



EXECUTIVE COMMITTEE
One-Stop Meeting Minutes
March 1, 2001
Worknet Employment Resource Center
Lori Strumpf, Consultant

Present: Steve Tinetti, Rick Osorio, Pete Fluetsch, Andrea Baker, Dick Skarke, Joanne Presnell, Bernedette Castaneda, Carol Silva, Patric Farrar, Lori Strumpf -Facilitator

Ms. Strumpf prepared a discussion paper on the partnership vision for an integrated customer assistance system and presented this as a handout for the Executive Committee to review and discuss. After the committee's input, Lori would finalize the paper and the Executive Committee would recommend it for WIB approval.

Rick Osorio brought forth his concerns, prior to pursuing the information on the handout, that it would be important to him (and other WIB members) to know exactly what the One Stop does or is suppose to do. In part, his concern was that things have changed since WIA legislation was enacted. Our image had been connected to training, but what was it now? For him, it was difficult to go forward with a meeting of the partners asking them to contribute/agree to a resource sharing agreement if the Board members were not sure of the principle purpose of the One Stop.

Ms Strumpf understood that her role today was to help the executive board to prepare for a meeting with the partners. The partners wanted to understand the A "Vision" of the One-Stop. Ms. Strumpf added that she was impressed with the partners progress in understanding both the current and future possible contributions their agencies may provide both for the center and system. Partners had looked at their contributions of staff time and felt it was not enough.

Other comments:

- * Resource sharing agreements should either add value or defray overhead/expenses
- * Defrayed expenses means that more funding can go to intensive/training/ and infrastructure.
- * If there is a choice between contributing more staff (services) and more defrayed costs (rent/overhead)...services should be weighted as an important contribution.
- * (Ron Tiffie) That a special service, such as distance learning, could be a value-added service of the One-stop.

Steve Tinetti emphasized that one of the things he learned from the recent conference in Washington is that we don't want to keep revisiting this each year. We need to show the

partners the benefit of their participation. The partners also need to understand that WIA cannot be the only financial supporter of the One-stop.

Lori Stumpf: From her conversations with staff the vision is that we will have two full service sites in Merced County with affiliate sites throughout the county. The full service sites will provide access and informational services with some assessment, career counseling, and access to individual training accounts (ITA's). Hard training skills would be provided at another location.

Currently, we have 10 partners with 17 sources of revenue available to them.

Pete Fluetsch gave the Housing Authority for as an example to help him better understand a partner's contribution. Mr. Fluetsch asked why the Housing Authority was a partner. Lori explained that the Housing authority receives a A "baby" fund of dollars for employment and training activities. This is the reason that they were a mandated partner

Although there is a resource room at the Housing Complex, many of the customers served by their agency do not live near the complex. Those customers may be able to access services more conveniently at the One stop Center.

The resource centers at affiliates should meet standards set by the Board i.e. number of computers with access to Internet job search, resume software, etc. In order to obtain and retain their affiliate status, they would need to invest their own funding to up-grade their resources to meet affiliate status.

Mr. Osorio noted that EDD used to have an image as the place to go if you needed employment or training or people to fill jobs. He offered his opinion that we should start with the development of a system and image that is valuable to all whether poor, unemployed or looking to improve skills. Credibility is a key factor in your image.

Mr. Tinetti noted that employers are interested in knowing who and where to call to increase the job skills of their employees as well as place job orders.

Mr. Fluetsch stated that currently, he is uncertain who to call. Pete calls a private placement firm. The small business owners are falling thru the cracks. It would be great for us to project the image as the place to call either for the service or as the contact.

Discussion returned to partner issues. Mr. Fluetsch felt that using the Housing Authority as an example would be easier to understand. The Housing Authority has some employment and training funding currently. They may have invested that funding in resources for their public housing customers. What we would like to insure is that the resources meet the standards of a One Stop Affiliate Site. The presence of the Housing Authority in the One-Stop Center needs to be value added. That value added may be a person or technology that links our customers to housing authority services like section 8 voucher application, public housing, etc.

Scenario: *A customer comes in the One-Stop states that they are interested in applying for Section 8. With little or no staff assistance, the customer completes a pre-application that indicates the he/she may be able to qualify for housing assistance. The full application may be picked up at the One-Stop or completed on-line. One Stop staff can call the Housing Authority Staff and say I have a customer in the Center who would like to wait for a response to their application. The application would receive priority and while waiting for a response, the customer could use one-stop job search services or review other partner services. The application could be responded to that same day or the customer could be given an appointment to return or receive information in the mail. **The customer need not leave the building to access information and services of the Housing Authority.***

Ms. Stumpf explained that the agencies need not have staff at the One Stop Center but provide their services at the center. We need to figure out a different way to get services at the center if staff from the various partners are not physically available.

The goal is to expand services at the center. We need to convince our partners to be bigger partners.

Lori Strumpf: There are some systems available where customers can punch in the numbers or information and get a print out which says: you may be eligible for food stamps, section 8 housing, TANF... then that information is transmitted to those programs to which you want to apply. (Merced has shared this system with Human Services Agency)

Confidentiality has been an issue but that has been overcome by private sector as cited by both Mr. Osorio and Ms. Strumpf.

Ideally with the defraying of expenses, WIA funds can be applied to upgrade system infrastructure and technology. Most of these infrastructure upgrades would be a one time expense with the partners being responsible for maintenance.

Ms. Strumpf summarized her perception the key points of the meeting:

- * The center needs to be the place to go
- * Services and resources need to be expanded
- * Elevate image
- * A place for all people regardless of economic status
- * Appeal to business customers
- * The WIB=s Marketing Prospective needs:
 - Enhanced reputation
 - Recruit partners by demonstrating benefit for them to be at One-Stop
- * For some partners, having space for a staff person would be a benefit
- * Customer Service needs to be value added
- * Every partner has customers who can be served through the One-Stop
- * We need to push for electronic type of structure

The WIB definition of A “Workforce System” must be included in the vision as well as how it works for each partner. This is one of the most important projects the WIB focuses. Pete felt that the WIB also needs to hear about individual successes accomplished through customer contact with the systems.

Marketing

Marketing the “800” number which enabled an employer or business sector person to access a job developer immediately was discussed as an important tool in enhancing our image. The private sector is out there marketing web sites which are free or at little cost. We need to be competitive. Billboards, signs which include WorkNet and the 800 # were mentioned.

A discussion of the WIB having the same or their own logo brought about a strong recommendation that the WIB logo could connect to the WorkNet logo, but it should establish a separate identity. The WIB identity would help to separate the governance and policy making body from the service delivery system.

Mr. Fluetsch suggested the need to speak to service clubs to correct and educate them on the changes in the system. Some people in the community are of the opinion that our services are only available to those individuals seeking to go from welfare to work. The WIB could form a speakers bureau to correct that impression.

Ms. Strumpf’s company has a speakers kit on power point that has been developed for 15, 30 minute presentations for groups. She offered to give us a demo copy. (which she did) This is only an example of what can be done. The WIB logo, including the Workforce Investment Board and customizing the information to the needs of this particular community of business customers is essential. Using the name “Workforce Investment Board” allows the local entity to enjoy the benefits of marketing efforts that are being generate nationally.

Getting the “800” number out there into circulation is an operations issue. The marketing committees of the WIB need to understand the concerns of view of the executive committee in order that their time and efforts are well spent.

At the conclusion of the meeting, Ms. Strumpf indicated that she felt that she had enough information generated from the discussion to provide additional clarification of the A “vision” of the system for the partners.

She asked the group to look at the draft she submitted today. Make comments and fax or e-mail them to her. The ensuing version would be given to the partners prior to the next meeting, April 2nd.