

**Workforce Investment Board  
Executive Committee  
Department of Workforce Investment  
1880 W. Wardrobe Avenue, Merced  
March 10, 2003 7:30 – 9:00 a.m.  
Meeting Agenda**



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- I. Call to Order .....
  - II. Approval of Agenda .....
  - III. Approval of Minutes .....
  - IV. Public Opportunity to Speak .....
  - V. Action Agenda
    - a. WIB Agenda .....
    - b. WIA Reauthorization–Critical Issues Letters to Elected Officials ..... Discussion with possible action
    - c. TANF Reauthorization–Critical Issues Letters to Elected Officials ..... Discussion with possible action
    - d. Nomination to the WIB – Thomas Tsubota .....
    - e. Proposed change for Executive Meeting date .....
    - f. Worknet One-Stop Certification Examiners Discussion..... Discussion with possible action
    - g. Grant Application to DOL Incentive Program.....
    - h. WIB Membership..... Discussion with Possible Action
  - VI. Information Agenda
    - a. Transportation Grant ..... WIB Staff
    - b. Limited Funds Policy – Impact on Performance Measures ..... WIB Staff
    - c. Bill Stickland.....
  - VII. Director’s Comments ..... Information
  - VIII. Chair Comments .....
  - IX. Other .....
  - X. Next Meeting—TBA .....
  - XI. Adjourn.....

**Workforce Investment Board  
Executive Committee  
Department of Workforce Investment  
1880 W. Wardrobe Avenue, Merced  
February 3, 2003 7:30 – 9:00 a.m.  
Meeting Minutes**

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Members Present :

Mike Boardman	Kathleen Crookham	John Headding
Rick Osorio	Mike Smith	

Members Absent:

Nellie McGarry	Steve Tinetti
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Others Present :

Andrea Baker	Dave Davis	Ed McLaughlin
Donna Ornelas	Joanne Presnell	Chuck Purcell
Jackie Walther-Parnell		

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- I. Call to Order – The Chair, Rick Osorio called the meeting to order and a sign in sheet was used in lieu of roll call.
- II. Approval of Agenda - It was M/S/C Crookham/Headding to approve the agenda as written.
- III. Approval of Minutes - It was M/S/C Headding/Boardman to approve the minutes of January 6, 2003.
- IV. Public Opportunity to Speak - None
- V. Action Agenda
  - a. WIB Membership: Paul Alderete – It was M/S/C Crookham/Boardman to recommend sending Paul Alderete’s application to the Board of Supervisors for appointment to the WIB.
  - b. WIB Membership – Doug Kirkpatrick – It was M/S/C Crookham/Boardman to recommend sending Doug Kirkpatrick’s application to the Board of Supervisors for appointment to the WIB.
  - c. Youth Council Membership – Ana Andrade – It was M/S/C Crookham/Boardman to recommended sending Ana Andrade’s application to the Board of Supervisors for appointment to the Youth Council.
  - d. Performance Measures – Accept the currently agreed upon levels for 2002/2003 WIA Performance Measures - It was M/S/C Headding/Boardman to accept the currently agreed upon levels for 2002/2003 WIA Performance Measures.
  - e. WIB Assessment – It was M/S/C Headding/Crookham to approve WIB assessment which will include a consultant who will provide a more indepth analysis by interviewing WIB members. The consultant being recommended will cost a total of \$7300 with \$700 of that being paid for by ETN. The total cost to the WIB will be \$6600.
  - f. Add Language to Marketing Plan on use of WIB logo in Advertising and Marketing – It was M/S/C Boardman/Crookham to approve lanuage for the Marketing Plan that describes how the Workforce Investment Board logo and name will be used. There was discussion on the term “as appropriate.” It was explained that this was inserted because there is some marketing material that would require double-sided printing or the logo would simply be too small.

- VI. Parliamentary Procedures Overview – Mike Boardman provided a brief overview on parliamentary procedures. Mr. Boardman noted the benefit of using the parliamentary process. In addition, the committee was provided with a handout containing helpful hints and reminders on the appropriate way to run a meeting. The chair requested that staff provide a copy of the handout to WIB members.
- VII. Information Agenda
- a. New WIB Member – Terry Nichols, State Dept of Rehabilitation will replace Dean Cormany who formerly represented the Department. It was noted that the State Department of Rehabilitation is a mandated partner.
  - b. Training for One-Stop Certification Examiners – John Headding reported that the Quality Assurance committee selected four individuals to sit as examiners for the one-stop certification process. The other subcommittees will identify individuals to also sit as part of this team. It is expected the training will take place in May of 2003.
  - c. Monitoring Report – The report was enclosed in the meeting package as information only.
  - d. Logo Shirts – The Program Planning and Development took a vote and decided not to fund the purchase of shirts due to the current budget situation and other priorities.
  - e. Marketing Plan – John Headding reported that the Department of Workforce Investment is working with MCEDCO to leverage money for marketing.
  - f. Gear-Up Project – Merced Union High School District received a federal grant for the project. The Department of Workforce Investment is to provide the administrative support through contractual agreement.
  - g. Fiscal Report – The Finance committee to review the final report on Thursday, February 6.
- VIII. Committee Reporting Format – There was discussion on the reporting format. The committee concurred the current method of notification is satisfactory.
- IX. Future Presentations for the WIB – There was discussion on preparation for upcoming WIB meetings.
- a. Merced County Economic Development Strategic Plan - MCEDCO Mr. Boardman noted that the Planning Committee has requested information on the MCEDCO plan and will be bringing it to the full WIB. This will be scheduled sometime after the March meeting.
  - b. Value Added - Study by CSUS for 2001-2002 – There was discussion the presentation by Mr. Dr. Kelvin Jasek-Rysdah. Mr. Rysdah will be asked to attend the next WIB meeting to give his presentation on “Value Added – Study by CSUS.”
  - c. Impact of Budget Cuts to HSA - Briefing from Ana Pagan – It was discussed and decided that this presentation would be best left until more information was available.
- X. Director’s Comments – Andrea noted thanks to Nellie for attending the recent conference. Andrea attended both “Forward Thinkers” and “Business Leaders – Business Results.” She reported that the information received was of great value.
- XI. Chair Comments - Mr. Osorio expressed concern on budget situation and how the WIB may need to look at services.
- XII. Other – Mr. Boardman asked where we were with the request for Bill Strickland to do a presentation for the WIB. He noted how dynamic Mr. Strickland was. Andrea explained that CWA would not be able to assist with the costs. She noted that she would continue to work on this and see if we could collaborate with surrounding areas or some other alternative.
- XIII. Next Meeting – ***The meeting date is rescheduled from March 3 to March 10, 2003.*** 1880 Wardrobe Ave, Lg. Conference Room.
- XIV. Adjourn – The meeting was adjourned at 9:00 a.m.

**Workforce Investment Board  
 Merced County Board of Realtors  
 635 W. Main Street  
 March 27, 2003, 3:00 – 5:00 p.m.  
 Meeting Agenda**



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- I. Call to Order/Roll Call ..... Chair
  - II. Approval of Agenda ..... (2 min) Action
  - III. Approval of Minutes ..... (2 min) Action
  - IV. Public Opportunity to Speak ..... (5 min)
  - V. Introduction of New WIB Members ..... Chair
  - VI. Introduction of Staff ..... (5 min) Ed McLaughlin
  - VII. Consent Agenda
    - a. \*Consultant for WIB Assessment ..... Quality Assurance (J. Heading)
    - b. \*WIA Performance Measures for 2002/2003 ..... Quality Assurance (J. Heading)
    - c. \*WIB Marketing Plan Language ..... Program Planning & Development (M. Boardman)
    - d. Amended MOU with Merced College ..... Program Planning & Development (M. Boardman)
    - e. Youth Council Marketing Plan ..... Youth Council (N. McGarry)
    - f. Youth Council Membership Application ..... Youth Council (N. McGarry)
    - g. \*Nomination to the WIB – Paul Aderete ..... Executive Committee
    - h. \*Nomination to the WIB – Doug Kirkpatrick ..... Executive Committee
    - i. \*Nomination to the WIB – Thomas Tsubota ..... Executive Committee
  - VIII. Action Agenda
    - a. Child Care Initiative ..... Program Planning & Development (M. Boardman)
    - b. Limited Funds Policy ..... Program Planning & Development (M. Boardman)
  - IX. Value Added Presentation- Study by CSUS for 2001-2002 ..... Dr. Kelvin Jasek-Rysdahl
  - X. Workforce Academies and Roundtables Presentation ..... Don Bergman and Scott Galbraith
  - XI. Marketing Survey Presentation ..... Elaine Craig
  - XII. Information Agenda -
    - a. Jobs for Veterans Act ..... Program Planning & Development (M. Boardman)
    - b. Updated Purpose ..... Program Planning & Development (M. Boardman)
    - c. CWA Regional One-Stop Community ..... Patric Farrar
    - d. California WIA –50 Stories ..... Elaine Craig
    - e. Quarterly Reports ..... Jackie Walther-Parnell

***\*Ratification of Executive Committee Action***

- f. LMI Updates ..... Gary Derr
  - g. Monitoring Report..... Quality Assurance (J. Heading)
  - h. JCG Quarterly Report.....
  - i. MCOE Quarterly Report.....
  - j. Director's Notes ..... Andrea Baker
- XIII. Committee Reports – (*committee reports available - [www.co.merced.ca.us/wi/wib/wib.html](http://www.co.merced.ca.us/wi/wib/wib.html)*  
*or faxed upon request*)
- a. Finance .....
  - b. Program Planning and Development.....
  - c. Quality Assurance .....
  - d. Youth Council .....
- XIV. Director's Comments ..... (5 min)
- XV. Chair Comments/Round Table/Future Agenda Items ..... (5 min)
- XVI. Other..... (5 min)
- XVII. Next Meeting..... May 22, 2003
- XVIII. Adjourn.....

**TO: Workforce Investment Board  
Executive Committee**

**DATE: March 10, 2003**

**FROM: WIB Staff**



**For Action**



**For Information**



**For Discussion**

**SUBJECT: WIA Reauthorization**

**PROPOSED MOTION(S):** That this is committee write letters to their elected officials with recommendations in three categories: 1) to strengthen business as customer and business leadership, 2) align resources and accountability to the needs of customers and the goals of WIA, and 3) clarify and strengthen Federal, State, and local roles.

**DISCUSSION:** Now is the time to influence elected officials regarding the 2004 WIA reauthorization and provide input and recommendations about what is needed and works in Merced County.

**ATTACHMENT(S):** Critical Issues Paper

## **Action to Address the Critical Workforce Crisis in Merced**

### **Workforce Investment is necessary:**

For Merced County, the quality of the Workforce and the academic achievement level of students in the K-12 education system have historically been two major constraints to its ability to improve the economic vitality of the region. Over 1/3 of the County's population 25 years and older do not have a high school diploma, and only 11% have a BA degree of higher.

Merced is the youngest County in California. Youth between the ages of 0-18 represent 35.6 % of the population. The linkages between the success of education and the future workforce are critical.

Jobs in Merced County grew by 16.1% between 1990 and 2000, a higher rate than the 13.7% population growth. This was not reflected in the growth in real wages. Between 1970 and 1998 real wages (adjusted for inflation) dropped in Merced County by 8.1 %, while climbing by 6.4% in the State as a whole. This trend reflects the poor skills of the workforce, which in turn, affects the regions ability to attract higher paying jobs.

Since July 2002 through February 2003 Merced has had 16 employers close their doors, which displaced 416 workers. Twenty five percent of the individuals laid off were limited English speaking with poor basic education skills. Reemployment opportunities for those with basic skill deficiencies are limited. Funding was reduced in "02" and again in "03" to address the needs of displaced workers and the trend to continue to reduce resource to this group is proposed again in "04".

### **The following action is needed:**

- Support the reauthorization of the Workforce Investment Act, with minimum changes, to allow the program to mature. Phase in any changes.
- Continue the support of youth programs in WIA reauthorization to serve both in and out of school youth.
- WIA is one tactic in workforce investment. Strengthen the One Stop delivery system by creating a new way to fund the cost of infrastructure of the One Stop Center delivery system, while providing better linkages to other programs funded by the One Stop Partners.
- Restored funding to FY 2002 levels.

### **Local Economy Drives Community Prosperity:**

The Workforce Investment Board of Merced County has positioned itself to work collaboratively with Economic Development and Education and to engage both public and private sector resources to identify needs, and provide appropriate education and training opportunities to advance the skills of our citizens. They have guided the development of the One Stop Center system entitled, Worknet of Merced. The Centers provided 43,000 units of service in 2002, and the demand had an increase during the first half of 2003 by 12%.

#### **The following action is needed:**

- Strengthen the Business Customer and Business Leader role at the local level to drive the Investment and meet the needs of Merced's Employers.
- Support the continuation of the One Stop Partners represented on the WIB. Contributions to the One Stop should be linked to the ability to influence policy.
- The Personal Reemployment Accounts proposed by the Administration should have local level Workforce Investment Board oversight.
- Oppose additional mandates or assumption of other program functions in WIA reauthorization that do not include funding to accomplish them.

**TO: Workforce Investment Board  
Executive Committee**

**DATE: March 10, 2003**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: TANF Reauthorization**

**PROPOSED MOTION(S): That this committee writes letters to their elected officials in opposition of the superwaiver that is included the House bill for TANF reauthorization bill (H.R.4).**

**DISCUSSION: The House has passed a welfare reauthorization bill. Under this legislation TANF programs would be mandatory partners with the workforce development system, unless the governor opted out. Additionally, the bill includes language creating a superwaiver. The superwaiver would allow governors to waive congressionally authorized WIA funds for other programs that help low-income families, waiving statutory and regulatory requirements attached to these programs. This could conceivably take all the WIA funding from the local WIB and local elected official control.**

**ATTACHMENT(S):**

**TO: Workforce Investment Board  
Executive Committee**

**DATE: 3/10/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Nomination to the Workforce Investment Board**

**PROPOSED MOTION(S): That the WIB Executive Committee recommend Thomas Tsubota's application to the Board of Supervisors for appointment to the Workforce Investment Board**

**DISCUSSION: Section 117 of the Workforce Investment Act outlines criteria for membership on the local Workforce Investment Board. One of the requirements is to have 50%, plus one individual (more than 50%) of its members representing the Private Business Sector.**

**Thomas Tsubota was nominated by Chris Tafoya, President of the Hispanic Chamber of Commerce, for membership on the WIB as a Private Business Sector representative. Mr. Tsubota is a Financial Services Officer at the Union Bank of California. His approval as a WIB member will keep the WIB in compliance with the WIA requirement that the WIB contain a majority of its members from the Private Business Sector.**

**ATTACHMENT(S): Thomas Tsubota Nomination and Application**

**TO: Workforce Investment Board  
Executive Committee**

**DATE: 3/10/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Propose Change To Executive Committee Meeting Day**

**PROPOSED MOTION(S): That the WIB Executive Committee change their meeting day from the first Monday to the second Monday of each month.**

**DISCUSSION: The WIB Executive Committee meets the first Monday of each month. It is recommended that the committee change their meeting date from the first Monday of each month to the second Monday of each month to allow more time for the publishing of agendas and associated papers to stay in compliance with the Brown Act.**

**ATTACHMENT(S): None.**

**TO: Workforce Investment Board  
Executive Committee**

**DATE: 3/10/03**

**FROM: Program Planning and Development  
Committee**



**For Action**



**For Information**



**For Discussion**

**SUBJECT: Worknet Employment Resource Center Certification Team Selection**

**PROPOSED MOTION(S): For Discussion and Possible Action.**

**DISCUSSION: The WIB chair directed that a Worknet Employment Resource Center Certification team be made of WIB members from the private sector. The team was to be made up of 4 members from the Quality Assurance committee, 2 members from the Program Planning and Development committee and 2 members from the Finance committee. Currently 4 members of the Quality Assurance committee and 1 member of the Program Planning and Development committee have volunteered.**

**ATTACHMENT(S): None.**

**TO: Workforce Investment Board (WIB)  
Executive Committee**

**DATE: 3/10/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Grant Application to the Department of Labor's Work Incentive Program**

**PROPOSED MOTION(S): Authorize the WIB Chair to sign the application and any other documents related to the grant, and direct WIB staff to submit the application.**

**DISCUSSION: The Department of Labor's Work Incentive Program is designed to enhance the employability, employment, and career advancement of people with disabilities through enhanced service delivery in One-Stop systems. Individual Workforce Investment Boards are eligible applicants under this program. The project being proposed will provide new software and other items to enhance the One-Stop experience for people with disabilities, and will provide for staff with disability expertise to be housed at the One-Stop.**

**ATTACHMENT(S): Executive Summary**

**Executive Summary**  
**Merced County Workforce Investment Board Proposal to**  
**The Work Incentive Grant Program**

The Department of Labor's Work Incentive Program is designed to enhance the employability, employment, and career advancement of people with disabilities through enhanced service delivery in One-Stop systems. Individual Workforce Investment Boards are eligible applicants under this program.

Under the proposed project, the Merced County WIB will seek approximately \$300,000 in funding to improve access to One-Stop services for people with disabilities. This will be accomplished through the acquisition of special software to make existing computer programs at the One-Stop more accessible. Funds will also be requested to pay for staff with expertise in disability issues to be housed at the One-Stop, and for a number of other improvements that will allow disabled customers to more fully participate in One-Stop activities.

The deadline for this opportunity is March 28, 2003 and the period of performance will be 24 months.

**TO: Workforce Investment Board  
Executive Committee**

**DATE: 3/10/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: The Department of Workforce Investment has applied for a  
Transportation Grant.**

**PROPOSED MOTION(S): For Information**

**DISCUSSION: The Merced County Department of Workforce Investment has  
applied for a grant from the Community Transportation Association of America  
(CTAA) to fund a demonstration project.**

**Project Summary:**

**Our proposed demonstration project will employ a transportation coordinator for  
12 months who will be housed at our One-Stop location. The coordinator will work  
directly with our One-Stop partner agencies to carry out the following activities: 1)  
Conduct an analysis of existing transportation resources and gaps in service for  
One-Stop partner agencies, 2) Consolidate the findings of two existing local studies  
regarding the transportation needs of Merced County residents and the  
transportation resources available throughout the County; 3) Work directly with  
One-Stop partners to help them implement the recommendations of the studies; 4)  
Conduct analysis and develop a plan for a “transportation resource center” to be  
created for the One-Stop; 5) Conduct analysis and develop a plan for a  
transportation program that will facilitate the participation of rural and  
disadvantaged youth in community activities; and 6) Work with existing  
Department of Workforce Investment staff to identify possible funding sources for  
transportation resource center and rural youth transportation program.**

**Total CTAA Funds Requested: \$50,000**

**Total Local Funds Proposed: \$15,000**

**Total Project Cost: \$65,000**

**ATTACHMENT(S): None.**

**TO: Workforce Investment Board  
Executive Committee**

**DATE: 3/10/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Limited Funds Policy Impact on Performance Measures for 2003-2004.**

**PROPOSED MOTION(S): For Information.**

**DISCUSSION: The Executive Committee approved the recommended local WIA Performance Measures on 2/3/03 concurring with the Quality Assurance Committee. After reviewing the performance from the previous year, they agreed that the goals were attainable. The WIB chair also expressed his desire to raise the bar on the measures, thus supporting continuous improvement.**

**On 2/12/03 the Merced County Department of WI was contacted to participate in a regional effort to re-negotiate performance levels at a rate 10% below the statewide levels. Merced County declined to participate with Kern, Inyo, Mono Counties Consortium, Tulare, Fresno, Kings and Madera.**

**The counties of Tulare and Stanislaus have developed a priority of services declaring that they have limited funds. This priority states that under program and 100% of the adults served are economically disadvantaged. When the Merced County WIB develops priorities based on limited funds, staff recommends they revisit regional negotiations for 2003-2004. The profile of an economically disadvantaged individual is one that generally has more barriers to employment, thus making it more difficult to reach the required standards.**

**ATTACHMENT(S): N/A**

**TO: Workforce Investment Board  
Executive Committee**

**DATE: 3/10/03**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Bill Strickland and the Manchester Craftsmen's Guild and Bidwell Training Center, Inc.**

**PROPOSED MOTION(S): For Information.**

**DISCUSSION: Bill Strickland spoke at the 2002 Workforce Policy and Leadership Conference held at the Monterey Marriott and Conference Center September 11-13. Mr. Strickland is the President and CEO of Manchester Craftsman's Guild and Bidwell Training Center, Inc., both founded in 1968 in Pittsburgh, Pennsylvania. These organizations prepare people for their futures through creative inquiry and production reflection through mentored relationships with artists, educators and counselors.**

**The Department of Workforce Investment is attempting to contact Mr. Strickland to see if he is available to come and speak to the Merced County Workforce Investment Board possibly in late spring or early summer 2003.**

**ATTACHMENT(S): None.**