

**TO: Executive Committee**

**DATE: 01/07/08**

**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 to be 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. Focus groups were held with local small, medium and large employers. The services employers were pleased with are job fairs, screening of jobseekers, and Enterprise Zone Vouchering.**

**The services employers would like to see expanded include:**

- More testing (Clerical)
- Excel Training
- Database Programs
- ESL/Math
- LMI Information
- Background Checks

**Additional services employers would like to see include:**

- Employment background verification
- Reference checks
- Posting of their job orders on other Internet sites
- Additional Enterprise Zone information
- Work Opportunity Tax Credit and Welfare-to-Work Tax Credit information
- Seminars or workshops
  - Safety
  - Violence in the Workplace
  - Workplace Basics
  - Generational Training.

**2.a. See Worknet Customer Service and Satisfaction Report For All Locations**

**2.b. Information from the Employer Focus Groups in September and October are being used in the drafting of an ordinance that will include increased assessments of current and potential employees, and provide space for employer to continue their expansion and retention efforts.**

**Internal Operations/Organizational Effectiveness**

**1.a. Merced County Population**

<b>Demographics</b>	<b>County Population</b>	<b>Currently Serving</b>
Hispanic	45.3 %	55.39 %
White	40.6 %	21.26 %
Asian	6.8 %	12.08 %
African American	3.8 %	7.89 %
American Indian	1.2 %	1.45 %
Others	2.3 %	1.93 %

<b>1.b. <u>Contract</u></b>	<b><u>Date Monitored</u></b>	<b><u>Result</u></b>
Merced Adult School PLATO Lab	7/13/07	No Findings
Merced College PLATO Lab	7/19/07	No Findings
On-the-Job Training (OJT)	8/1/07	No Findings
Title V, Senior Employment Program	8/17/07	No Findings
Madera Collaborative	8/31/07	No Findings
Employment Services (HSA)	9/21/07	No Findings
MCOE Empower	12/10/07	No Findings
MCOE YOP	In progress	
Merced College Thrive & Survive	January ,08	

**Financial/Market Perspective**

**1. *See Financial Report***

**ATTACHMENT(S):**  
**Strategic Scorecard**  
**Strategic Scorecard Customer Svc Satisfaction Rpt**

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

**WIB GOALS**

**Goal # I** Train and attract adaptable workers to fill industry needs.

**Goal # II** Influence the K-12 education system to design and implement strategies that provide students knowledge of employee skills and attitudes and develop metrics to assure success.

**Goal # III** Become an active advocacy voice and take political action on workforce development issues at the local, state, and national levels.

**Measurement Category: Customer Perspective**

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
1. Business Customer Satisfaction				Exec
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)	
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)	Exec
2. Job Seeker Customer Satisfaction				
a. Job Seeker Needs Are Being Met	90%	Customer Satisfaction Surveys	Biannually (Jan/July)	Exec
b. Input from Customers Is Used To Improve Services	Rating to meet or exceed	One Stop Management	Biannually (Jan/July)	Exec
3. Workforce Development Advocacy/Awareness				
	# Of Face to Face Meetings	Meetings with Legislators	Annually (April)	Executive
	# Of Written Communications	Written Communication with		

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

	<p>Voting record of Legislators</p> <p>Positive impact to Support Local Control</p> <p>Stable or increased WIA Funding</p>	<p>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
1. Program Accountability:				
<p>a. Plan vs. Actual Participant Activity</p> <ul style="list-style-type: none"> <li>• Numbers</li> <li>• Merced County Population Demographics                             <ul style="list-style-type: none"> <li>White – 40.6%</li> <li>Hispanic – 45.3%</li> <li>Asian – 6.8%</li> <li>African Amer – 3.8%</li> <li>Amer Indian – 1.2%</li> <li>Others – 2.3%</li> </ul> </li> <li>• Performance Measures</li> </ul>	<p>Planned vs. Actual</p> <p>Participants vs. Merced Co. Demographics</p> <p>Attain 80% level on Goals</p>	<p>Participant Reports</p> <p>Participant Reports</p> <p>Performance Reports</p>	<p>Quarterly (Oct/Jan/Apr/Jul)</p> <p>Biannually (Jul/Jan)</p> <p>Quarterly (Nov/Feb/May/Oct)</p>	<p>Exec</p> <p>Exec</p> <p>Exec</p>
b. Report Results:				

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> <li>• Audits</li> </ul>	Zero Findings	Single Audit	Annually (May)	Exec
<ul style="list-style-type: none"> <li>• Monitoring</li> </ul>	Zero Findings	EDD Monitoring WI Monitoring	Annually (Feb) Biannually (Jan/Jul)	Exec
<ul style="list-style-type: none"> <li>• Youth Quarterly Program Reports</li> </ul>				
Out-of-School Youth	Acceptable Progress	Report from MCOE	Quarterly	YC
Younger Youth	Acceptable Progress	Report from MCOE	Quarterly	YC
c. Resources are Allocated Appropriately:				
<ul style="list-style-type: none"> <li>• The Selected Industry Cluster and Occupations Within The Cluster Are Being Supported</li> </ul>	Review results of training and job placements in the industry	Identify and select industry cluster	Annually (July)	Exec
<ul style="list-style-type: none"> <li>• Quality Controls</li> </ul>	Improved Scores	Customer Satisfaction Data	Annually (July)	Exec
<ul style="list-style-type: none"> <li>• Productivity</li> </ul>	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"> <li>• Obligations</li> <li>• Accruals (Expenses)</li> <li>• Encumbrances</li> <li>• By funding source</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>• By service</li> <li>• Plan vs. Actual</li> </ul>				
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

**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 .	Quarterly	Exec

**Glossary**

**Exec - WIB Executive Committee**  
**YC - Youth Council**

**Revision Date: December 4, 2006**



# Worknet

## Customer Service & Satisfaction Report

### For All Locations

November 2007

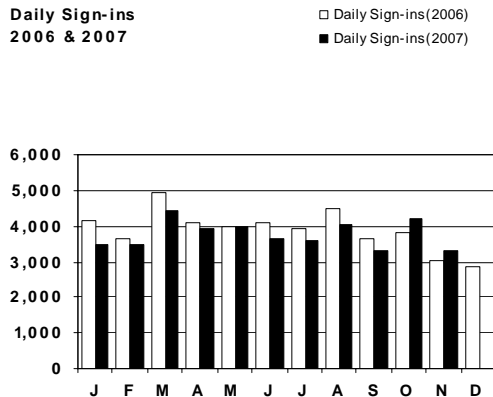
Merced County Department of Workforce Investment

#### Daily Sign-ins

Daily sign-ins for November totaled 3,323, down 873 from the previous month and up 283 from November 2006. Daily sign-ins for the month of November are below the 6 year average.

November's 6 year average: 3,438

2006 annual average: 3,893

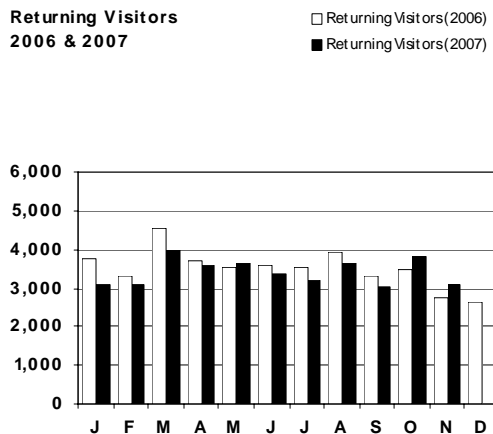


#### Return Visits

Return visits for November totaled 3,086, down 718 from the previous month and up 346 from November 2006. Return visits for the month of November are below the 6 year average.

November's 6 year average: 3,142

2006 annual average: 3,504

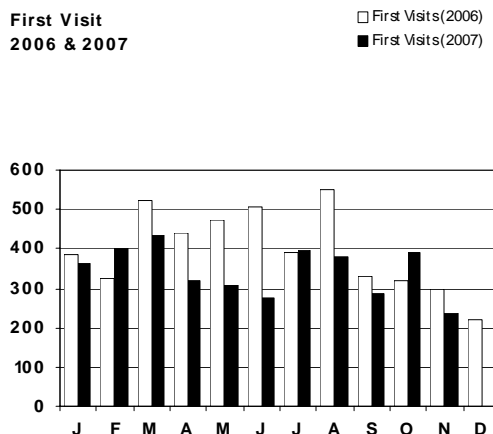


#### First Visits

First Visits for November totaled 237, down 155 from the previous month and down 63 from November 2006. First visits for the month of November below the 6 year average.

November's 6 year average: 256

2006 annual average: 397



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#### Customer Flow for November 2007

##### Both Locations

- On average, Mondays were the busiest days of the week, averaging 219 customers per day. (Weekly Average: 874 customers)

##### Merced

- Mondays were the busiest day of the week, with an average of 137 customers per day. (Weekly Average: 528 customers).

##### Los Banos

- Tuesdays were the busiest day of the week, with an average of 74 customers per day (Weekly Average: 347 customers).



**Marketing advertisements for**  
**November 2007**  
 \* **The Bus**  
*Worknet signs inside buses*

**How did you hear about us?**

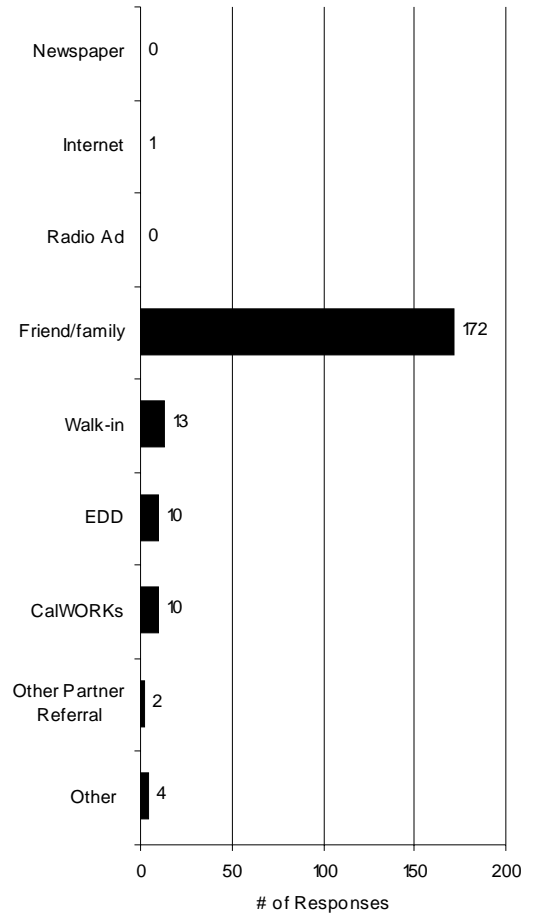
*Responses from first-time visitors*

As of July 2007, we are now asking this question of our first-time visitors. Previously, we tracked the same information through responses clients provided on Customer Satisfaction surveys.

Our first time visitors tell us most often that they hear about us through friend or family, with 172 customers providing this response in November.

**How Did You Hear About Us?**

■ Nov-07



98.9 percent of our customers would refer our services to others

**Would you refer our services to others?**

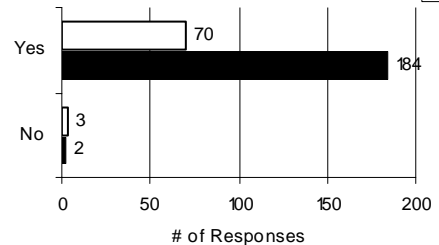
Of those responding to this question, 98.9 percent of our customers would refer our services to others.

PY 05/06 annual average: 98.78%

PY 06/07 annual average: 98.36%

**Would you refer our services to others?**

□ Nov-06  
 ■ Nov-07

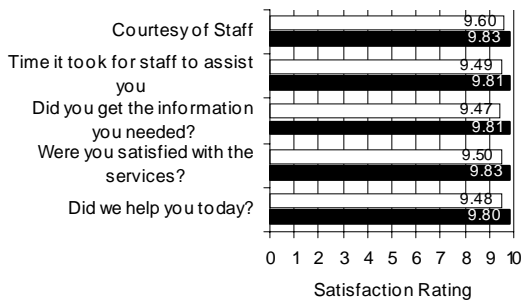






**Customer Satisfaction**

Nov-06  
 Nov-07



**Customer Satisfaction Ratings**

We received 186 surveys with responses to customer satisfaction questions in the month of November.

Consistently we see overall ratings for all questions in this category to be greater than 9.5 out of 10.

In November 2007, all ratings are up over November 2007.

Two questionnaires contained a response of 5 or less.

*“All November 2007 Satisfaction Ratings are higher than those of November 2006.”*

**Return Rate For Customer Satisfaction Survey**

Both Locations: 5.6%

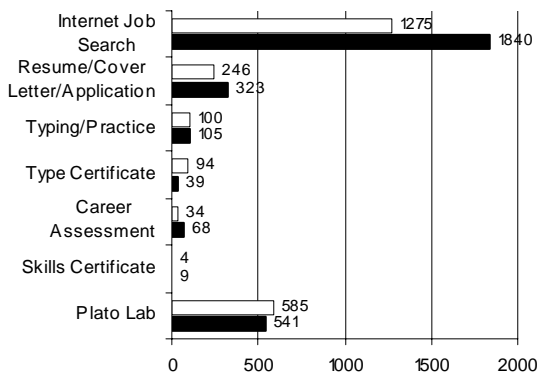
Merced: 1.0%

Los Banos: 12.6%

**How our customers use our services**

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

Nov-06  
 Nov-07



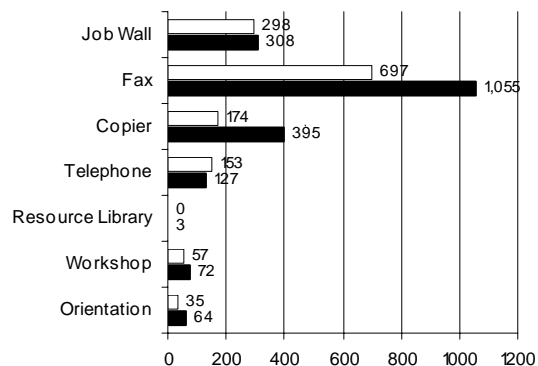
Computer related services are always the ones most used by our customers, with customers using one or more such services 2,573 times in November.

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

*1,055 customers used our Fax service at Worknet in the month of November.*

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

Nov-06  
 Nov-07



Fax and Copier were the most used non-computer related services. Job Listing and Telephone were the next most used services under this category.



**Worknet**  
**Customer Service & Satisfaction Report**  
**For All Locations**  
**November 2007**  
 Merced County Department of Workforce Investment

**Customer Service/Satisfaction Summary Data - Both Locations**

	<b>Nov-06</b>	<b>Sep-07</b>	<b>Oct-07</b>	<b>Nov-07</b>
Return Visits	2,740	3,009	3,804	3,086
First Visits	300	284	392	237
Total Visits	3,040	3,293	4,196	3,323
<b>How did you hear about us? - responses from first-time visitors beginning July 2007</b>				
Newspaper		2	3	0
Internet		0	3	1
Radio Ad		2	0	0
Friend/family		138	201	172
Walk-in		63	48	13
EDD		16	17	10
CalWORKs		34	27	10
Other Partner Referral		8	10	2
Other		21	24	4
<b>What did our customers use?</b>				
Internet Job Search	1,275	1,702	2,090	1,840
Resume/Cover Letter/Application	246	402	406	323
Typing/Practice	100	156	134	105
Type Certificate	94	117	87	39
Career Assessment	34	138	58	68
Job Wall	298	456	392	308
Fax	697	1,859	2,307	1,055
Copier	174	519	496	395
Telephone	153	193	153	127
Resource Library	0	1	0	3
Skills Certificate	4	4	4	9
Plato Lab	585	392	504	541
Workshop	57	40	96	72
Orientation	35	93	119	64
<b>Customer Satisfaction</b>				
Courtesy of Staff	9.60	9.88	9.64	9.83
Time it took for staff to assist you	9.49	9.84	9.64	9.81
Did you get the information you needed?	9.47	9.84	9.64	9.81
Were you satisfied with the services?	9.50	9.90	9.66	9.83
Did we help you today?	9.48	9.83	9.62	9.80
<b>Would you refer our services to others?</b>				
Yes	70	260	388	184
No	3	1	3	2



**Customer Service/Satisfaction Summary Data - Individual Locations**

<b>Number of Signins</b>																				
<b>Day of the Week</b>	<b>TH</b>	<b>F</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>TH</b>	<b>F</b>	<b>T</b>	<b>W</b>	<b>TH</b>	<b>F</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>TH</b>	<b>F</b>	<b>M</b>	<b>T</b>	<b>W</b>	
<b>Date</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>Total</b>
<b>Los Banos</b>	68	57	71	75	75	67	71	74	78	69	71	69	76	56	75	69	66	69	61	1317
<b>Merced</b>	86	64	131	118	107	96	86	146	124	113	96	121	87	62	159	104	100	117	89	2006
<b>Total</b>	154	121	202	193	182	163	157	220	202	182	167	190	163	118	234	173	166	186	150	3323

<b>Who were our visitors</b>	<b>Merced</b>	<b>Los Banos</b>	<b>Both Locations</b>
Return Visits	1,850	1,236	3,086
First Visits	156	81	237
Daily Signins	2,006	1,317	3,323

<b>How did you hear about us? - responses from first-time visitors starting July 2007</b>			
Newspaper	0	0	0
Internet	1	0	1
Radio Ad	0	0	0
Friend/family	98	74	172
Walk-in	11	2	13
EDD	5	5	10
CalWORKs	9	1	10
Other Partner Referral	2	0	2
Other	4	0	4

<b>What did our customers use?</b>			
Internet Job Search	1,350	490	1,840
Resume / Cover Letter / Application	250	73	323
Typing	59	46	105
Typing Certificate	30	9	39
Career Assessment	40	28	68
Job Wall	200	108	308
Fax	734	321	1,055
Copier	345	50	395
Telephone	80	47	127
Resource Library	0	3	3
Skills Certificate	7	2	9
Plato Lab	59	482	541
Workshop	8	64	72
Orientation	53	11	64

<b>Customer Satisfaction</b>			
Courtesy of Staff	9.50	9.87	9.83
Time it took for staff to assist you	9.47	9.85	9.81
Did you get the information you needed?	9.47	9.85	9.81
Were you satisfied with the services?	9.47	9.87	9.83
Did we help you today?	9.25	9.86	9.80

<b>Would you refer our services to others?</b>			
Yes	18	166	184
No	2	0	2



### Suggestions

Service is wonderful!
No, already doing a grat job.
Process of getting job once paper work all filled out could go more quickly.
more computers
more councelors
Staff needs to be more knowledgeable
Nope, seems you guys offer a lot, can't believe I didn't hear about this be4
no, already good.
no, great services.
Everything I saw today was very informative.
It is already great.



### Concerns

Not at the moment.
get programs so you can send apps via internet
Nope, not yet
I need a job.
I think your doing right now.
Not at the moment.