

**Workforce Investment Board of Merced County  
Program Planning and Development Committee  
Dept of Workforce Investment – Large Conference Rm  
1880 W. Wardrobe Avenue, Merced, CA  
Thursday, March 23, 2006, 3:00–4:30 p.m.  
Meeting Agenda**



[www.co.merced.ca.us/wi/wib/wib.html](http://www.co.merced.ca.us/wi/wib/wib.html)

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1. Call to Order and Roll Call .....
  2. Approve Agenda .....
  3. Approve Minutes (November 30, 2005).....
  4. Public Opportunity to Speak .....
  5. Action Agenda .....
  - a. Limited Funds Policy ..... Dave Davis
  - b. Marketing Plan..... Alfredo Mendoza
  - c. Merced Plato Lab Contract ..... Dave Davis
  6. Information Agenda.....
  - a. Update on Robert Wood Johnson Foundations Grant..... Alfredo Mendoza
  7. Chair Comments .....
  8. Next Meeting Date/Time—April 27, 2006, 3:00-4:30 p.m., Department of Workforce Investment, 1880 W. Wardrobe Ave/Large Conference Room .....
  9. Adjourn .....

“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared, and thoroughly knowledgeable.”

**Workforce Investment Board  
Program Planning and Development Committee  
Dept of Workforce Investment – Large Conference Room  
1880 W. Wardrobe Ave, Merced, CA  
Wednesday, November 30, 2005, 3:00 – 4:30 P.M.  
Meeting Minutes**



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

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**Members Present:** Andrea Baker, Don Bergman, Sharon Cresswell, Phil Flores, Peter Fluetsch (Vice Chair), John Fowler, Carol Greenberg, Mike Sullivan (Chair)

**Members Absent:** Nicolas Benjamin, Ernie Flores, Scott Galbraith, Anne Newins, Al Romero  
Thomas Tsubota

**Others Present:** Dave Davis, Patricia Hinson, Sandy Lemas, Alfredo Mendoza, Joanne Presnell

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**1. Call to Order and Roll Call:** The Chair called the meeting to order at 3:12 p.m. Roll call was taken.

**2. Agenda:** It was *M/S/C Fluetsch/Bergman* to approve the agenda as published.

**3. Approve Minutes:** It was *M/S/C Bergman/Flores* to approve the August 25, 2005 minutes.

**4. Public Opportunity to Speak:** None

**5. Action Agenda:**

**a. Eligible Training Provider's List Policy:** It was *M/S/C/ Fowler/Bergman* to accept the revised Eligible Training Provider's List Policy, and forward to the Workforce Investment Board for approval.

**b. Supportive Services Policy:** It was *M/S/C Fluetsch/ Bergman* to accept the new Supportive Services Policy, and forward to the Workforce Investment Board for approval.

**6. Information/Discussion Agenda:**

**a. Frontline Workforce Development Grant Requirements:** Staff informed the committee about the first stage requirements needed to apply for the grant. The Chair asked staff to present a draft letter of intent at the next meeting.

**b. Medical Assistant Lattice Timelines:** Staff updated the committee regarding the timeline on the Medical Assistant Lattice . This grant is a regional project to conduct a study on medical assistants. There will be a medical assistants survey to be conducted between January–June 2006. This information will be given back to the four counties for their review. A final report is expected by January 2007. The Center of Public Policy Studies at California State University Stanislaus has submitted a proposal, and will meet with Department staff to further discuss the survey and negotiate a counter proposal.

**7. Chair Comments:** The chair requested the date for next meeting stay as planned until further notice.

Program Planning and Development Committee

November 30, 2005

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**8. Next Meeting Date/Time:** The next meeting is December 22, 2005, 3:00-4:30 p.m., Department of Workforce Investment, 1880 W. Wardrobe Ave, Large Conference Room.

**9. Adjourn:** The meeting adjourned at 3:40 p.m.

Minutes prepared by Patricia Hinson.

**TO: Program Planning & Development**

**DATE: 03/23/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Limited Funds Policy**

**PROPOSED MOTION (S): Revoke the Limited Funds Policy and forward to the WIB for approval.**

**DISCUSSION: On March 27, 2003, the Workforce Investment Board declared that Workforce Investment Act funding was “limited” and approved a Limited Funds Policy. The immediate result was to give preference to low-income individuals for the receipt of intensive and training services. When the policy was implemented, the WIB’s primary customer was the participant.**

**Since that time there has been a primary shift in that business is now the primary customer. Businesses deserve the “best” participant, not the best of the low-income participants.**

**The local workforce investment area has exceeded its enrollment goals every year since program inception. It is ahead of this year’s objectives. The major impact of the Limited Funds Policy has been to increase the workload of staff to ascertain low-income status. The numbers of low-income individuals have proven to be relatively small, therefore nonlow-income participants have been able to be served.**

**In summary, consideration should be given to revoking the Limited Funds Policy. It is inconsistent with the present WIB policy of business first. The process was implemented to ensure low-income individuals received training priorities, but funding has proven adequate to serve both low-income and nonlow-income participants. The extensive amount of time spent verifying income could be spent better serving clients.**

**ATTACHMENT (S): Limited Funds Policy**



**DEPARTMENT OF  
WORKFORCE INVESTMENT**

**Policy/Procedures  
For**

**Limited Funds**

**Policy:** In accordance with Section 134 (d)(4)(E) of the Workforce Investment Act of 1998, the local Workforce Investment Board (WIB) determined adult employment and training funds are limited, therefore priority for intensive and training services shall be given to low-income individuals and veterans. Exceptions under this policy include candidates in the Licensed Vocational Nursing, Registered Nursing, and basic Police Academy Training programs.

**Responsible Official:** Special Projects Manager

**Revised/Reviewed:** September 15, 2005

**Andrea T. Baker**  
*Director*

*Joanne Presnell*  
*Assistant Director*

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Equal Opportunity Employer

**TO: Program Planning & Development**

**DATE: 03/23/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Marketing Plan**

**PROPOSED MOTION (S): Approve the Marketing Plan and forward to the WIB for final approval.**

**DISCUSSION: On September 28, 2004, the Workforce Investment Board approved the WIB/Worknet Marketing Plan. The Marketing Plan has been modified to reflect the WIB/Worknet policy of Business First.**

**ATTACHMENT (S): Marketing Plan**

**Merced County Workforce Investment Board  
and Worknet One-Stop System  
Marketing Plan**

Revised  
*March 2006*

Merced, California

## **1. POSITION STATEMENT**

The Merced County Workforce Investment Board (WIB) was established in June of 2000 pursuant to the federal Workforce Investment Act of 1998. The WIB is the successor to the previous Private Industry Council (PIC). The staff “arm” to the WIB is the Department of Workforce Investment (Dept. of WI) established in 1982 with the Federal Job Training Partnership Act. For twenty years, the WIB and the predecessor PIC have overseen Dept. of WI delivery of job-training services in Merced County.

Dept. of WI is also contracted to be the “One Stop” operator for workforce services, coordinating with other workforce agencies through “Worknet” of Merced County.

The Workforce Investment Board is the policy-making body, while Worknet is the service delivery organization. Because the WIB establishes policy and contracts for services, this marketing plan covers both WIB and Worknet.

**Mission:** The WIB’s mission statement is:

“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared and thoroughly knowledgeable.”

**Products and Services:** The **Workforce Investment Board** does not directly offer services to outside clients. Rather, the WIB is the policy-setting body, which guides the workforce system in Merced County.

**Worknet** is the One-Stop service delivery system, coordinated by the Department of Workforce Investment as the One-Stop operator. Worknet (the One Stop system) offers services and information to businesses and individual jobseekers through a system of Worknet one-stop centers:

- Workshops on resume writing, job search, and interviewing techniques
- Career development information for any member of the public
- Assistance to economic development organizations in presenting and marketing resources to prospective employers
- Entrepreneurial development and follow-up services

**Services to Employers:** These are listed by the services that are used most by employers.

- **Recruitment, pre-screening, and referrals of job applicants.** The employer provides the job requirements and the candidates are pre-screened accordingly. The employer makes the decision on who is hired.
- **On-The-Job Training (subsidized).** The employer contracts with the WIB/One-Stop operator, interviews and selects the eligible client, prepares a training plan with staff for the client, and is reimbursed for a portion of the training expense. A cost savings can be realized by the employer due to reimbursements for the extraordinary costs of training.



- Customized training for businesses. A training plan is developed and implemented to assist an employer in providing skills and training to a group of employees.
- Tax Advantages. For the Merced-Atwater Enterprise Zone, the WIB/Dept. of WI serves employers by certifying ("vouchering") qualified employees for Enterprise Zone tax credits. The State EDD certifies individuals in target populations for the federal Work Opportunity Tax Credit and Welfare-to-Work Tax Credit.
- Consulting on personnel practices. This is provided at the request of employers.
- Labor market information. Vast amounts of local information to assist in making important business decisions are available.
- Testing job applicants. Applicants are tested for skills and qualifications specified by the employer.
- Space for interviewing. An interview room is provided for interviewing applicants. Video conferencing equipment is available for long distance interviewing.
- Rapid Response. Staff comes to the aid of an employer who is downsizing to provide options for the personnel who are being released such as employment retraining information.

Services to Job Seekers: Worknet provides services to eligible persons seeking employment and training.

- Recruitment, assessment, pre-screening and job referrals. Securing employment for clients evolves around these activities.
- Job Search workshops. Provides information on how to look for work, prepare for an interview, and keep a job once obtained.
- Labor Market Information. A valuable aid in determining a career choice.
- Resume assistance. Many employers require resumes along with the employment application and WIB/Dept. of WI provides training and coaching in this skill.
- Phone banks, computers, and resource library. Tools available for those looking for work.
- Career counseling. Assists individuals in determining their career alternatives.
- School based and Work based training, retraining. Necessary when a person needs to learn new job skills, update old ones, or is considering a career change.
- Basic Education and GED. Is available for those deficient in reading and/or math and do not have a high school diploma.
- Supportive Services. Information regarding available supportive services is provided.
- Eligible Training Provider List. A list of training providers who are determined eligible by the state to provide training funded by the Workforce Investment Act.

## 2. MARKET ANALYSIS

The market has been classified into four categories: Businesses, Job Seekers, Community and Political Leaders, and general awareness. Different methods are needed to reach the four different segments of the market

**1. Businesses:** The business market addressed by this plan falls into three areas:

- Existing Merced County employers that have been successful for job placement in the past. This is the primary market and is the most fruitful, with its base of repeat customers.
- Other existing businesses in Merced County. These are already here and are easily contacted; they may know WIB/Dept. of WI by word of mouth.
- Businesses outside Merced County, which may expand here. These are the most difficult to reach and it involves working with economic developers. Outside businesses may know or have experience with other WIA providers.

Services offered to businesses can be addressed to new employees or their existing employees.

The WIB needs to address this market in order to secure increased participation in the WIB from employers. Worknet needs to address this market in order to make sure Worknet services are known and used by employers.

**2. Job Seekers:** Job seekers may include any person who is seeking new or better employment, not only the unemployed or economically disadvantaged. In addition, youth are a specific identifiable segment of the broader market of job-seekers.

Worknet has a critical need to address job seekers in order to inform them of Worknet program services, and to build general awareness of Worknet. The WIB has a lesser need to address job seekers in order to assure that they know WIB/Worknet services are open to all.

**3. Political and Community Leaders:** These leaders may include: legislators (state, federal, and local), members of various community boards, business leaders, agricultural leaders, educators, and economic developers.

The WIB needs to address these leaders in order to obtain their participation, support and cooperation for the WIB. Worknet needs to address these leaders in order to ensure that community leaders are aware of Worknet program services and results, and are able to address constituents.

**4. General Awareness:** Although not a critical need, the general public needs to be addressed as part of the marketing program. Creation of a general awareness of the WIB and Worknet will help address job seekers, and will support efforts with political and community leaders.

### **3. GOALS OF THE MARKETING PLAN**

#### **Mission and Goals**

In general, the marketing mission is to:

- present the Workforce Investment Board (WIB) as the policy maker, influencer, facilitator, and change agent for workforce development in Merced County, and
- present Worknet as the service provider carrying out workforce development activities.

An active marketing program will make the WIB more politically effective and help develop useful relationships. Active marketing of Worknet allows customers to know about services in order to take advantage of them. In addition, employers can benefit from using services and both can save money.

Specifically, the marketing campaign should:

- Create a positive name recognition for the WIB, one that is well known and respected.
- Clarify/amplify image with employers, to make employers aware of the services offered and how they would benefit from using them.
- Assume a position of preeminence for contact in job training by being the first point of contact by both employers seeking qualified employees and job seekers desiring job training and employment opportunities.
- Increase visibility among the economically disadvantaged/dislocated worker clientele, so that those in need of services will know what the services are and how to access them.

#### **The Message: Desired Image for the WIB and Worknet**

WIB attributes which will be stressed as the message in the marketing campaign:

- The WIB is a private-public team
- The WIB represents experienced leadership
- The WIB makes a difference
- The WIB is local business driven, and voluntary
- The WIB is authoritative, yet user-friendly
- The WIB is dedicated, professional, competent
- The WIB establishes community standards for workforce development
- The WIB serves needs of employers and job seekers
- The WIB generates new resources for Merced County
- The WIB directs the services network

Worknet attributes which will be stressed as the marketing message:

- Worknet is helpful, easy, simple and user friendly
- Worknet is 'the place to go', with three convenient locations
- Worknet is one stop for all your needs
- Worknet is for everyone, not just special populations
- Worknet is professional and reliable
- Worknet is low cost
- Worknet offers business services, like on-the-job training
- Worknet has community resources

#### 4. MARKETING STRATEGY

##### Media Choice

“Media” includes any method by which the message can be delivered, ranging from casual personal contact to broadcast media such as radio and television. All forms of media were considered in developing the choices recommended in this plan. Of particular importance is considering the degree to which a message can be targeted to a particular audience, and the cost of the media.

The following page illustrates the degree of targeting and cost of the various media choices available. Specific media choice is listed below by target markets, which were identified earlier in this Plan. The choices are further identified as to their relevance for the WIB or Worknet.

##### Effective Choices for Communicating with the Employer Market

###### **About the WIB**

Direct mail/e-mail  
 Personal contact  
 Presentations (PowerPoint)
 

- Employer Advisory Council
- Enterprise Zone workshops
- ETP orientations
- Business and civic groups

 Radio public service announcements  
 Brochures  
 Personal contact by business services representatives

###### **About Worknet**

Personal contact by business services representatives  
 Message: personal representatives  
 Piggyback on events such as Job Fairs  
 Networking

##### Effective Choices for Communicating with the Market of Job Seekers

###### **About the WIB**

No specific activities targeted; will simply benefit from the overflow of activities targeted to other audiences

###### **About Worknet**

Mall kiosk  
 Billboards  
 Building signage  
 How can Job Fair be improved?  
 Media placement – personal profiles  
 Radio  
 EDD profiling and target mail  
 Maybe cable TV  
 Videos

**Effective Choices for Communicating with Political and Community Leaders****About the WIB**

Personal contact  
E-mail – Newsletter (Combine Worknet with WIB information)  
Direct mail – Consistent, repetitious  
Brochure  
Website – cross-market and mention in other publications, links from other sites (i.e., Chamber, Merced Net, California Chambers, MCAG, City, etc.)  
Piggyback events  
Invite legislators to receive awards  
Invite legislators to present awards  
Invite legislators to visit/tour Worknet

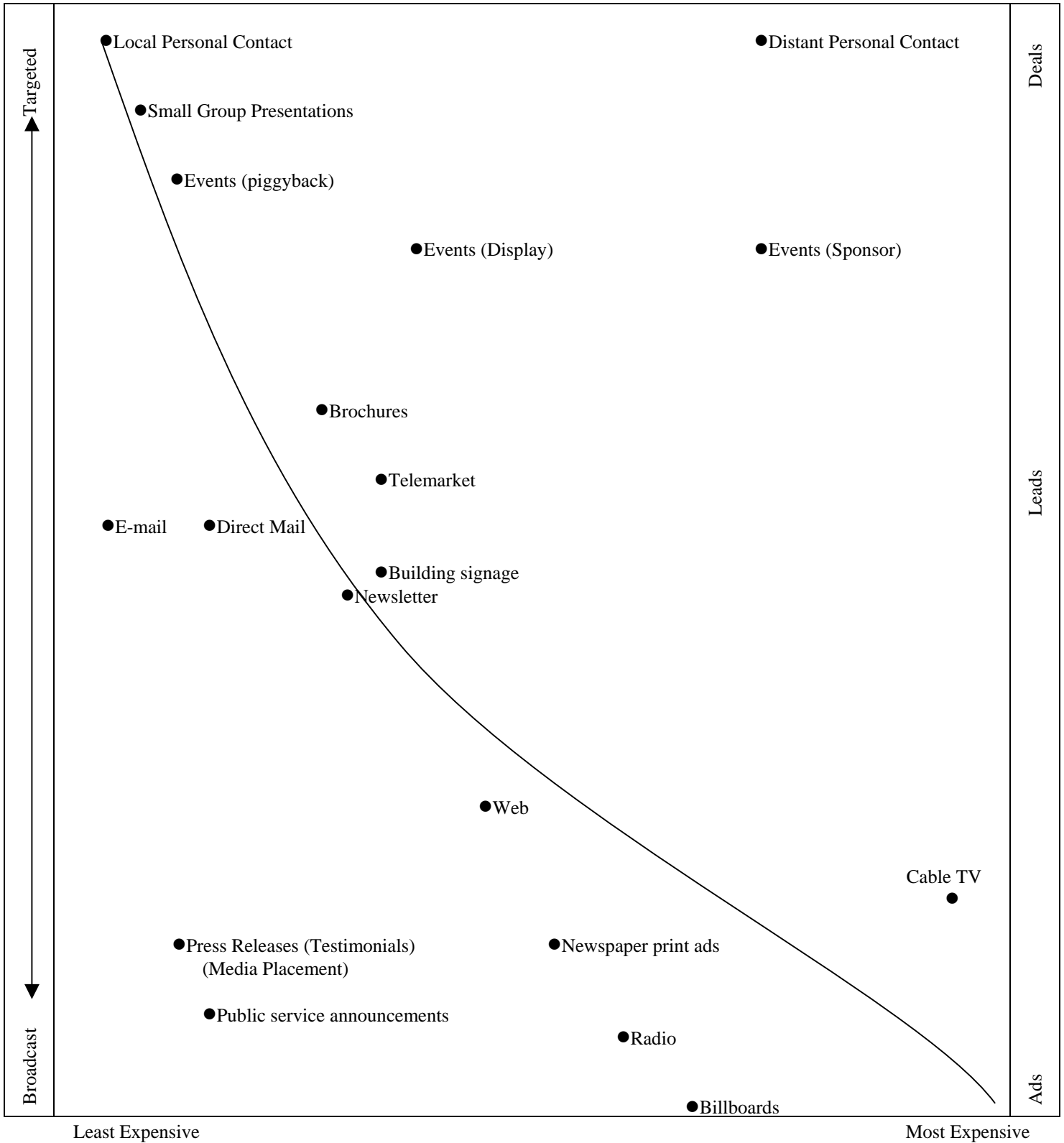
**About Worknet**

This will primarily be “overflow” from other activities targeted to other markets. However, overview information and testimonials expressed in brochures will be particularly helpful.

As appropriate, all marketing and advertising on behalf of the Workforce Investment Act and Worknet will include the Workforce Investment Board name and logo.

The Worknet Customer Satisfaction Survey is currently the mechanism used to measure customer satisfaction and customer awareness of the Worknet One-Stop system and is also the tool used as the method to evaluate marketing effectiveness. The responses are compiled and entered into the Case Management System and a monthly Participant Data Report is generated and reviewed by staff, the Worknet Leadership Team and WIB committees. As appropriate and viable, decisions regarding marketing strategies are considered and implemented. An annual face-to-face employer survey is also used to evaluate customer satisfaction and customer awareness of the Department’s business services.

MEDIA EXPOSURE TO COST CURVE



Non-Staff Budget Needs

*“Merced County’s Workforce Investment System will keep pace with new growth, the emerging economy, and the ever-changing needs of the employers by creating a better educated, highly skilled workforce, that’s capable, prepared, and thoroughly knowledgeable.”*

**TO: Program Planning & Development**

**DATE: 03/23/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Merced PLATO Lab Contract**

**PROPOSED MOTION (S): Approve contract with Merced Adult School to provide PLATO basic skills instruction at the Merced Worknet Employment Resource Center.**

**DISCUSSION: As a result of a Request for Proposal (RFP), Merced Adult School was awarded a contract to provide PLATO services for three (3) hours per day, 5 days a week at the Merced Worknet Employment Resource Center. The present contract will run from July 1, 2005 through June 30, 2006 at a total contract cost not to exceed \$25,185.**

**The RFP allows for two contract extensions. The contract is being renewed for the period July 1, 2006 through June 30, 2007 at a cost not to exceed \$25,984.**

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

**TO: Program Planning & Development**

**DATE: 03/23/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Robert Wood Johnson Foundation Grant Update**

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

**DISCUSSION: On February 21, 2006, Merced College, Golden Valley Health Centers and WIB staff met to discuss details regarding the RWJF grant. An overview of the grant was given to the group and possible components to the work-based curriculum will include:**

- **Medical Terminology in Spanish**
- **Creating a “tiered” Medical Assistant” program**
- **Special Skills-**
  - **Pediatric (immunizations)**
  - **Diabetes / Asthma Education.**

**The grant details will be available at the end of March and we will meet as soon as possible once this information is available.**

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