

**TO: Executive Committee**

**DATE: 12/06/10**

**FROM: Quality Employment Development Committee**

**For Discussion**

**For Action**

**For Information**

**SUBJECT: Strategic Scorecard Updates and Changes**

**PROPOSED MOTION(S): Accept the recommended updates and changes by the Quality Employment Committee to the WIB's Strategic Scorecard and forward updated Strategic Scorecard to the Workforce Investment Board for ratification.**

**DISCUSSION: On November 10, 2010, the Quality Employment Development Committee (QUED) reviewed and recommended changes to the WIB's Strategic Scorecard. The committee discussed and recommended the following:**

**Item A.1.a. – Instead of the “face-to-face 10 question survey from 30 employers”, the QUED will assist in the preparation of a Zoomerang Online Survey that will be sent via an “email blast” to businesses. The Zoomerang Survey will be sent out with only one question along the lines of what businesses would like to see changed at Worknet of Merced County Employment Resource Centers.**

**Item B.1.a. – This item compares the County of Merced demographics with data from participants receiving services through Worknet of Merced County Employment Resource Centers. Currently, this item is reviewed twice a year. The recommendation is to reduce the comparison to once a year.**

**Item B.1.b. – This item calls for a review of audits and monitoring of WIA related activities (usually by the State). Currently, these items are provided as information items to the WIB as they become available. The timeframes vary yearly for monitoring and/or audits, as these reports become available, they will be provided to the WIB. The review shall now reflect “Per occurrence”.**

**Item C.2.a – This item requires a quarterly review of the number of grants applied for and received. The recommendation is to change the reviewing cycle to “Per Occurrence”. The WIB is continuously informed of grant opportunities as well as the outcome of the grant application.**

**Item D.1.a. – This change will add participation on the Business Education Alliance of Merced County (BEAM) to the Method.**

**Item D.1.b – It was recommended to re-evaluate this item in one year (12/2011).**

**ATTACHMENT(S): Updated Strategic Scorecard**

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	80% Satisfaction Rate & Increase in the # of Employers using Worknet Services	Online One-Question Survey	Annually (July)	QUED
b. Are the Right Industries Targeted <ul style="list-style-type: none"> <li>• Economic Development Targeted Industries</li> <li>• Growth Industries</li> </ul>	Compare targets and adjust industry focus, if necessary	Review LMI (Growth Industries & Early Warning Data)	Annually (July)	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"> <li>• White – 34.9 %</li> <li>• Hispanic – 52.9 %</li> <li>• Asian – 6.6 %</li> <li>• African Amer – 4.1 %</li> </ul>	<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>Annually (Jul)</p>	<p>QUED</p> <p>QUED</p>

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> <li>Amer Indian – 1.6 %</li> <li>Others – .3%</li> </ul> <p><a href="http://quickfacts.census.gov/qfd/states/06/06047.html">http://quickfacts.census.gov/qfd/states/06/06047.html</a></p> <ul style="list-style-type: none"> <li>Performance Measures</li> </ul>	Attain 80% level on Goals	Performance Reports	Quarterly (Nov/Feb/May/Oct)	QUED
<p>b. Report Results:</p> <ul style="list-style-type: none"> <li>Audits</li> <li>Monitoring</li> <li>Youth Quarterly Program Reports</li> </ul> <p>Out-of-School Youth</p> <p>Younger Youth</p>	<p>Zero Findings</p> <p>Zero Findings</p> <p>Acceptable Progress</p> <p>Acceptable Progress</p>	<p>Single Audit EDD Monitoring WI Monitoring</p> <p>Report from MCOE</p> <p>Report from MCOE</p>	<p>Per Occurrence</p> <p>Quarterly</p> <p>Quarterly</p>	<p>Exec</p> <p>Exec</p> <p>YC</p> <p>YC</p>
<p>c. Resources are Allocated Appropriately:</p> <ul style="list-style-type: none"> <li>The Selected Industry Cluster and Occupations Within The Cluster Are Being Supported</li> <li>Quality Controls</li> <li>Productivity</li> </ul>	<p>Review results of training and job placements in the industry</p> <p>Improved Scores</p> <p>Attainment</p>	<p>Identify and select industry cluster</p> <p>Customer Satisfaction Data Performance Measures</p>	<p>Annually (July)</p> <p>Annually (July)</p> <p>Annually (July)</p>	<p>QUED</p> <p>QUED</p> <p>QUED</p>

**C. Measurement Category: Financial/Market Perspective**

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
<p>1. Expenditures including:</p> <ul style="list-style-type: none"> <li>Obligations</li> <li>Accruals (Expenses)</li> </ul>	80% Expended by End of Year	Fiscal Reports	Monthly	Exec

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> <li>• Encumbrances</li> <li>• By funding source</li> <li>• By service</li> <li>• Plan vs. Actual</li> </ul>				
2. Revenue & Resources:				
a. Grants	#s Received #s Applied for Sources	WI Report	Per Occurrence	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	TBD	TBD	TBD

**Glossary**

Exec - WIB Executive Committee  
 QUED – Quality Employment Development Committee  
 YC - Youth Council

Revision Date: December 6, 2010

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

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

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Revision Date: ~~March 4~~December 6, 2010