	4,320
First Visits	222	201	423
Total Visits	2,554	2,189	4,743
Total Visitors	1,144	779	1,923
How did you hear about us?			
Newspaper	1	0	1
Internet	2	0	2
Radio Ad	0	0	0
Friend/family	36	156	192
Walk-in	153	0	153
EDD	11	13	24
CalWORKs	2	19	21
Other Partner Referral	1	2	3
Other	18	19	37
What did our customers use?			
Internet Job Search	1,479	898	2,377
Resume / Cover Letter / Application	444	396	840
Typing Practice	108	82	190
Career Assessment	98	53	151
Job Wall	298	144	442
Fax	863	492	1,355
Copier	364	93	457
Telephone	5	100	105
Plato Lab	220	739	959
Workshop	122	90	212
Orientation	90	38	128
Staff Appointment	111	217	328
Special Class	22	85	107
EDD/Unemployment	82	61	143
Certificate Test	43	8	51
Customer Satisfaction			
Courtesy of Staff	9.72	9.93	9.82
Time it took for staff to assist you	9.72	9.90	9.81
Did you get the information you needed?	9.60	9.91	9.75
Were you satisfied with the services?	9.70	9.92	9.80
Did we help you today?	9.66	9.93	9.79
Would you refer our services to others?			
Yes	110	105	215
No	2	0	2



Worknet
Customer Service & Satisfaction Report
For All Locations
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Merced County Department of Workforce Investment

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Suggestions

Yes, more computers for job search. because these people looking for work do to the bad economy.
Need VA rep on site.
Everythings great, you guys are there if we need help.
More job training.
Pull together and complete this small mission of employment.
No, you guys are doing a great job.
I like the way its going
Keep up the good work!
more computers
more computers
Todo esta muy bien.
u guys are great!
No, I think you did perfect on your services
Your services today was good
Muy vien tratos
More jobs.
Keep being helpful and friendly, thank you.
Offer classes for computer training at worknet
Many more happy smiles in the morning.
I started working on my stuff for a while before anyone told me to do the "job seekers' Orientation.
Keep the smiles on the job!
Keep up the good work.
You guys are doing a great job.
Service is great!
more staff in computer area to help
more space
more computers
one more plato evening class at night
you guys are great!!
bigger area



Worknet
Customer Service & Satisfaction Report
For All Locations
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Concerns

Urgency of employment is important.
No, I was satisfied with your service. Keep up the work!
Every is good.
Find a job.
Walk me through everything.
I have been coming here for over 5 months and my workers has not referred me to a job.
a job! (I'm sure you get this answer all the time)
No, not at this time . you guys do an excellent job already.
Funding for the police academy in Fresno.
I need to find a job asap.
It sounds good.
None everyone is very helpful and helped me find what I needed.
When it's busy in front, have more workers to help assist customers.
would like to go back to school
no, you have done good