

**Workforce Investment Board
Executive Committee
1880 W. Wardrobe Ave
Monday, January 9, 2006, 7:30-9:00 a.m.
Meeting Agenda**



<http://web.co.merced.ca.us/wi/wib/wib.html>

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1. Call to Order/Roll Call.....
 2. Approval of Agenda
 3. Approval of December 5, 2005 Minutes.....
 4. Public Opportunity to Speak.....
 5. Information/Discussion Agenda
 - a. WIB Membership..... Dave Davis
 - b. Workforce Innovation in Regional Economic Development Grant Andrea Baker
 - c. Youth Programs and Issues Rick Osorio
 - d. Lease for MELCO Embroidery Machines Dave Davis
 - e. Strategic Scorecard Dave Davis
 - f. Implications for Action Dave Davis
 6. Director Comments.....(5 min)
 7. Chair Comments(5 min)
 8. Next Meeting – February 6, 2006.....
 9. Adjourn

**Workforce Investment Board
Executive Committee
1880 W. Wardrobe Ave
7:30-9:00 a.m., December 5, 2005
Meeting Minutes**



<http://web.co.merced.ca.us/wi/wib/wib.html>

Members Present:

Nellie McGarry (Chair) Albert Montejano Mike Smith Mike Sullivan

Members Absent:

Kathleen Crookham Rick Osorio

Others Present:

Andrea Baker Dave Davis Dee Knight Alfredo Mendoza
Joanne Presnell

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1. Call to Order/Roll Call: The Chair called the meeting to order at 7:50 a.m. A sign-in sheet was used in lieu of roll call.
 2. Approval of Agenda: It was requested that Item 5.a. be removed from the agenda. It was *M/S/C Sullivan/Montejano* to approve the agenda with the requested change.
 3. Approval of Minutes: It was *M/S/C Smith/Montejano* to approve the October 3, 2005 minutes.
 4. Public Opportunity to Speak: None.
 5. Action Agenda:
 - a. Regional and Local Incentive Awards – CAL WIB: Ms. Andrea Baker noted this item was removed from the agenda because the Department does not meet the criteria stipulated in the final State Directive.
 - b. Supportive Services Policy Revision: It was *M/S/C Sullivan/Montejano* to approve the revisions of the Supportive Services Policy and forward to the Workforce Investment Board (WIB) for ratification.

It was noted the amount of \$1500 should be changed to \$2200 on page 1 of the original Supportive Services document.
 - c. Strategic Scorecard: It was recommended the Strategic Scorecard be brought back to the WIB for information and awareness. Mr. Mike Sullivan requested that staff add the Strategic Scorecard to the agenda of the next Program Planning and Development meeting.
 6. Information Agenda:
 - a. Implications for Action Update: Staff provided an update on the Implications for Action, which will be given at each meeting. The Chair noted that Mr. Frank Quintero indicated he would be happy to attend a WIB committee meeting to talk about city redevelopment and employment, and how the WIB can help.

b. PY 2004/05 Exemplary Performance Awards: Staff provided a list of the Final Exemplary Awards along with a chart showing the number of performance measures met. It was noted the Department would receive an \$11,651 incentive award that is based on how well the performance measures were met, and is related to the percentage of dollars received in our allocation.

The Chair noted this information should be sent to the County Information Officer so it can be publicized.

7. Director Comments: Ms. Andrea Baker noted the next two weeks staff would be watching the Conference Committee on the budget, and would notify members as soon as possible if any e-mails, letters or phone calls need to be made. At the January 9th meeting, staff will present for discussion topics that could be put on the WIB agenda.

8. Chair Comments: The Chair noted she met with Ms. Robin Adam to discuss how to get our legislators to understand what we're trying to do. They also discussed the best way to meet with our valley legislators when WIB members attend the National Association of Workforce Boards Conference in February 2006.

At the next P-16 Council meeting Ms. Baker will speak on Labor Market Information, so the Council will be aware of the types of jobs needed in the future.

9. Next Meeting: January 9, 2006, Dept of Workforce Investment Small Conference Room, 1880 W. Wardrobe Ave.

10. Adjourn: The meeting was adjourned 8:44 a.m.

TO: Executive Committee

DATE: 01/09/06

FROM: WIB Staff

Action

For Information

For Discussion

SUBJECT: Workforce Investment Board Membership

PROPOSED MOTION(S): Discuss future Private Sector WIB member recruitments.

DISCUSSION: The Workforce Investment Act requires that 50+% of the WIB membership be from the private sector. Due to recent resignations and unforeseen recruitment losses, the private sector is no longer a majority of the WIB. In order to comply with the law, an immediate recruitment and enrollment of private sector WIB members are needed.

The Workforce Investment Act directs that the private sector membership should meet the following criteria:

- 1) are owners of businesses, chief executives or operating officers of businesses, and other business executives or employers with optimum policy making or hiring authority,**
- 2) represent businesses with employment opportunities that reflect the employment opportunities of the local area, and**
- 3) are appointed from among individuals nominated by local organizations and business trade associations.**

As of November 16, 2005, there were 17 businesses represented on the WIB. The following demographics are presented, with the current members representing the WIB's chosen industry sectors:

Agriculture/Food Processing

- 1. Larry Pitts – Unilever Best foods**

Healthcare

- 1. Mike Sullivan – Golden Valley Health Centers**

Business/Information Services

- 1. Don Bergman – Postage Plus**
- 2. Peter Fluetsch – Fluetsch & Busby Insurance**
- 3. Bob Harmon – Harmon Insurance**
- 4. Nellie McGarry – McGarry Rental Property Management**
- 5. Sharon Creswell – Buckley Radio**
- 6. Rick Osorio – Osorio Financial/Intervalley Insurance**
- 7. Alfonse Peterson – SunAmerica Securities**
- 8. Mike Smith – Smith & Ransom, CPAs**
- 9. Steve Tinetti – Tinetti Realty Group**
- 10. Tom Tsubota – Union Bank of California**
- 11. Albert Montejano – Cingular Wireless**

Tourism, Visitor Services, and Hospitality

- 1. Carol Greenberg – Coldstone Creamery**

Wood / Metal Processing

None

Construction / Materials and Ancillary Services

None

Warehouse Distribution

None

Childcare

None

Of the businesses on the WIB;

- 5 have 1 to 4 employees
- 4 have 5 to 9 employees
- 4 have 10 to 19 employees
- 1 has 20 to 50 employees
- 1 has 100 to 500 employees
- 2 have 500 to 999 employees

In addition to the 8 Industry Sectors identified by the Merced County WIB, four industry sectors have been targeted by Workforce Investment Boards throughout the Central Valley region. Some duplication is noted.

- **Good Movement/Logistics**
- **Healthcare (Merced County Cluster)**
- **Manufacturing/Food Processing (Merced County - Agriculture/Food Processing)**
- **Information Services (Merced County - Business Services)**

If at all possible, prospective private sector WIB members should represent the above industry sectors and be from businesses employing larger numbers of employees.

TO: Executive Committee

DATE: 01/09/06

FROM: WIB Staff

Action

For Information

For Discussion

SUBJECT: Workforce Innovation in Regional Economic Development (WIRED) Grant

PROPOSED MOTION(S): Information only.

DISCUSSION: A proposal for the Merced County Workforce Investment Board (WIB) to support the San Joaquin Valley's unified application for the Workforce Innovation in Regional Economic Development (WIRED) grant from the Department of Labor will be presented to the WIB during its January 12, 2006 meeting.

The grant proposal includes Workforce Investment Boards from Merced, Kings, Fresno, Madera, Kern, Tulare, San Joaquin, and Stanislaus Counties. The grant application has been approved by the Governor and forwarded to DOL in the week following Christmas. The total amount requested is \$15,000,000 over a period of three years.

The application committed the Merced County Department of Workforce Investment and stated that the final participation in the application was contingent upon action to be taken by the Merced County Workforce Investment Board in January 2006. The WIB will be asked to commit to the following:

- a. Actively participating in the WIRED collaboration**
- b. Participating in the occupational demand assessment to determine where additional training resources are most needed in the region to serve target industries –**
 - 1) Goods Movement/Logistics**
 - 2) Healthcare**
 - 3) Manufacturing/Food Processing**
 - 4) Information Services**
- c. Providing a minimum of 25% of matching funds to any of the WIRED funds accessed.**

It is estimated that the WIB's annual investment of training dollars and in-kind contributions for participation in the WIRED partnership and services to co-enroll participants in training is approximately \$125,000 for the WIRED program.

ATTACHMENTS: N/A

TO: Executive Committee

DATE: 01/09/06

FROM: WIB Staff

Action

For Information

For Discussion

SUBJECT: Youth Programs and Issues

PROPOSED MOTION(S): Discussion of youth programs and future direction of the Youth Council.

DISCUSSION: Recent discussions within the Youth Council have centered around the 2004 Children's Summit and the programs now being worked as a result of the Summit, and the Teen Scene of 2005. Both projects benefited numerous Merced County youth, and many Youth Council members have shown an interest in wanting to help to continue those programs' successes and promote enhanced collaboration for all youth programs. Many feel that these efforts will reaffirm the Council's "All Youth – One System" vision.

Another issue for discussion is how to use limited Workforce Investment Board (WIB) funding to possibly support Regional Opportunity Program Career Days, especially those linked to the WIB's industry clusters.

ATTACHMENTS: N/A

TO: Executive Committee

DATE: 01/09/06

FROM: WIB Staff

Action

For Information

For Discussion

SUBJECT: Lease for MELCO Embroidery Machines

PROPOSED MOTION(S): Information only.

DISCUSSION: In a past contract with Kings View Work Experience Center, workforce investment funds were used to purchase four computer driven embroidery machines with the intention that Kings View would hire additional employees to run the machines. The original contract has expired, but the law allows for the machines to continue to be used if they are used for the original contracted requirements

The law also allows for generating program income for the use of the machines. Kings View has agreed to lease, from the Department of Workforce Investment, the four machines at \$6,000 per year over a five-year period for a total lease cost of \$30,000. The lease is effective January 1, 2006.

ATTACHMENTS: N/A

TO: Executive Committee

DATE: 01/09/06

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Strategic Scorecard

PROPOSED MOTION(S): Information only.

DISCUSSION: The Workforce Investment Board's (WIB) Strategic Scorecard is presented as a reminder that the Scorecard will become a standard tool to be used at every committee meeting. The Scorecard is a living tool, amendable by each committee as needed, and is the WIB's checklist to measure its goals and programs.

**ATTACHMENTS:
Strategic Scorecard**

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				
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 (Coordinated with Econ. Dev., Chambers, etc and conducted during regular visit with employer & include WIB members)	Annually (July)	QA & BSU
b. Are the Right Industries Targeted • Economic Development Targeted Industries • Growth Industries	Compare targets and adjust industry focus, if necessary	Review Industries adopted from the 2003 MCEDSP and LMI (Growth Industries & Early Warning Data (in development))	Biannually	PP&D & the Economic Development Action Team
2. Job Seeker Customer Satisfaction				
a. Job Seeker Needs Are Being Met	90%	Customer Satisfaction Surveys	Monthly	QA
b. Input from Customers Is Used To Improve Services	Rating to meet or exceed	One Stop Management	Annually (Jan)	QA

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

3. Workforce Development Advocacy/Awareness	<p># Of Face to Face Meetings compared to previous year</p> <p># Of Written Communications compared to previous year</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 from them)</p> <p>Invitations to WIB Meetings</p> <p>Invitations to Worknet, i.e., for a tour, Chamber Mixer, etc.</p>	Biannually	Executive

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

Measurement Category: Internal Operations/Organizational Effectiveness

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
1. Program Accountability:				
a. Plan vs. Actual Participant Activity				
<ul style="list-style-type: none"> Numbers 	Planned vs. Actual	Participant Reports	Quarterly	QA
<ul style="list-style-type: none"> Demographics White – 46.7% Hispanic – 32.4% Asian - 6.8% African Amer _ 3.8% Amer Indian _ 1.2% Pacific Isl _ 0.2% Others _ 8.9% 	Participants vs. Merced Co. Demographics	Participant Reports	Biannually (Jul/ Jan)	QA
<ul style="list-style-type: none"> Performance Measures 	Attain 80% level on Goals	Performance Reports	Quarterly (1-Nov 2-Feb 3-May 4-Oct)	QA
b. Report Results:				
<ul style="list-style-type: none"> Audits 	Zero Findings	County Audit	Annually (May)	QA
<ul style="list-style-type: none"> Monitoring 	Zero Findings	EDD Monitoring WI Monitoring	Annually Biannually	QA
<ul style="list-style-type: none"> Youth Quarterly Program Reports 				
Out-of-School Youth	Acceptable Progress based on contract timeline	Report from MCOE	Quarterly	YC
Younger Youth	Acceptable Progress based on contract timeline	Report from MCOE	Quarterly	YC

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<p>c. Resources are Allocated Appropriately:</p> <ul style="list-style-type: none"> • Pilot Program in a specific Industry cluster (offering career ladders or move up strategy) • Quality Controls • Productivity 	Review results of training job and placements in the industry	Identify and select an Industry cluster	Biannually	PP&D
	Improved Scores	Customer Satisfaction Data	Yearly	QA
	Attainment	Performance Measures	Yearly	QA

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"> • Obligations • Accruals (Expenses) • Encumbrances • By funding source • By service • Plan vs. Actual 	<p>80% of Current Year Allocation Obligated by End of the Year</p> <p>70% Expended of Available Funds (Carryover plus Allocation) by the End of the Year</p>	Fiscal Reports	Monthly	Finance
<p>2. Revenue & Resources:</p> <p>a. Grants</p>	<p>#s Applied for and Source</p> <p>#s Received and \$\$ Amounts</p>	<p>WI Report</p> <p>WI Report</p>	<p>Quarterly</p> <p>Quarterly</p>	<p>Finance</p> <p>Finance</p>
<p>b. Revenue Generation</p>	<p># of Sources and Amount of \$\$</p>	<p>WI Report</p>	<p>Quarterly</p>	<p>Finance</p>

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

Measurement Category: Learning and Innovation

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Progress in Preparation for Worknet Recertification	On Schedule	Report from Worknet LT on Time Line	Bimonthly	QA
2. Influence the Workforce Investment System				
a. Education	Report on Activity	Participate on the P-16 Council	Quarterly	PP&D
b. Economic Development/Castle Development	New Jobs Created	Reports by MCEDCO, BEO and EDAC.	Quarterly	PP&D
	Jobs Lost	Reports on Rapid Response activity		
c. Workforce Housing	# of New Units Built # of building permits issued for workforce housing	Support the WIB Policy on Workforce Housing	Yearly	Executive

Glossary

BSU - Dept. of WI Business Services Unit

Executive - WIB Executive Committee

Finance - WIB Finance Committee

PP&D - WIB Program Planning & Development Committee

QA - WIB Quality Assurance Committee

YC - Youth Council

TO: Executive Committee

DATE: 01/09/06

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Implications for Action

PROPOSED MOTION(S): Information only.

DISCUSSION: The Merced County Workforce Housing Taskforce met January 4, 2006. The Agenda for the Taskforce included further defining “Workforce Housing” and beginning work on a template for cities’ Inclusionary Housing Plans. The cities of Ripon, Livingston and Los Banos have completed or are working on Inclusionary Housing Plans, and will present to the Task Force.

No further information is available concerning the Education and Economic Development Implications for Action.

ATTACHMENTS: N/A