

TO: Executive Committee

DATE: 8/02/10

FROM: WIB Staff

For Discussion

For Action

For Information

SUBJECT: Workforce Investment Board (WIB) Strategic Scorecard Review

PROPOSED MOTION(S): For Discussion Only

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 are:

Customer Perspective

A.1. Are the Right Industries Targeted

The WIB has adopted and has continuously been supporting the "Partnership for the San Joaquin Valley Higher Education and Workforce Development Committees" recommendation to create a demand-driven workforce system in the following industry clusters:

- (1) Agribusiness, including Food Processing, Agricultural Technology, and Biotechnology;**
- (2) Manufacturing;**
- (3) Supply Chain Management and Logistics;**
- (4) Health and Medical Care; and**
- (5) Renewable/Alternative Energy.**

A.2. Job Seeker Customer Satisfaction: *See attached Customer Satisfaction Report*

B.1. Program Accountability: *See attached Participant Report (7/1/09 – 6/30/10)*

Financial/Market Perspective

1. *See Financial Report (Action Item 5.a)*

ATTACHMENT(S): Worknet Customer Satisfaction Report, Participant Report, Business Satisfaction Zoomerang Survey Results, Strategic Scorecard

Worknet

Customer Satisfaction Report

June 2010

All Locations Combined	Jun-09	Jun-10	May-10	Apr-10
Customer Satisfaction				
Courtesy of staff.	9.65	9.64	9.70	9.78
Time if took for staff to assist you.	9.72	9.68	9.76	9.73
Did you get the information you needed?	9.76	9.64	9.52	9.72
Were you satisfied with the services?	9.76	9.62	9.63	9.83
Did we help you today?	9.71	9.62	9.61	9.81
Would you refer our services to others?				
Yes	172	178	175	107
No	5	3	10	1
How did you hear about us?				
CalWORKs	7	5	8	5
EDD	8	15	20	14
Friend/Family	193	67	54	23
Flyer/Brochure	0	2	2	0
Internet	6	2	3	2
Newspaper	0	7	7	1
Other	3	15	11	2
Phone Book	0	0	1	0
Radio Ad	0	5	3	1
Walk-in	232	63	79	62

*Effective April 2010 the following data is from Customer Satisfaction Surveys vs. Scan Cards

By Location - June 2010	Merced	Los Banos	Wardrobe	All Locations
Customer Satisfaction				
Courtesy of staff.	9.64	N/A	N/A	9.64
Time if took for staff to assist you.	9.68	N/A	N/A	9.68
Did you get the information you needed?	9.64	N/A	N/A	9.64
Were you satisfied with the services?	9.62	N/A	N/A	9.62
Did we help you today?	9.62	N/A	N/A	9.62
Would you refer our services to others?				
Yes	178	0	0	178
No	3	0	0	3
How did you hear about us?				
CalWORKs	5	0	0	5
EDD	15	0	0	15
Friend/Family	67	0	0	67
Flyer/Brochure	2	0	0	2
Internet	2	0	0	2
Newspaper	7	0	0	7
Other	15	0	0	15
Phone Book	0	0	0	0
Radio Ad	5	0	0	5
Walk-in	63	0	0	63

Note: June data not collected from Los Banos due to the reconfiguration of the facility.

Worknet
Customer Satisfaction Report
Suggestions and Concerns - All Locations - June 2010

Suggestions

Do you have any suggestions on how we can improve our services?

Ask the government for more money.
Try being more helpful to newcomers.
I'm happy you all do well with the people, thank you.
Services are great. very helpful.
Everything's good.
The video is a little weird.
Quicker service.
No suggestions ,everything is great.
No, the services are great.
The last four of my social are very private. They should not be on front of my application.
The only thing is that it's hard to find out what you want.
More job fairs, and youth job programs.
Everything is great.
I just want to thank you for having worknet for people like me who need a job.
More Jobs!
Add software training in addition to hardware training.
Nope you guys are awesome, everyone is helpful and there is a positive atmosphere around here.
Need more employees so paperwork isn't slowly processed.
Keep up the courtesy.
Need assistance on how to reply for work after intended find.

Concerns

Can you think of any concerns or issues that we may be able to assist you with?

You did your best.
A helpful hand is beautiful.
Help pay for school.
What jobs are available and how can I get one.
Would like more Resume Workshops.
Need assistance with creating a cover letter.

WIA PARTICIPANT SUMMARY REPORT - FORMULA GRANTS

PY 2009/10 - June 2010

Report Range 07/2009 to 06/2010

100.00% of Plan Year Expended

	Adult (201)			Dislocated Worker (501)		
	Actual	Planned	Per Cent	Actual	Planned	Per Cent
Total Participants	429	652	65.8%	395	473	83.5%
Participants Carried In	253	254	99.6%	157	156	100.6%
New Participants Entering Grant	176	398	44.2%	238	317	75.1%
Total Participants Exiting WI	150	150	100.0%	136	189	72.0%
Entered Unsubsidized Employment	84	112	75.0%	76	149	51.0%
Training Related	57	30	190.0%	27	45	60.0%
Other Exits*	27	37	73.0%	22	40	55.0%
Program Activities/Services Summary						
Core Services (Registered)	426	403	105.7%	392	278	141.0%
Intensive Services	369	364	101.4%	358	270	132.6%
Training Services**	92	120	76.7%	234	165	141.8%
Non-WIA Funded Services	209			53		
Supportive Services	369			293		

	Older Youth (301)				
	Older Youth	Younger Youth	Actual Total	Planned	Per Cent
Total Participants	196	539	735	413	178.0%
Participants Carried In	119	292	411	404	101.7%
New Participants Entering Grant	77	247	324	9	3600.0%
Total Participants Exiting WI	37	85	122	87	140.2%
Entered Unsubsidized Employment	22	19	41	45	91.1%
Training Related	4	4	8	8	100.0%
Entered Post-Secondary Education	6	39	45	40	112.5%
Entered Advanced Training	3	5	8	7	114.3%
Attained High School Diploma/GED	5	42	47	100	47.0%
Other Exits	1	14	15	12	125.0%
Program Activities/Services Summary					
Goals Set (Younger Youth Only)**		476	476		

*Other Exits includes Exit Code 02 "Remained With Layoff Employer" for Dislocated Workers.

**Training Services totals exclude Non-WIA Funded Training Services

***Goals Set is no longer a Participant Plan data point. Results listed for informational purposes only.

WIA PARTICIPANT SUMMARY REPORT - OTHER GRANTS AND CONTRACTS

PY 2009/10 - June 2010

Report Range 07/2009 to 06/2010

	Federal LVN Grant (907)	**WIA DW Augment (307)	WIA 15% CalGRIP (414)	CalGRIP Younger Youth (417)
Total Participants	85	121	17	24
Participants Carried In				
New Participants Entering Grant	85	121	17	24
Total Participants Exiting WI	57	54	14	14
Entered Unsubsidized Employment	16	44	5	
Training Related	31	18		
Entered Military Service				
Entered Qualified Apprenticeship Program				
Entered Post-Secondary Education	1	2	1	
Entered Advanced Training			1	
Attained Recognized Certificate/Diploma/Degree	43	29	4	5
Attained High School Diploma/GED				5
Returned to Secondary School (Youth Only)				3
Exits Excluded from Performance				8
Other Exits	12	8	3	1
Program Activities/Services Summary				
Core Services (Registered)	84	117		
Intensive Services	80	112	17	22
Training Services*		76		
Non-WIA Funded Services	79	15	2	
Supportive Services	85	113	7	5
Youth Services			16	24
Concurrent Program Participants	12	114	4	1
Individual Training Accounts		3		
Goals Set (Younger Youth Only)				

***Training Services totals exclude Non-WIA Funded Training Services**

****Dislocated Worker Augmentation Participants may be co-enrolled in formula Dislocated Worker Grant**

WIA PARTICIPANT CHARACTERISTICS SUMMARY

Report Period: 7/2009 to 6/2010

FORMULA GRANTS

	ADULT		DISLOCATED WORKER		301 OLDER YOUTH		301 YOUNGER YOUTH		TOTAL (ALL GRANT CODES)	
	#	%	#	%	#	%	#	%	#	%
Total	429	100.0%	395	100.0%	218	100.0%	539	100.0%	1,581	100.0%
Female	291	67.8%	150	38.0%	111	50.9%	286	53.1%	838	53.0%
Male	138	32.2%	245	62.0%	107	49.1%	253	46.9%	743	47.0%
Age										
14-18	9	2.1%	1	0.3%	25	11.5%	539	100.0%	574	36.3%
19-21	28	6.5%	7	1.8%	193	88.5%			228	14.4%
22-29	137	31.9%	66	16.7%					203	12.8%
30-44	162	37.8%	146	37.0%					308	19.5%
45-54	67	15.6%	116	29.4%					183	11.6%
55-61	22	5.1%	53	13.4%					75	4.7%
62-64	3	0.7%	4	1.0%					7	0.4%
65 and over	1	0.2%	2	0.5%					3	0.2%
Race/Ethnicity										
American Indian / Alaskan Native	14	3.3%	8	2.0%	3	1.4%	4	0.7%	29	1.8%
Asian	41	9.6%	24	6.1%	21	9.6%	127	23.6%	213	13.5%
Black / African American	28	6.5%	24	6.1%	18	8.3%	32	5.9%	102	6.5%
Hawaiian Native/Other Pacific Islander	8	1.9%	2	0.5%	1	0.5%	1	0.2%	12	0.8%
White	187	43.6%	187	47.3%	32	14.7%	51	9.5%	457	28.9%
Ethnicity Hispanic or Latino	170	39.6%	171	43.3%	148	67.9%	334	62.0%	823	52.1%
Labor Force Status										
Employed	141	32.9%	52	13.2%	15	6.9%	4	0.7%	212	13.4%
Unemployed	288	67.1%	342	86.6%	203	93.1%	534	99.1%	1,367	86.5%
UI Claimant	49	11.4%	314	79.5%	4	1.8%	1	0.2%	368	23.3%
UI Exhaustee	12	2.8%	21	5.3%			1	0.2%	34	2.2%
Barriers to Employment										
Disabled	8	1.9%	6	1.5%	5	2.3%	25	4.6%	44	2.8%
Limited English Proficiency	1	0.2%	1	0.3%	5	2.3%	9	1.7%	16	1.0%
Single Parent	93	21.7%	53	13.4%	37	17.0%	16	3.0%	199	12.6%
Work Profiling Reempl. Services Referral	2	0.5%	30	7.6%	1	0.5%			33	2.1%
Low Income	281	65.5%	199	50.4%	193	88.5%	514	95.4%	1,187	75.1%
Displaced Homemaker	1	0.2%							1	0.1%
Offender	21	4.9%	14	3.5%	21	9.6%	48	8.9%	104	6.6%
Homeless	8	1.9%	1	0.3%	8	3.7%	9	1.7%	26	1.6%
Runaway Youth					3	1.4%	11	2.0%	14	0.9%
Pregnant Parenting Youth					60	27.5%	31	5.8%	91	5.8%
Youth Needing Additional Assistance					217	99.5%	533	98.9%	750	47.4%
Basic Literacy Skills Deficient	118	27.5%	160	40.5%	170	78.0%	402	74.6%	850	53.8%
Substance Abuse	2	0.5%			3	1.4%	15	2.8%	20	1.3%
Foster Youth			1	0.3%	4	1.8%	8	1.5%	13	0.8%

WIA PARTICIPANT CHARACTERISTICS SUMMARY

Report Period: 7/2009 to 6/2010

OTHER GRANTS AND CONTRACTS

	FEDERAL LVN GRANT (907)		WIA 15% DISPLACED WORKER AUGMENTATION (307)		WIA 15% CALGRIP (414)		WIA 15% CALGRIP YOUNGER YOUTH (417)		TOTAL (ALL GRANT CODES)	
	#	%	#	%	#	%	#	%	#	%
Total	85	100.0%	121	100.0%	17	100.0%	24	100.0%	247	100.0%
Female	80	94.1%	46	38.0%	7	41.2%	4	16.7%	137	55.5%
Male	5	5.9%	75	62.0%	10	58.8%	20	83.3%	110	44.5%
Age										
14-18					5	29.4%	24	100.0%	29	11.7%
19-21	2	2.4%	2	1.7%	9	52.9%			13	5.3%
22-29	39	45.9%	21	17.4%	3	17.6%			63	25.5%
30-44	32	37.6%	52	43.0%					84	34.0%
45-54	10	11.8%	35	28.9%					45	18.2%
55-61	2	2.4%	11	9.1%					13	5.3%
62-64										
65 and over										
Race/Ethnicity										
American Indian / Alaskan Native			3	2.5%					3	1.2%
Asian	28	32.9%	5	4.1%			1	4.2%	34	13.8%
Black / African American	5	5.9%	7	5.8%	2	11.8%	4	16.7%	18	7.3%
Hawaiian Native/Other Pacific Islander	4	4.7%	1	0.8%					5	2.0%
White	26	30.6%	60	49.6%	2	11.8%	1	4.2%	89	36.0%
Ethnicity Hispanic or Latino	27	31.8%	49	40.5%	13	76.5%	18	75.0%	107	43.3%
Labor Force Status										
Employed	63	74.1%	5	4.1%	1	5.9%			69	27.9%
Unemployed	22	25.9%	115	95.0%	16	94.1%	24	100.0%	177	71.7%
UI Claimant			109	90.1%					109	44.1%
UI Exhaustee	1	1.2%	7	5.8%					8	3.2%
Barriers to Employment										
Disabled	1	1.2%	1	0.8%	1	5.9%	1	4.2%	4	1.6%
Limited English Proficiency	1	1.2%					2	8.3%	3	1.2%
Single Parent	23	27.1%	16	13.2%	5	29.4%	1	4.2%	45	18.2%
Work Profiling Reempl. Services Referral			4	3.3%					4	1.6%
Low Income	36	42.4%	54	44.6%	17	100.0%	23	95.8%	130	52.6%
Displaced Homemaker										
Offender			4	3.3%	9	52.9%	22	91.7%	35	14.2%
Homeless										
Runaway Youth							4	16.7%	4	1.6%
Pregnant Parenting Youth					8	47.1%	3	12.5%	11	4.5%
Youth Needing Additional Assistance					15	88.2%	23	95.8%	38	15.4%
Basic Literacy Skills Deficient	11	12.9%	60	49.6%	16	94.1%	20	83.3%	107	43.3%
Substance Abuse							4	16.7%	4	1.6%
Foster Youth					1	5.9%			1	0.4%

Zoomerang Survey Results

How are we doing?

Response Status: Completes

Filter: No filter applied

Jun 16, 2010 11:10 AM PST

1. Business Name:

10 Responses

Richwood Meat Company, Inc.
Alliance Small Business Development Center
Merced County HSA All Dads Matter Fatherhood Program
ADP
Gregory DiCarlo, M.D.
VIA Adventures Inc./Merced Transportation Company
Quail H Farms LLC
Precise Assembly Solutions, Inc.
Manpower

2. Which of our services have you used? (Check all that apply)

Employment Screening/Selective Recruitment	3	27%
Referral of Job Seekers	3	27%
Interview Rooms/Scheduling of Candidates	0	0%
Referral Services to Community Resources	0	0%
On-the-Job Training: (OJT)	0	0%
Upgrade Skills and Training	0	0%
Incumbent Worker Training	0	0%
Consultation and Outplacement	0	0%
Enterprise Zone Tax Credits	6	55%
Work Opportunity Tax Credit (WOTC)	1	9%
Labor Market & Wage Information	0	0%

Please check the appropriate box to rate our service in the following areas.

3. Information Recieved?

Excellent	9	82%
Good	1	9%
Fair	1	9%
Poor	0	0%
Total	11	100%

4. Courtesy of staff?

Excellent	10	91%
Good	1	9%
Fair	0	0%
Poor	0	0%
Total	11	100%

5. Quality of overall service?

Excellent	9	82%
Good	2	18%
Fair	0	0%
Poor	0	0%
N/A	0	0%
Total	11	100%

6. Quality of facility/programs?

Excellent	8	73%
Good	2	18%
Fair	0	0%
Poor	0	0%
N/A	1	9%
Total	11	100%

7. Did you get a timely response?

Excellent	10	91%
Good	1	9%
Fair	0	0%
Poor	0	0%
N/A	0	0%
Total	11	100%

8. Were staff knowledgeable?

Excellent	10	91%
Good	1	9%
Fair	0	0%
Poor	0	0%
N/A	0	0%
Total	11	100%

9. Who is the Business Resource Representative that you have worked with at Merced County Dept. of Workforce Investment/Worknet?

David Heyer	6	60%
Edgar Perez	2	20%
Eve Snelling	0	0%
Emily Tolsma	0	0%
Johnny Valadez	0	0%
Martin Gomez-Benitez	2	20%
Roberta Anderson	2	20%
Other, please specify	0	0%

10. When was the last time you were contacted by a Business Resource Representative? Within the last:

3 Months	7	64%
6 Months	1	9%
9 Months	0	0%
12 Months	3	27%
Total	11	100%

11. Would you recommend our services to other businesses?

Yes	11	100%
No	0	0%
Total	11	100%

The information received is accurate and received in a timely manner. The staff is most helpful and courteous. I have had an excellent experience working with this organization. Service is professional, timely and overall excellent.
WOTC Zone Credit Referrals for employment hires
The service

12. How did you hear about us?

5 Responses

- Our CPA.
- On-going relationship
- Don't remember
- internet
- A friend from church

13. Which services would you be interested in? (Check all that apply)

Employment Screening/Selective Recruitment	3	38%
Referral of Job Seekers	3	38%
Interview Rooms/Scheduling of Candidates	0	0%
Referral Services to Community Resources	2	25%
On-the-Job Training: (OJT)	1	12%
Upgrade Skills and Training	0	0%
Incumbent Worker Training	0	0%
Consultation and Outplacement	0	0%
Enterprise Zone Tax Credits	4	50%
Work Opportunity Tax Credit (WOTC)	3	38%
Labor Market & Wage Information	2	25%

14. Comments:

1 Responses

Thank you for your service

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

WIB GOALS

- Goal 1: **Comprehensive programs for employment and life skills for youth and adults.**
- Goal 2: **Facilitating resources and networks to help business succeed.**
- Goal 3: **Influence workforce legislation and regulations.**
- Goal 4: **Improve One-Stop effectiveness and quality.**
- Goal 5: **Board development strategies, public awareness and outcomes.**
- Goal 6: **Capacity in WIB system to gather business data.**

A. Measurement Category: Customer Perspective

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
1. Business Customer Satisfaction a. Employer Needs Are Being Met b. Are the Right Industries Targeted <ul style="list-style-type: none"> • Economic Development Targeted Industries • Growth Industries 	80% Satisfaction Rate & Increase in the # of Employers using Worknet Services Compare targets and adjust industry focus, if necessary	Face to face 10 Question Survey of 30 Employers Review LMI (Growth Industries & Early Warning Data)	Annually (July) Annually (July)	QUED Exec

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<p>2. Job Seeker Customer Satisfaction</p> <p>a. Job Seeker Needs Are Being Met</p> <p>b. Input from Customers Is Used To Improve Services</p>	<p>90%</p> <p>Rating to meet or exceed</p>	<p>Customer Satisfaction Surveys</p> <p>One Stop Management</p>	<p>Biannually (Jan/July)</p> <p>Biannually (Jan/July)</p>	<p>QUED</p> <p>QUED</p>
<p>3. Workforce Development Advocacy/Awareness</p>	<p># Of Face to Face Meetings</p> <p># Of Written Communications</p> <p>Voting record of Legislators</p> <p>Positive impact to Support Local Control</p> <p>Stable or increased WIA Funding</p>	<p>Meetings with Legislators</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>	<p>Annually (April)</p>	<p>Exec</p>

B. 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 – 34.9 % • Hispanic – 52.9 % • Asian – 6.6 % • African Amer – 4.1 % • Amer Indian – 1.6 % 	<p>Planned vs. Actual</p> <p>Participants vs. Merced Co. Demographics</p>	<p>Participant Reports</p> <p>Participant Reports</p>	<p>Quarterly (Oct/Jan/Apr/Jul)</p> <p>Biannually (Jul/Jan)</p>	<p>QUED</p> <p>QUED</p>

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> Others – .3% http://quickfacts.census.gov/qfd/states/06/06047.html Performance Measures 	Attain 80% level on Goals	Performance Reports	Quarterly (Nov/Feb/May/Oct)	QUED
<p>b. Report Results:</p> <ul style="list-style-type: none"> Audits Monitoring Youth Quarterly Program Reports Out-of-School Youth Younger Youth 	Zero Findings	Single Audit	Annually (May)	Exec
<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 WI Monitoring	Annually (Feb) Biannually (Jan/Jul)	Exec
	Acceptable Progress	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)	QUED
	Improved Scores	Customer Satisfaction Data	Annually (July)	QUED
	Attainment	Performance Measures	Annually (July)	QUED

C. Measurement Category: Financial/Market Perspective

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Expenditures including:	80% Expended by End of	Fiscal Reports	Monthly	Exec

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> • Obligations • Accruals (Expenses) • Encumbrances • By funding source • By service • Plan vs. Actual 	Year			
2. Revenue & Resources:				
a. Grants	#s Received #s Applied for Sources	WI Report	Quarterly (Oct/Jan/Apr/Jul)	Exec
b. Revenue Generation	# of Sources Amount of \$\$	WI Report	Quarterly (Oct/Jan/Apr/Jul)	Exec

D. 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
 QUED – Quality Employment Development Committee
 YC - Youth Council

Revision Date: March 1, 2010