

TO: Executive Committee

DATE: 10/05/09

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

1) Customer Perspective, 2) Internal Operations/Organizational Effectiveness, 3) Financial/Market Perspective, and 4) Learning & Innovation.

The areas that require discussion/review:

Customer Perspective

1.a. Business Customer Satisfaction

It is recommended that the Economic Development Adhoc Committee be responsible for this area.

1.b. Are the Right Industries Targeted

Currently, sectors that the WIB has selected includes (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 Energy. Focus in the Renewable Energy Sector includes courses offered by Merced College made available to WIA/ARRA participants including a Green Careers Exploration, Green Technologies in Electrical Automotive, and the Water Treatment Operator course. The Water Treatment Operator course is part of a regional effort with Merced County as the lead and neighboring counties sending students. As other courses are offered by neighboring community colleges, Merced County, in turn will be allowed to send participants for training at those locations. This regional effort allows community colleges to specialize in different trainings and increase options provided to participants.

2.a. Job Seeker Customer Satisfaction

See Customer Service & Satisfaction Report For All Locations July '09

Internal Operations/Organizational Effectiveness

1.a. Planned vs. Actual Participant Activity

Numbers – *See Participant Reports (page 1 of 4)*

Merced County Population

(census 2008 estimates*)

Participant Report (page 3 of 4)*

White (not Hispanic)	34.9 %	White	28.4 %
Hispanic	52.9 %	Hispanic	53.2 %
Asian	6.6 %	Asian	12.7 %
African American	4.1 %	African American	6.3 %
American Indian	1.6 %	American Indian	1.3 %
Hawaiian Native/Other	.3 %	Hawaiian Native/Other	1.2 %
Pacific Islander		Pacific Islander	

*note: totals will not equal 100%

Information retrieved from <http://quickfacts.census.gov/qfd/states/06/06047.html>.

1.b. Monitoring

State Monitoring is underway – results not available until late October 2009.

Financial/Market Perspective

1. *See Attached Financial Report*

ATTACHMENT(S):





Strategic Scorecard

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 • 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 b. Input from Customers Is Used To Improve Services	90%	Customer Satisfaction Surveys One Stop Management	Biannually (Jan/July)	Exec
	Rating to meet or exceed		Biannually (Jan/July)	Exec
 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: <p>a. Grants</p>	#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