

**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 MembersChair
 - VI. 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 Alderete..... Executive Committee
 - h. *Nomination to the WIB – Doug Kirkpatrick Executive Committee
 - i. *Nomination to the WIB – Thomas Tsubota..... Executive Committee
 - VII. Action Agenda
 - a. Merced County Economic Development Strategic Plan(S. Galbraith)
 (discussion with possible action)
 - b. Child Care Initiative..... Program Planning & Development (M. Boardman)
 - c. Limited Funds Declaration Finance (M. Smith)
 - d. Limited Funds Policy..... Program Planning & Development (M. Boardman)
 - VIII. Value Added Presentation- Study by CSUS for 2001-2002..... (15 min) Dr. Kelvin Jasek-Rysdahl
 - IX. Workforce Academies and Roundtables Presentation.... (10 min) Don Bergman and Scott Galbraith
 - X. Marketing Survey Presentation..... (5 min) Elaine Craig
 - XI. Information Agenda -
 - a. Jobs for Veterans Act..... Program Planning & Development (M. Boardman)
 - b. Updated Purpose Program Planning & Development (M. Boardman)

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

- c. CWA Regional One-Stop Community Patric Farrar
 - d. California WIA –50 Stories Elaine Craig
 - e. Fiscal/Participant Reports Jackie Walther-Parnell
 - 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
- XII. Committee Reports – (*committee reports available - 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.....
- XIII. Director’s Comments(5 min)
- XIV. Chair Comments/Round Table/Future Agenda Items.....(5 min)
- XV. Other(5 min)
- XVI. Next Meeting May 22, 2003
- XVII. Adjourn

**Workforce Investment Board
Merced County Board of Realtors
635 W. Main Street
January 23, 2003, 3:00 – 5:00 p.m.
Meeting Minutes**



Members Present:

Lee Andersen	Andrea Baker	Don Bergman
Bob Bittner	Mike Boardman	George Brown
Sharon Cresswell	Kathleen Crookham	Harry Dull
Ernie Flores	John Fowler	Brian Griffin
Charlie Lambert	Nellie McGarry	Ned Miller
Albert Montejano	Anne Newins	Rick Osorio
Alfonse Peterson	Carole Roberds	Al Romero
Mike Smith	Mike Sullivan	Helen Sullivan
Steve Tinetti		

Members Absent:

Susan Armstrong	Richard Becker	Nicolas Benjamin
Bill Cahill	Ben Duran	Peter Fluetsch
Scott Galbraith	Carol Greenberg	Robert Harmon
John Headding	Leo Lamb	Gisela Malone
Robert McLaughlin	Ana Pagan	

Others Present:

Michelle Allison	Dave Davis	Gary Derr
Martin Gomez-Benetiz	Eddie Harding	Donna Ornelas
Joanne Presnell	Chuck Purcell	Jacquee Yansco

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- I. Call to Order/Roll Call - The meeting was called to order by the Chair, Rick Osorio. Roll call taken by Donna Ornelas.
 - II. Approval of Agenda – It was M/S/C McGarry/Crookham to approve the agenda is written.
 - III. Approval of Minutes – It was M/S/C Fowler/Crookham to approve the minutes of 9/26/02.
 - IV. Public Opportunity to Speak - None
 - V. Introduction of Staff – Ed McLaughlin introduced Program Manager – WorkNet One-Stop, Michelle Allison, Jacquee Yansco, Receptionist, and Martin Gomez-Benetiz, Employment & Training Specialist.
 - VI. Consent Agenda (Ratification of Executive Committee Action) – It was M/S/C Tinnetti/McGarry to approve the consent agenda
 - a. Amendment to CVOC MOU
 - b. Amendment to MCCA MOU
 - c. One-Stop Certification Process
 - d. Expansion of JCG Youth Contract
 - VII. Action Agenda
 - a. Youth Council Resolution – Nellie gave an overview of the resolution It was M/S/C McGarry/Tinnetti to approve the recommendation to formally embrace the State Youth Council’s recommendation of “All Youth – One System” as the preferred youth service delivery system for the Merced County Youth Council.

- VIII. Career/Education Presentation – Lee Andersen and Evelyn Eagleton gave a presentation on the Career Education programs in Merced County. The three areas discussed were Regional Occupation Program, School-to-Career Partnership, & WIA Younger Youth Programs. The Board was briefed on the numbers of enrollments in ROP classes for the year 2002/2003. It was noted that approximately 85% of ROP students complete with a “C” or higher. Ms. Eagleton spoke on the WIA Younger Youth Program. She noted the broad spectrum of participants served.
- IX. Information Agenda -
- a. Training Opportunities for WIB Members
 - b. Benchmarking/Secret Shopper
 - c. Redesignation of LWIA
 - d. Recertification of WIB
 - e. Annual Performance Measures
 - f. CalWorks Update
 - g. Committee Structure
 - h. Youth Employability Card - Elaine Craig provided an update on the status of the Youth Employability Card. Ms. Craig noted that six county high schools issued card in October 2002. As of December there were 54 cards issued. There has been a heightened interested and it is anticipated the success will continue. She also noted the importance for the Board members to continue working with businesses in promoting the program. Ms. Craig shared two of the commercials currently being aired on local television. She noted thanks to the Merced County Chamber of Commerce for the assistance with getting the commercials funded.
 - i. Quarterly Reports
 - j. LMI Updates
 - k. Director’s Notes - Andrea Baker gave an update on the budget. Andrea reported that the WIB was nominated for the Theodore E. Small award for its role in the Registered Nurse Expansion efforts. The award is recognition from NAWB for collaboration efforts. Additionally, Ms. Baker reported the One-Stop is offering assistance to customers to prepare earned income tax credits. Merced was accepted as a mentor organization for CWA WIB Learning Network. The application was submitted to California Workforce Boards as part of a statewide initiative funded by the Irvine Foundation.
- X. Committee Reports – (*committee reports available - www.co.merced.ca.us/wi/wib/wib.html or faxed upon request*)
- a. Finance – Quorum not met.
 - b. Program Planning and Development – Mike Boardman noted the committee has not met, but will be meeting.
 - c. Quality Assurance – The first meeting will be held next Friday.
 - d. Youth Council – Nellie provided copies of the Youth Council minutes along with information from the State Youth Council. The information provided an update of the Council’s activities. Ms. McGarry noted that both providers of the Older and Younger Youth Programs reported positive outcomes. She noted there is currently 877 active Younger Youth. There are 164 participants enrolled in the Older Youth program.
- XI. Director’s Comments – See above (*Director’s Notes*)

- XII. Chair Comments/Round Table/Future Agenda Items – The Chair noted the training opportunities available to WIB members. Additionally, the Chair pointed out the committee assignments. He noted that the committee assignment is flexible if a member wishes to move. Lastly, Mr. Osorio commented on the success of the Youth Employability Card.
- XIII. Other – John Fowler reported the MCEDCO will be holding an annual luncheon January 30, 2003. MCEDCO will be unveiling the economic development plan and a detailed checklist on how to achieve the goals. Mr. Fowler encouraged attendance at the luncheon. The Chair recommended that the WIB review the plan.
- Mr. Smith asked members to email their congressman in opposition of block grants.
- XIV. Next Meeting - March 27, 2003, location TBA
- XV. Adjourn – Meeting adjourned 4:35 p.m.

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Workforce Investment Board
Executive Committee**

- For Action**
- For Information**
- Meeting Notes**

SUBJECT: WIB Assessment

PROPOSED MOTION(S): To ratify the Executive Committee's decision to conduct a WIB assessment which will include a consultant who will provide a more indepth analysis by interviewing WIB members.

DISCUSSION: In order to improve WIB and staff performance, the Quality Assurance Committee will develop survey questions, compile results and have a consultant interview WIB members to determine how the WIB is performing and decide where the WIB should direct its future efforts and identify areas for improvement.

Barbara Shaw is the consultant selected and the cost is \$7300 with the Employment and Training Network paying for \$700 of the fee. The cost to the WIB will be \$6600.

ATTACHMENT(S): Barbara Shaw proposal.

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Workforce Investment Board
Executive Committee**



For Action



For Information



Meeting Notes

SUBJECT: WIA Performance Measures for 2002/2003

PROPOSED MOTION(S): To accept the currently agreed upon levels for 2002/2003 WIA Performance Measures

DISCUSSION: The Quality Assurance Committee has approved the currently agreed upon levels for 2002/2003 and recommends the levels be accepted.

Merced County Local Workforce Investment Area has received the agreed upon WIA performance levels for 2002/2003. The levels are increased from 2001/2002 and reflect the goal of continually improving performance. The levels are increased and the goals appear reasonable and achievable.

ATTACHMENT(S): WIA Actual Performance Levels for 2001/2002 and agreed upon performance levels for 2002/2003.

**Older Youth Credentialing/Diploma Rates
Corrective Action Plan.**

TO: Workforce Investment Board

DATE: 03/27/03

**FROM: Workforce Investment Board
Executive Committee**

For Action

For Information

Meeting Notes

SUBJECT: WIB Marketing Plan

PROPOSED MOTION(S): To ratify the language approved by the WIB Executive Committee.

DISCUSSION: The Program Planning and Development Committee approved the following language to be added to the WIB Marketing Plan: "As appropriate, all marketing and advertising on behalf of the Workforce Investment Act and WorkNet will include the Workforce Investment Board name and logo."

ATTACHMENT(S): N/A

TO: Workforce Investment Board

DATE: 03/27/03

FROM: Program Planning & Development Committee

For Action

For Information

For Discussion

SUBJECT: Memorandum of Understanding (MOU) Between WIB and Merced College

PROPOSED MOTION(S): Approve Amendment #2 to the MOU between the WIB and Merced College.

DISCUSSION: An MOU was developed in February 2000 between the WIB and Merced College to describe their participation in the operation of the local One Stop delivery system. In September 2001, the MOU was amended to include a resource and cost sharing agreement to reflect the Worknet Partner's (Merced College) cost through in-kind contributions.

The MOU now needs further amending to reflect the recent Governor's budget cuts in the Community College system. Merced College staff have had to be reassigned to new positions without the ability to backfill vacated positions. Because of a staff shortage, the level of service provided by Merced College to the Worknet ERC Merced facility needs to be reduced. The minimum amount of time Merced College personnel must be physically present at Worknet will be reduced from 10 hours per week to 3.5 hours per month. The total in-kind cost of the College's supporting staff will drop from \$26,940 per year to \$8,887.

ATTACHMENT(S): Amendment will be available at the meeting

TO: Workforce Investment Board

DATE: 03/27/03

FROM: Youth Council

For Action

For Information

Meeting Notes

SUBJECT: Youth Council Marketing Plan

PROPOSED MOTION(S): That the WIB ratify the attached Youth Council Marketing Plan.

DISCUSSION: The Youth Council, in collaboration with the WIB Marketing & Partnerships Committee has developed a Youth Council Marketing Plan. Key elements of the plan include use of the Youth Resource Directory, the Youth Web Site, Public Service Announcements in the media, and peer-to-peer communication. The plan includes time lines for implementation.

ATTACHMENT(S): Marketing Plan.

YOUTH COUNCIL MARKETING PLAN

February 19, 2003

I. Positioning Statement

The Merced County Workforce Investment Board (WIB) and the Youth Council were established in June 1999 by the Workforce Investment Act of 1998. The Youth Council is a subcommittee of the WIB and functions to provide expertise in youth policy and to assist the local Board in the following: (a) developing and recommending local youth employment and training policy and practice; (b) broadening the youth employment and training focus in the community to incorporate a youth development perspective; (c) establishing linkages with other organizations serving youth in the local area; and, (d) taking into account a range of issues that can have an impact on the success of youth in the labor market.

This marketing plan is for the Merced County Youth Council. It will be renewed on a yearly basis.

Youth Council Mission Statement: “Build a community-wide consensus that promotes an integrated youth delivery system that ensures needed support to all youth.”

Services: The Youth Council does not directly offer services to youth. Rather, the Youth Council recommends youth policies to the Workforce Investment Board, and, through the WIB, conducts oversight of local youth programs operated under the Workforce Investment Act.

The Youth Council, in coordination with the WIB, presently provides services,

information and training to individual clients through contracted services with the Merced County Office of Education and Jobs for California Graduates, Merced Inc. programs.

Services include, but are not limited to, youth development emphasizing the meeting of immediate needs and the building of competencies for adulthood. In general, the youth development approach focuses on strengths, communicates high expectations, provides leadership opportunities, encourages a sense of personal identity, broadens a young person's perspective, provides safe surroundings, and connects youth with caring adults. Follow-up, a crucial youth development principle to support and guide youth through the challenges of entering and succeeding in employment, completes the process.

The Youth Council's WIA programs provide these options to be available to youth

participants:

1. Tutoring, study skills training, instruction leading to completion of secondary school , including dropout prevention strategies;
2. Alternate secondary school offerings;
3. Summer employment opportunities directly linked to academic and occupational learning;
4. Paid and unpaid work experiences, including internships and job shadowing;
5. Occupational skills training;
6. Leadership development opportunities which include community service and peer-centered activities encouraging responsibility and other positive social behaviors
7. Supportive Services
8. Adult mentoring for a duration of at least twelve (12) months, that may occur both during and after program participation.
9. Follow up services
10. Comprehensive guidance and counseling, including drug and alcohol abuse counseling, as well as referrals to counseling, as appropriate to the needs of the individual youth.

II. MARKET ANALYSIS

The market has been classified into four categories: Youth, Business, Community Leaders and General Awareness. Different methods are needed to reach and communicate to these four segments of the market.

Youth: This critical segment is the largest market and possibly the hardest to reach. The Youth Council has chosen to serve all youth within Merced County – from cradle until young adulthood. This plan will target youth who are old enough to be in school, and/or, in the workforce.

The Youth Council should market the WIA programs to accomplish youth recognition and involvement. Additionally, the Council's Youth Resource Directory, the new Quick Reference Card, and the Youth Website should be highlighted to youth. Youth involvement in the presentation of these products should be sought through an affiliation with the MCOE ROP Steering Group.

Business: The business segment addressed by this plan includes existing Merced County employers who have employed or anticipate employing youth.

Services offered to businesses can be addressed to all employers through a coordinated approach partnered by the Youth Council, MCOE, JCG and their subcontractors. Summer work experience programs, job shadowing programs and the Youth Employability Card should be marketed..

Community Leaders: These leaders should include the County Board of Supervisors, city councils, school superintendents and principals, youth related community organizations, service clubs, church officials, business leaders, and state elected officials. The Youth Council must influence these leaders to promote program awareness and to recognize youth service deficiencies and fix them.

General Awareness: This marketing segment is the greatest challenge. To create within the community a general awareness of the Youth Council and its programs is a daunting task. Having the Youth Council participate in newsworthy youth programs should provide positive media coverage. The Youth Website should also be used to promote general awareness, especially through peer-to-peer marketing.

III. MARKETING PLAN GOALS and OBJECTIVES

Goals: The goals of this marketing plan are to present the Youth Council as the leader and facilitator of youth programs within Merced County, and, to present useful tools for the community members to enhance the quality of life for the youth of Merced County.

Goals: The marketing plan and campaign will:

- Create a positive name for the Youth Council and its providers
- Improve the image of the Youth Council and its providers to make the services provided more visible and accessible

- Assist in becoming the first point of contact for youth in need of all services available
- Create a recognition and use of youth resources within the County

IV. MARKETING STRATEGY

Media: Media includes any method by which a message can be delivered, ranging from personal contact to the broadcast media. Due to funding constraints, the media of choice will be limited to:

- Personal Contacts (Peer-to-Peer marketing)
- Presentations (BOS, City Councils, Youth organizations, Educators, Students)
- Radio Public Service Announcements
- Brochures
- Posters
- Youth Resource Directory
- YOP Summer Year Book

V. MARKETING COSTS

Posters, Flyers and Brochures	\$2,000 (Tied to WIB Advertising)	
PSA, Radio	(Time & Effort)	
Web Site	\$5,000 + \$2,500 a year upkeep	(June 1, 2003)
Youth Resource Directory	\$2,000	(April 2003)
YOP Summer Year Book	\$2,000	(August 2003)

TO: Workforce Investment Board

DATE: 03/27/03

**FROM: Workforce Investment Board
Executive Committee**

- For Action**
- For Information**
- Meeting Notes**

SUBJECT: Application for Youth Council Membership

PROPOSED MOTION(S): Ratify the WIB Executive Committee's decision to approve the Youth Council's recommendation for Youth Council membership for Ms. Ana Andrade, Membership Director – Youth Development, Girl Scouts Muir Trail Council, and forward same to the Board of Supervisors for approval.

DISCUSSION: During its January 8, 2003 meeting, the Youth Council approved the application for membership on the Youth Council from Ms. Ana Andrade, Membership Director- Youth Development for the Girl Scouts Muir Trail Council, Merced, CA. Ms. Andrade has been involved as an advocate for youth with many organizations. She is involved with her church, the Merced Hispanic Chamber of Commerce, Mujeres Latinas of Stanislaus, the Hutton House Crisis Center, and the Cal State Stanislaus Program Board. Additionally, she has served as a mentor for 6th graders and worked with severely emotionally disturbed children.

Ms. Andrade has attended several Youth Council meetings. It is felt that she is potentially an important member of the Youth Council. The Youth Council has limited the number of adult members to 31. Ms. Andrade's membership will bring the Youth Council to 30 adult members.

ATTACHMENT(S): Application for membership will be available at the meeting

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Workforce Investment Board
Executive Committee**

For Action

For Information

For Discussion

SUBJECT: Nomination to the Workforce Investment Board

PROPOSED MOTION(S): Ratify the Executive Committee's decision to recommend Paul Alderete's application to the Board of Supervisors for appointment to the Workforce Investment Board.

DISCUSSION: Paul Alderete was nominated by Dr. Lee Andersen for membership on the WIB as an additional Education Sector representative. This is in response to the WIB goal of increasing its K-12 Education Sector membership. Mr. Alderete is the Superintendent of Los Banos Unified School District.

ATTACHMENT(S): Paul Alderete Nomination and Application will be made available at the meeting.

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Workforce Investment Board
Executive Committee**

For Action

For Information

For Discussion

SUBJECT: Nomination to the Workforce Investment Board

PROPOSED MOTION(S): Ratify the Executive Committee's decision to recommend Doug Kirkpatrick'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.

Doug Kirkpatrick was nominated by Jan Ennenga of the Manufacturers Council of the Central Valley for membership on the WIB as a Private Business Sector representative. Mr. Kirkpatrick is a Consultant/Executive Coach at the Morning Star Company. His approval as a WIB member will bring the WIB into compliance with the WIA requirement that the WIB contain a majority of its members from the Private Business Sector.

ATTACHMENT(S): Doug Kirkpatrick Nomination and Application will be made available at the meeting.

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Workforce Investment Board
Executive Committee**

For Action

For Information

For Discussion

SUBJECT: Nomination to the Workforce Investment Board

PROPOSED MOTION(S): Ratify the Executive Committee's decision to 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 will be made available at the meeting.

TO: Workforce Investment Board

DATE: 03/27/03

**FROM: Program Planning and Development
Committee**



For Action



For Information



For Discussion

**SUBJECT: WIB Policy Statement accepting the Merced County Economic
Development Strategic Plan.**

**PROPOSED MOTION(S): That the Workforce Investment Board (WIB) accepts
the Merced County Economic Development Strategic Plan as it relates to developing
the workforce investment system. The WIB will use the plan as a resource to align
its approved policies and goals for collaboration with Education, Employment
Systems and Economic Development.**

**DISCUSSION: At the Program Planning and Development Committee Meeting on
March 10, 2003, there was a general discussion about the Merced County Economic
Development Strategic Plan. Four of the 7 Executive Summaries were available for
review. Staff was directed to develop a policy statement in support of the plan.**

**ATTACHMENT(S): Summary of the Merced County Economic Development
Strategic Plan provided by MCEDCO.**

Merced County Economic Development Strategic Plan

Background

The Economic Development Strategic Planning Process was a collaborative effort of the County of Merced, cities of Livingston, Atwater, Los Banos, Merced and the Merced County Economic Development Corporation (MCEDCO). The study was funded by Jobs-Housing Balance grants from the State of California, and completed by a multi-disciplinary team headed by Chabin Concepts Inc.

The strategic planning process commenced in July 2002. Each city, and the County, formed an Economic Development Strategic Planning Task Force to work with the project consultants to plan and prepare an Economic Development Strategic Plan.

The county-wide Task Force was comprised of the MCEDCO Executive Board, which reflected public and private sector representatives from a broad range of economic sectors. The project Steering Committee included economic development staff from the County and cities, in addition to representatives from education and workforce development. MCEDCO

The Task Force met in two visioning sessions to identify needs and issues and a third visioning session to finalize strategic actions. Individual city task forces followed a similar schedule of meetings. The Task Force identified community values and principles (Attachment 1) to help define the County.

In conjunction with the local visioning sessions the consultants conducted a business climate assessment to identify business development opportunities and constraints. Local businesses were interviewed in addition to site location and real estate professionals outside of the County. The assessment culminated with a list of strengths and weaknesses of the County (Attachment 2).

The study consultant also conducted a series of interviews with Merced County agencies, organizations and service providers. Research of initiatives in other communities and statistical analysis of trends and demographics provided the consultant with a basis for the final report.

Combining the aforementioned material and findings, the consultant and Task Force created the proposed strategic action plan, "Merced County, People, Place, Prosperity—Positioning for Global Competitiveness". The study represents and celebrates the values (people and place) that will achieve the goal of economic prosperity for the entire regional community.

Summary

This strategic action plan report provides an overview of the planning process, results of visioning sessions held with the countywide Task Force and the recommended actions to achieve economic prosperity in Merced County. The strategic planning process included an examination of the cities and County to determine Merced County's advantages and competitiveness for creating a vibrant economy.

In addition to the vision and values statement (refer attachment), the final draft report includes an assessment of Merced County strengths and weaknesses. Further, seven documents accompany and support the strategic plan: Business Climate Assessment, Education Assessment, Workforce Assessment, Technology Infrastructure Assessment, Knowledge Economy Assessment, Organizational Assessment and Customer, Competition and Positioning Assessment.

The primary goals espoused in the strategic plan include:

- Create and sustain economic prosperity through collaborative partnerships.
- Create a business climate in which existing businesses are globally competitive and knowledge-driven businesses can be attracted and supported.
- Expand the County's number of skilled workers to meet the needs of existing businesses and prepare workers for the higher skill requirements of knowledge-driven industries.

Merced County Economic Development Strategic Plan

- Partner with schools to place a high priority on preparing students for educational and job achievement — science, math, technology, critical thinking, teamwork as well as learning the relevancy between school achievement and future opportunities.
- Plan and develop business parks and buildings for existing and new business to locate and expand.

To achieve these goals, the strategy recommends over sixty objectives to advance the strategic plan. Each objective notes lead responsibility and recommended collaboration to fulfill the task.

Seven strategic initiatives are also recommended to achieve the economic prosperity vision and goals for the County. The success of these strategic initiatives requires the commitment of public-private leadership and resources.

1. Adopt the Vision for Economic Prosperity and the Strategic Plan, Merced County, “*People, Place, Prosperity — Positioning for Global Competitiveness*” — the Vision and strategic plan should be adopted by stakeholder organizations, agencies and institutions as the County’s five year Economic Development Plan.
2. Create a Collaborative Partner Network — education, workforce, economic development, cities and County working together to leverage resources, achieve efficiencies, focus services, implement the strategic plan and accomplish common goals.
3. Create an Education Achievement Agenda — change the education paradigm in Merced County.
4. Create a Productive Workforce — address worker skills gaps, create training, learning and educational solutions to fill the skills gaps, provide a well prepared workforce to local employers, and deliver quality workforce development services to job seekers and employers in Merced County.
5. Create Quality Business Location Products and Services — existing and new business will require fully developed business parks, high-speed telecommunications, and a streamlined regulatory system to facilitate expansions and locations.
6. Position Merced County for Global Competition — facilitate and assist existing, emerging and new businesses to create jobs and invest in Merced County.
7. Create a Vibrant and Safe Quality of Place — promote economic and environmental health and prosperity through thoughtful planning and development that integrates housing, jobs, transportation and telecommunications.

Requested Actions

It is both recognized and acknowledged that the Merced County Workforce Investment Board, and Department of Workforce Investment are actively engaged in achieving several of the initiatives, goals and objectives. Formalizing the relationship is requested to facilitate allocation of resources within approved programs to realize the study goals.

- A. That the Merced County Workforce Investment Board adopt the Vision for Economic Prosperity and the Strategic Plan, Merced County, “*People, Place, Prosperity — Positioning for Global Competitiveness*” report as the foundation for program development and implementation.
- B. That the Merced County Workforce Investment Board approve and direct staff to participate in collaborative regional economic development activities emanating from the approved strategy.

Merced County Economic Development Strategic Plan

ATTACHMENT 1

Merced County Vision

“Merced County has committed public-private leadership who are catalysts for positive change in the creation of a strong diverse regional economy, globally competitive businesses, quality jobs, social equity for citizens, and excellence in education and life long learning; and,

We celebrate the County’s rich diversity of people, vibrant urban centers, healthy, safe neighborhoods, spectacular recreational resources while maintaining our rural character and beauty.”

Merced County Values

- We are dedicated to planning our future from a comprehensive perspective...integrating land use planning with planning for other community needs (transportation, housing, economic development, environmental quality, etc.) that creates enduring value, beauty and livability and protects the natural environment.
- Our decisions will be influenced by our commitment to increase economic productivity that broadens prosperity to all residents.
- An understanding that some regional decisions and choices have local impacts (transportation, air quality, water quality, etc.), and we will collaborate with local partners to address these issues.
- We will enhance the beauty, value and connectedness of the County through support for downtown revitalization and other “sense of place” characteristics that add value and help to define our communities.
- We will collaborate with others for the maximum benefit of those we serve, taking pride in building relationships and alliances with stakeholders and the public, valuing their contributions. We recognize the important synergies gained by effective teamwork and encourage open communications.
- We will work to maximize community value by encouraging and implementing integrated opportunities for leveraging resources and linking citizens and businesses to resources that will create economic prosperity.

Merced County Economic Development Strategic Plan

ATTACHMENT 2

Strengths and Weaknesses

I. Vision and Strategic Planning Strengths and Weaknesses:

- **Strength:** The County has dedicated economic development staff that work with a coordinated network of economic development agencies to attract, retain, and grow new business.
- **Weakness:** The County doesn't have an adopted economic development vision and strategy.
- **Weakness:** The County and the cities do not enjoy a good working relationship that would allow them to collaborate to resolve challenges and capitalize on opportunities.
- **Weakness:** There isn't strong leadership (via businesses, chambers of commerce, community-based groups) in economic and community development.
- **Weakness:** There isn't consensus on growth in the County. There is a need to define the differences between economic and population growth.

II. Regional Strengths and Weaknesses:

- **Strength:** UC Merced and the planned community are being well coordinated between the City of Merced and Merced County.
- **Weakness:** Castle Airport Aviation and Development Center is not being developed to its full potential. Weaknesses include, limited land and buildings available for development, key partners are not at the table, fractured management and oversight, positioning and marketing strategy is not clear.
- **Weakness:** Land use and transportation planning is not occurring in ways that promote increased residential densities, mixed uses (employment and housing next to transit and transportation corridors), and a decrease in air pollution.
- **Weakness:** Housing is becoming less affordable, and availability is constrained in many areas of the County. This situation will become worse as UC Merced grows and creates a greater demand.

III. Real Estate, Utilities and Transportation Strengths and Weaknesses:

- **Strength:** The County has sufficient land planned for industrial development for the next five years.
- **Weakness:** The lack of an airport with scheduled passenger and cargo service to major destinations is a constraint.
- **Weakness:** The County has a very limited inventory of available land and buildings for sale or for lease. Properties that are available are not maintained in a database (ideally searchable on the Internet). Most of the available industrial property lacks essential public services (sewer, water, roads, etc).

IV. Business Environment Strengths and Weaknesses:

- **Strength:** The County's Office of Business Economic Opportunities, Action Business Center (ABC) provides a wide array of services (financing, incentives, special zones, counseling, etc.) to existing businesses and entrepreneurs, however it has limited exposure to businesses and entrepreneurs outside of the Merced metropolitan area.
- **Weakness:** The County and the cities need to strengthen the business retention and expansion program.

Merced County Economic Development Strategic Plan

- **Weakness:** The County's business climate is favorable, however, the permitting and plan check process was rated, unfavorable.

V. Indicators for the New Economy Strengths and Weaknesses:

- **Strength:** The County and the cities are evaluating their potential to attract, grow and retain New Economy businesses through the development of an economic development strategic plan.
- **Weakness:** The County lacks nearly all of the New Economy Indicators that signal growth of these businesses.

VI. Workforce Strengths and Weaknesses:

- **Strength and a Weakness:** The County has a large pool of available workers, but if these potential workers do not possess the skills required by industry, then the County has a large pool of unemployed people that are not qualified to participate in the labor force.
- **Weakness:** The County does not possess a large labor pool of workers skilled in technology and knowledge-based applications.
- **Weakness:** The County does not have a diversified employer and job base.
- **Weakness:** The County does not have a business (economic development)-workforce-education collaborative that works with employers.

VII. Education Strengths and Weaknesses

- **Strength:** Merced College offers applied technology programs for youth and adults.
- **Strength:** Merced County schools are increasing their application of technology in schools.
- **Strength:** Schoolteachers and administrators are experienced and qualified.
- **Weakness:** K-12 students do not score well on standardized tests, and high school graduation rates are generally below the state average.
- **Weakness:** Youth are not learning the skills needed to get and keep a good job (soft and hard skills).
- **Weakness:** There isn't a strong collaboration between employers and schools and colleges to provide opportunities for technical training and skill building of youth and adults.

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Program Planning and Development
Committee**

For Action

For Information

For Discussion

SUBJECT: Child Care Initiative-Packard Foundation

PROPOSED MOTION(S): To support the community collaboration of agencies working with the Packard Foundation by contributing \$1,000 to fund an economic impact report showing how the Child Care Industry affects Merced County.

DISCUSSION: The committee received information about the Packard Foundation at its 1/29/03 meeting. The Packard Foundation is meeting with a collaboration of agencies in Merced County to promote the initiative. The Department of Workforce Investment will be participating on behalf of the WIB. An initial step for Merced County is to do an Economic Impact Report in order to participate fully in the initiative. In 2003, the David and Lucillie Packard Foundation and its partners will launch California's Affordable Buildings for Children's Development (ABCD) Initiative enabling childcare centers in California to meet the costs of facilities development and assist them with their long-term real estate financing needs. ABCD will employ four key strategies in the following order, the first three to begin in 2003:

- 1. The ABCD Fund**
- 2. ABCD Development Assistance**
- 3. ABCD Connections**
- 4. ABCD Campaign to Sustain Child Care**

ATTACHMENT(S): The ABCD Fund paper, ABCD Development Assistance paper, ABCD paper

TO: Workforce Investment Board

DATE: 03/27/03

FROM: Finance Committee

- For Action**
- For Information**
- Meeting Notes**

SUBJECT: Limited Funds

PROPOSED MOTION(S): The WIB declares that limited funds are available for Adult Employment and Training Activities.

DISCUSSION: At their meeting of March 5, 2003, the Finance Committee reviewed the fiscal report through January 2003 and determined that there is a need for the WIB to declare limited funds availability for Adult Employment and Training Activities. Due to the current economic climate, a potential decrease in WIA funds for next fiscal year, and an increase in participants in both Adult and Dislocated Worker Programs it was determined that this declaration of limited funds availability needs to be made at this time. It was noted that participation and expenses are up with approximately 63% of current fiscal year available funds spent through the end of January with 58% of the year completed – an increase from December when approximately 45% of funds had been spent with 50% of the year completed.

The Law- WIA 134(d)(4)(E) Priority. In the event that funds allocated to a local area for adult employment and training activities under paragraph (2)(A) or (3) of section 133(b) are limited, priority shall be given to recipients of public assistance and other low-income individuals for intensive services and training services. The appropriate local board and the Governor shall direct the One-Stop operators in the local area with regard to making determinations related to such priority.

The Regulation- Subpart F- Priority and Special Populations 663.600

(a) WIA states, in section 134(d)(4)(E), that in the event that funds allocated to a local area for adult employment and training activities are limited, priority for intensive and training services funded with Title I adult funds must be given to recipients of public assistance and other low-income individuals in the local area.

(b) Since funding is generally limited, States and local areas must establish criteria by which local areas can determine the availability of funds and the

process by which any priority will be applied under WIA section 134(d)(2)(E). Such criteria may include the availability of other funds for providing employment and training-related services local area, the needs of the specific groups within the local area, and other appropriate factors.

(c) States and local areas must give priority for adult intensive and training services to recipients of public assistance and other low-income individuals, unless the local area has determined that funds are not limited under the criteria established under paragraph (b) of this section.

(d) The process for determining whether to apply the priority established under paragraph (b) of this section does not necessarily mean that only the recipients of public assistance and other low-income individuals may receive WIA adult funded intensive and training services when funds are determined to be limited in a local area.

The local Board and the Governor may establish a process that gives priority for services to the recipients of public assistance and other low-income individuals and that also serves other individuals meeting eligibility requirements.

Definitions:

Low-Income Individuals- an individual who

(A) receives, or is a member of a family that receives, cash payments under a Federal, State, or local income-based public assistance program;

(B) received an income, or is a member of a family that received a total family income, for the 6-month period prior to application for the program involved (exclusive of unemployment compensation, child support payments, payments described in subparagraph (A), and old-age and survivors insurance benefits received under section 202 of the Social Security Act (42 U.S.C. 402)) that, in relation to family size, does not exceed the higher of-

(i) the poverty line, for an equivalent period; or
(ii) 70 percent of the lower living standard income level, for an equivalent period;

(C) is a member of a household that receives (or has been determined within the 6 month period prior to application for the program involved to be eligible to receive) food stamps pursuant to the Food Stamp Act of 1977 (7 U.S.C. 2011 et seq.);

(D) qualifies as a homeless individual, as defined in subsections (a) and (c) of section 103 of the Stewart B. McKinney Homeless Assistance (42 U.S.C. 11302);

(E) is a foster child on behalf of whom State or local government payments are made; or

(F) in cases permitted by regulations promulgated by the Secretary of Labor, is an individual with a disability whose own income meets the requirements of a program described in subparagraph (A) or of subparagraph (B), but who is a member of a family whose income does not meet such requirements.

Public Assistance- Federal, State, or local government cash payments for which eligibility is determined by a needs or income test.

Other persons meeting eligibility requirements:

**Veterans
Foster Children**

ATTACHMENT(S): None.

TO: Workforce Investment Board

DATE: 03/27/03

**FROM: Program Planning and Development
Committee**

For Action

For Information

For Discussion

SUBJECT: Limited Funds Policy

PROPOSED MOTION(S): To Approve a Limited Funds Policy as follows. When adult employment and training funds are limited, priority for intensive and training services shall be given to low-income individuals and veterans. Exceptions to the ITAs such as LVN, RN and POST programs will be excluded and will be available to qualifying adults.

DISCUSSION: Due to the economic climate and a potential decrease in funds, this policy needs to be reviewed and discussed. If the funds become limited, priorities need to be established for targeted populations.

WIB staff has contacted neighboring counties to find out about their Limited Funds Policy. Stanislaus and Tulare counties responded. Both said their Limited Funds policy was to give 100% of intensive services and training services to low-income individuals.

The Law- WIA 134(d)(4)(E) Priority. In the event that funds allocated to a local area for adult employment and training activities under paragraph (2)(A) or (3) of section 133(b) are limited, priority shall be given to recipients of public assistance and other low-income individuals for intensive services and training services. The appropriate local board and the Governor shall direct the One-Stop operators in the local area with regard to making determinations related to such priority.

The Regulation- Subpart F- Priority and Special Populations 663.600

(a) WIA states, in section 134(d)(4)(E), that in the event that funds allocated to a local area for adult employment and training activities are limited, priority for intensive and training services funded with Title I adult funds must be given to recipients of public assistance and other low-income individuals in the local area.

(b) Since funding is generally limited, States and local areas must establish criteria by which local areas can determine the availability of funds and the process by which any priority will be applied under WIA section 134(d)(2)(E). Such criteria may include the availability of other funds for providing employment and training-

related services local area, the needs of the specific groups within the local area, and other appropriate factors.

(c) States and local areas must give priority for adult intensive and training services to recipients of public assistance and other low-income individuals, unless the local area has determined that funds are not limited under the criteria established under paragraph (b) of this section.

(d) The process for determining whether to apply the priority established under paragraph (b) of this section does not necessarily mean that only the recipients of public assistance and other low-income individuals may receive WIA adult funded intensive and training services when funds are determined to be limited in a local area.

The local Board and the Governor may establish a process that gives priority for services to the recipients of public assistance and other low-income individuals and that also serves other individuals meeting eligibility requirements.

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Low-Income Individuals- an individual who

(A) receives, or is a member of a family that receives, cash payments under a Federal, State, or local income-based public assistance program;

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- (i) the poverty line, for an equivalent period; or**
- (ii) 70 percent of the lower living standard income level, for an equivalent period;**

(C) is a member of a household that receives (or has been determined within the 6 month period prior to application for the program involved to be eligible to receive) food stamps pursuant to the Food Stamp Act of 1977 (7 U.S.C. 2011 et seq.);

(D) qualifies as a homeless individual as defined in subsections (a) and (c) of section 103 of the Stewart B. McKinney Homeless Assistance (42 U.S.C. 11302)

(E) is a foster child on behalf of whom State and local government payments are made; or

(F) in cases permitted by regulations promulgated by the Secretary of Labor, is an individual with a disability whose own income meets the requirements of a program described in subparagraph (A) or of subparagraph (B), but who is a member of a family whose income does not meet such requirements.

Public Assistance- Federal, State, or local government cash payments for which eligibility is determined by a needs or income test.

Other persons meeting eligibility requirements:

Foster Children

Veterans

ATTACHMENT(S): None.

WIB / Worknet Marketing Survey

February 18, 2003



Survey Responses				
WIB Only	WLT Only	WIB/WLT		Total
15	11	9		35

1. Do you provide services to (check all that apply):

	Responses			
	WIB Only	WLT Only	WIB/WLT	Total
Jobseekers	8	11	6	25
Employers	6	9	6	21
Younger Youth	3	7	5	15
Older Youth	4	8	5	17
N/A	5	0	1	6

2. Do you market your agency services on behalf of Worknet?

	Responses			
	WIB Only	WLT Only	WIB/WLT	Total
Yes	1	9	7	17
No	12	2	2	16

3. If you answered yes to question number 2, please tell how you market your agency services on behalf of Worknet.

WIB Only

- I haven't. What can I do? I'm happy to discuss.
- We try to encourage economic development in Merced County by providing a better trained workforce.
- Just recently asked 4 help via Emp. Services

WLT Only

- staffing
- Speaking to the business community about resources available to them through Worknet. Also talking to employers about the WIB and what their role is in policy development on workforce issues.
- Encourage clients to utilize both services jointly.
- Use worknet brochures, and worknet business cards; talk w/community about employment resource center(s); wear worknet badge to all community events.
- Provide Job Seeker and Employer services. All literature at the One Stop markets the system, as opposed to an individual organization.
- Referrals. Require their workshops, Caljob access, computer skills, depending upon the needs of clients. Job search for required reports and employment.
- We are a worknet partner and are stationed at the Worknet M-Th from 8:00am to 12:00noon.

WIB/WLT

- We do not have a marketing budget, per se, but in communications offering employer services, we mention the services available through the Worknet partnership.
- Not sure how to answer. Evelyn Eagleton could probably provide info.
- Through the One-Stops and the Micro Entrepreneurs Support Association (MESA)
- 1. At our twice weekly orientations for students interested in the Merced Adult School.
- 2. In our twice yearly catalog which gets sent to 60,000 homes.
- Agency is the One Stop Operator
- Weekly sessions at One Stop Center.
- provide service at onestops. also inshop referrals.

WIB / Worknet Marketing Survey

4. What marketing literature are you aware of? Check all that apply.

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Worknet Brochure	12	10	9	31
Tracks Brochure	0	6	0	6
WIB Brochure	12	5	7	24
Youth Employability Card	14	10	8	32
Brochure				
Turn Taxes Into Profits	2	6	4	12
Brochure				
Cut Costs, Increase Profits	2	4	3	9
Brochure				
Community Resource	8	8	7	23
Brochure				
Worknet Pocket Resume	4	7	2	13
Worknet Business Card	3	5	4	12
Worknet One Stop Video	3	7	4	14
(VHS or CD)				
Worknet Labels for Folders	1	4	1	6
Worknet Table Signs	2	4	0	6
Youth Employability Card	11	6	6	23
Posters for Employers				
Youth Employability Card	8	5	5	18
Decals for Employers				
WIB Speakers Bureau Power	7	4	5	16
Point Presentation				

5. What marketing literature do you use? Check all that apply.

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Worknet Brochure	2	9	8	19
Tracks Brochure	0	4	0	4
WIB Brochure	1	5	3	9
Youth Employability Card	3	3	1	7
Brochure				
Turn Taxes Into Profits	0	5	2	7
Brochure				
Cut Costs, Increase Profits	0	4	2	6
Brochure				
Community Resource	0	7	4	11
Brochure				
Worknet Pocket Resume	0	5	0	5
Worknet Business Card	0	5	0	5
Worknet One Stop Video	0	3	0	3
(VHS or CD)				
Worknet Labels for Folders	0	4	0	4
Worknet Table Signs	0	4	0	4
Youth Employability Card	2	3	2	7
Posters for Employers				
Youth Employability Card	2	2	0	4
Decals for Employers				
WIB Speakers Bureau Power	0	1	1	2
Point Presentation				

WIB / Worknet Marketing Survey

6. What are you aware of as it relates to forms of advertising being done by the department?

	Responses			
	WIB Only	WLT Only	WIB/WLT	Total
Radio	10	9	7	26
Newspaper	7	9	8	24
Billboards	12	11	7	30
Specialized/Custom Flyers for Special Events	6	7	5	18
Publications - Merced Today, Chamber Journals, Newsletters, etc.	10	8	7	25
Presentations/Events	8	6	7	21
Other, please specify:				

WIB Only I am aware of these efforts through WIB meetings
Youth Employability Card Advertisements
TV Commercials

WLT Only goodies like pencils, pens, rulers, etc
signage on buildings

WIB/WLT WIB meetings and WIB committee meetings

7. Do you provide a supply of Worknet/WIB literature at your place of business?

	Responses			
	WIB Only	WLT Only	WIB/WLT	Total
Yes	2	10	5	17
No	13	1	3	17

8. Please list any service organizations / community events that you attend and/or speak at representing the Workforce Investment Board / Worknet?

WIB Only

- None at this time, but I need to. However, I did casually discuss WIB and Worknet's mission to attorney friends at a recent MCEDCO luncheon
- Various college groups, provide information as needed to City of Los Banos, local Rotary Club
- Chamber events
- NORTH MERCED ROTARY/THE KUBB COUNTRY/HOT 105 JOB FAIR
- MCEDCO and Chamber
- Merced Greater Chamber □ MCEDCO
- Kiwanis, United Way, BPW, Chambers

WLT Only

- When requested, I have spoken at service organizations and at Chamber meetings.
- Family Resource Council, Merced College EOPS, LB Adult School.
- Rescue Mission, Sunrise Rotary
- Monthly Worknet Meetings.

WIB/WLT

- None yet, but would be willing to do so.
- None in the last few months.
- Affordable Housing Roundtables
- Atwater Rotary, Merced Association of Financial Advisors.

WIB / Worknet Marketing Survey

9. Do the Worknet partner's staff have a working knowledge of the Worknet System?

	Responses			Total
	WIB Only	WLT Only	WIB/WLT	
Yes	9	9	9	27
No	0	0	0	0
N/A	6	0	0	6

10. How may we better heighten community awareness about the Workforce Investment Board and Worknet?

WIB Only

- More needs to be done to market to and educate Worknet's services to area employers. I might suggest presentations to area civic groups and other strategic agencies.
- I think the WIB board and agency staff have worked hard to develop a marketing plan. This is the type of organization that is hard to market, since people are likely to pay attention only when they are in need of services.
- Direct communication with business
- More advertising on mass media (radio & TV), more community events.
- JUST CONTINUE TO PUBLICIZE WORKNET SERVICES AVAILABLE AND THE PURPOSE OF WIB
- Employer information meetings - breakfast, etc. Mailings of information for employer bulletin boards.
- Possibly develop a monthly column for the newspaper that would report on the activities of WIB and/or Worknet.
- More info available at community events
- Publicize more positive stories, (success) tell how the WIB/Net are helping to put people to work, talk about legislation & how it can/will effect Merced

WLT Only

- Worknet representatives need to be back at the Mall again, providing information about services to county residents.
- Continue with outreach and community awareness. Continue to strengthen partnerships so everyone is working to achieve the same goals
- Would like to see us advertise in Church bulletins, have a rep(or a friend) on the Ministerial Association; have Youth Council have a rep (or a friend) on the Youth Groups Council (an arm of the same association); Partner with Boys & Girls enough to have a staff rep at parents' meetings; have speakers (could be WIB or staff or partners) address classes at Adult School. Could our centers be sites for Adult Schools classes in citizenship?
- Participate in as many non-profit and diverse activities as possible.
- By becoming a certified One Stop.
- Maybe by having more presentations of the services offered by the WIB Board and Worknet. To individual agency's.

WIB/WLT

- Seem to be doing about right.
- Continue to promote at every opportunity.
- Not sure.
- 1. Invite community members to Board Meetings. 2. Make surte all partners are aware of all the publicity tools that are currently available. 3. Do interviews on local radio. 4. Invite clients to Board Meetings -- highlight success stories. 5. Have focus meetings with customers and ask them. 6. Make presentations at televised City Coiuncil Meetings. 7. Invite employers to the One-Stop -- have them make presentations on what they are looking for.
- More speaking engagements. Continue the stories in the press.
- More agressive marketing
- continue to tell the story in the county. Use the speaker feature more.

TO: Worforce Investment Board

DATE: 3/27/03

**FROM: Program Planning and
Development Committee**

- For Action**
- For Information**
- Meeting Notes**

SUBJECT: Jobs for Veterans Act

PROPOSED MOTION(S): Information Only

DISCUSSION: On January 23, 2002 Congress passed the Jobs for Veterans Act. The law emphasized that priority be given to veterans and their spouses in any qualified job training program that is directly funded by the Department of Labor. This law directly affects the local Workforce Investment Board and Merced County Department of Workforce Investment because the funds received are from the Workforce Investment Act of 1998 and are used to operate one-stop career centers and administer programs targeted to specific groups (Youth, Seniors, etc.). The Department of Workforce Investment will be implementing this new law.

If you wish to access this law, go to the Department of Workforce Investment website. Select "Links". Go to Legislation information on the Net. Type in H.R. 4015 in the Bill Search box and click Search. Finally click on any of the lines that come up for expanded detail on this law.

The law will go into effect July 1, 2003.

ATTACHMENT(S): None.

TO: Workforce Investment Board

DATE: 3/27/03

**FROM: Program Planning and Development
Committee**

For Action

For Information

For Discussion

SUBJECT: Updated Purpose of Program Planning and Development Committee.

PROPOSED MOTION(S): For Information.

DISCUSSION: On February 26, 2003, the Program Planning and Development Committee created an updated version of its purpose. It blended the purposes of its predecessors and suggestions from current members into a workable form. It reads as follows:

“The purpose of the Program Planning and Development Committee is to assess current programs and policies, and recommend modifications, dissolutions, or new creations, as required, to fulfill the appropriate goals and objectives of the Workforce Investment Board (WIB). The committee develops and recommends new plans for programs and associated policies to insure WIA operational success. The committee focuses on establishing and maintaining critical linkages with education, economic development, business and the community to insure that Workforce Investment goals are aligned and consistent. The committee oversees relevant research for essential data; proposes and provides oversight of marketing efforts to reach customers, constituents and stakeholders; investigates value relationships between resources spent and activity results; and promotes best practice initiatives for WIB consideration.”

ATTACHMENT(S): None.

TO: Workforce Investment Board

DATE: 03/27/03

FROM: WIB Staff

For Action

For Information

Meeting Notes

SUBJECT: CWA Regional One-Stop Community
Universal (Core) Services Tracking System Pilot Project

PROPOSED MOTION(S): Information Only.

DISCUSSION: The Department of Labor approached the California Workforce Association to request their assistance in developing a pilot project in California to track customer usage of the One Stop. The Central California Regional One Stop Communities (Kern/Inyo, Tulare, Kings, Fresno, Madera, Merced, Stanislaus, San Benito, San Joaquin County LWIA's) were asked to consider embarking on the pilot project. The members of the Regional One-Stop community felt that tracking of core services was an issue DOL planned to impose in the future. This pilot may assist DOL in determining the extent and feasibility of tracking core services.

A planning session was held and work groups were formed for the project. The Practitioner's Work Group met to develop the common data elements for the Universal Service Tracking System Pilot Project. The group determined that the purpose of this universal tracking system would be to track customer usage of the One Stop. It was recommended that this tracking system not incorporate the individual partner's performance measurement since the tracking system would be too cumbersome. Consensus of the group was that it would be wise to track basic information only. The group agreed that the value of a universal service tracking system rests entirely upon an electronic, client based/client generated system. There would need to be additional funds and staffing to purchase and operate this system. The client generated system could be through a kiosk system, swipe card system or computerized system based on a password.

A customer is defined as an individual who receives services at a One-Stop Center, an affiliated center, or at another location. A customer is also an individual who attends a mass job recruitment or job fair provided by a One-Stop Center at the Center or another location.

Basis Data Elements:

1. Customer Name
2. Address

3. Phone Number
4. Message Number
5. Social Security Card Number (optional)
 - a. Cannot be mandatory to receive universal services
 - b. Customer self-attestation (Social Security card will not be requested)
6. Date of first visit

One Stop System Report (Core Elements)

The core service elements to be collected have become an issue with the pilot project. The Practitioner's group was asked to meet again on March 24. Each representative will come with the ability to make decisions for their county. The issues are the following:

- 1) What activities the Practitioners Work Group recommends to be tracked
- 2) What will a customer be able to self-enter on the system? This question goes back to the conversation at the last Universal Pilot Project meeting regarding security and confidentiality. How secure do we need this system to be? This question does effect how the system is constructed. So in order to proceed, the technicians will need this question answered by our next full meeting on March 26, 2003.

The WIA Regulations include (1) Eligibility (2) Outreach, intake, orientation (3) Initial assessment (4) Employment Statistic Information/Job Skill Requirements and Demand Jobs (5) Performance information on eligible training providers (6) Performance Information on the local One Stop delivery system (7) Supportive Services/Referrals (8) UIB filing information (9) Welfare to Work eligibility assistance (10) Resource Room Usage (11) Internet browsing (job, information & training searches) (12) Internet accounts (Career Kit, Personnel Kit) (13) Initial Development of an Employment Plan (14) Talent Referrals (15) Workshops and job Clubs or (16) other services.

ATTACHMENT(S): none

TO: Workforce Investment Board

DATE: 03/27/03

FROM: Program Planning & Development Committee

For Action

For Information

For Discussion

SUBJECT: Memorandum of Understanding (MOU) Between WIB and Merced College

PROPOSED MOTION(S): Approve Amendment #2 to the MOU between the WIB and Merced College.

DISCUSSION: An MOU was developed in February 2000 between the WIB and Merced College to describe their participation in the operation of the local One Stop delivery system. In September 2001, the MOU was amended to include a resource and cost sharing agreement to reflect the Worknet Partner's (Merced College) cost through in-kind contributions.

The MOU now needs further amending to reflect the recent Governor's budget cuts in the Community College system. Merced College staff have had to be reassigned to new positions without the ability to backfill vacated positions. Because of a staff shortage, the level of service provided by Merced College to the Worknet ERC Merced facility needs to be reduced. The minimum amount of time Merced College personnel must be physically present at Worknet will be reduced from 10 hours per week to 3.5 hours per month. The total in-kind cost of the College's supporting staff will drop from \$26,940 per year to \$8,887.

ATTACHMENT(S): Amendment will be available at the meeting

TO: Workforce Investment Board

DATE 3/27/03

FROM: WIB Staff

For Action

For Information

Meeting Notes

SUBJECT: Fiscal and Participant Reports

PROPOSED MOTION(S): None. Information only.

DISCUSSION: Reports are included in your packet and staff will be present at your meeting to answer questions.

ATTACHMENT(S):

Your packet includes:

- 1) Fiscal report for Fiscal Year 2002-03 which includes expenses through 1/31/03 and funds that are currently obligated/committed for contracts and operating costs.
- 2) Report showing WIA Participant Data through 1/31/03
- 3) Report on Customer Service Data for December 2002.
- 4) Report on Performance Outcomes for Second Quarter 2002/03

TO: Workforce Investment Board

DATE: 3/27/03

FROM: Quality Assurance Committee

For Action

For Information

For Discussion

SUBJECT: Monitoring Report

PROPOSED MOTION(S): Information only.

DISCUSSION: The Customer Service unit monitored contracts, agreements and MOUs and provided a report to the Quality Assurance Committee for the first six months of FY 2002/2003. The report includes a review of Individual Training Accounts (ITA), Fee Based Contracts, Work Experience Contracts and On-the-Job Training (OJT) Contracts.

ATTACHMENT(S): WIA Monitoring Activity Summary July, 2002 through December, 2002.

WORKFORCE INVESTMENT ACT (WIA) MONITORING ACTIVITY SUMMARY JULY 2002 THROUGH DECEMBER 2002

During this period the monitoring staff continued providing technical assistance and oversight to help assure a smooth transition to the Workforce Investment Act (WIA), both with Merced County Department of Workforce Investment (MCDWI) and among partner/community organizations.

Contract Reviews

All contracts, agreements and MOUs are initially coordinated through the Monitoring Unit to assess basic compliance with applicable rules and regulations. Finalized contracts are monitored on an annual basis. They are reviewed for compliance with State, federal and local requirements, to include price payment provisions, budget/budget narrative, work statement compliance, invoicing procedures, and costs associated with the contract (to determine if costs are reasonable, necessary, and allowable).

The following is an activity summary of Merced County Department of Workforce Investment's Monitoring Unit.

Monitoring Activities

Review of Individual Training Account (ITA), Fee Based Contracts, Work Experience, and On-The-Job Training (OJT) contracts were accomplished.

- **ITA's**
10 Training Providers were monitored to verify training costs, insurance coverage, accreditation and on-site visits were made to evaluate program quality. With the exception of MCOE, all ITA training providers have been monitored. Other than minor issues, which to date have been resolved, relating to outdated certificates of insurance and errors in course costs as listed on the ETPL vs. the provider catalog, all requirements are being met and are in compliance.
- **Other Training Contracts (Fee Based)**
Merced Adult School PLATO Lab (Merced One Stop)
Merced College PLATO Lab (Los Banos One-Stop)
Merced College RN/LVN Program
Merced County Information Systems (Case Management)

- **Other Training Contracts (Merced College)**
Independent Living Program (ILP)
This program is designed for 18-25 years olds who have been in foster care at some point in time. Potential program candidates were identified and status verified, case files opened and maintained on interested clients, and obstacles to employment identified. Eligible participants were referred for the Welfare to Work Program. Case files were well maintained and diaries reflected ongoing individual support to participants.
- **Work Experience**
Five (5) contracts/worksites were monitored and no problems were noted.
- **On-The-Job Training Contracts**
12 OJT contracts were monitored
Of the contracts monitored:
1 participant was let go – Personality issues
1 participant was let go – Low computer skills
10 participants are still employed
2 more OJT contracts are scheduled for monitoring in February '03

Worknet Monitoring

- Monitoring of the Worknet partners will begin in January 2003. The following partners are scheduled to be reviewed:
 1. Department of Workforce Investment, One-Stop operator/partner
 2. Central Valley Opportunity Center
 3. Merced County Office of Education
 4. Employment Development Department
 5. Housing Authority
 6. Merced College
 7. Department of Rehabilitation
 8. Merced Adult School
 9. Community Action Agency
 10. Human Services Agency, Title V (Older Worker program)
 11. Action Business Center (Optional Partner)
- The monitoring of all One-Stop partners will be completed by the end of June 2003. Overall, the One-Stop partners have transitioned well in meeting the requirements and guidelines of the WIA. Monitoring procedures and tools (checklists) for each of the Worknet partners were revised and were formulated from the partner's Memorandum of Understanding (MOU), WIA, Final Rule and Office of Management & Budget (OMB) circulars. Also, Equal Opportunity, Americans with Disabilities Act, Drug Free Workplace Act and safety requirements were additional checklist items.

MCOE Younger Youth

- The Youth (14-18 year olds) Year Round Program is currently being reviewed. Merced County Office of Education (MCOE) is the lead contractor. MCOE's sub-contractors associated with the Youth contract include: (Dos Palos/ORO Loma Unified School District (DP/OLUSD), Employment Development Department (EDD), Jobs for California Graduates (JCG), Lao Family Community, Los Banos Unified School District (LBUSD), and Merced Union High School District (MUHSD).

A review of the first year of the Younger Youth contract was completed in March 2002. The review of the second year of the contract will be completed in January 2003. So far, the second year has shown a vast improvement by MCOE and their sub-contractors in implementing the Younger Youth Program by enrolling approximately 1,164 students with approximately 60% completing their stated goals. Some of the activities students are involved in are Basic Education, Work Experience, Life Skills, Problem Solving, Work Readiness Skills, Career Planning and Leadership Skills.

JCG Out of School Youth

Monitoring of the Youth Out-of-School program began in December, 2002. Overall, though still early in the monitoring process, JCG appears to be in compliance with their contract specifications. Boilerplate requirements, such as Equal Employment Opportunities (EEO), grievance procedures, insurance, disallowed cost statement, drug free awareness program, etc. have been complied with. Program fundamentals such as eligibility, assessment, target population, and enrollments are currently being monitored. To date there are 173 enrolled participants. The contract calls for 225 by June 30, 2003. Note: JCG has been very responsive to issues found as a result of this monitoring and items identified as needing attention have been quickly addressed and corrected.

The JCG leadership has also taken an active interest in assuring that their staff is well trained, i.e; JCG staff attended the September 19, 2002 Youth Performance Measure workshop, presented by EDD. Also, JCG participated in the Department of Workforce Investment's (WI) Exit Strategy Committee, providing insight on when it's best to 'exit' a client based on time and circumstances. Additionally, JCG had a good presence at the recent January 8, 2003 Youth Eligibility training session conducted in the city of Visalia, CA.

JCG's six subcontractors (EDD, Merced Adult School, Merced College, Lao Family, Merced County Community Action Agency & Merced County Office of Education) will also be monitored to assess program quality. The Community Action Agency was monitored on January 22, 2003 (still in progress). CAA appears to have a quality program and a dedicated staff committed to helping Merced Youth.

The Youth Out-of-School program is new ground for JCG. However, it is evident that strides are being made to assure a quality and meaningful program.

- The following are additional contracts which will be monitored during this Program Year (2003):
 1. CISCO Academy, Dos Palos – Oro Loma Joint School District.
 2. EDD/PITD Labor Market Information Survey Agreement
 3. Lori Strumpf and Associates.
 4. VIA Transportation (to provide student transportation)
 5. Russell Grossman (Storage)
 6. ERISS Corp. (Employer Survey)
 7. Greater Merced Chamber of Commerce (Technical Assistance & Training)

Additional Services

In addition to the regular monitoring of training/service providers, the monitoring unit:

- Assists in the development of Requests for Proposals (RFPs), contracts, agreements and Memorandums of Understanding (MOUs).
- Provides Department of Workforce Investment representation at the Jobs for California Graduates Installation & Initiation and Career Development Chapter awards ceremonies.
- Offers technical assistance to service providers.
- Conducts courtesy inspections; e.g. participant file reviews, safety, and ADA compliance.

TO: Workforce Investment Board

DATE: 03/27/03

FROM: Youth Council

For Action

For Information

Meeting Notes

SUBJECT: Quarterly Report for Out-of-school Youth Program (Oct – Dec 2002)

PROPOSED MOTION(S): Information Only

DISCUSSION: JCGMC's Quarterly Report for the Oct- Dec 2002 period is attached.

ATTACHMENT(S): Quarterly Report

JOBS FOR CALIFORNIA GRADUATES-MERCED COUNTY

OUT OF SCHOOL PROGRAM YOUTH EMPLOYMENT AND EDUCATION PROGRAM (YEPP)

QUARTERLY REPORT OCTOBER THROUGH DECEMBER 2002

OVERALL STATUS OF THE PROGRAM

We currently have 164 enrollments in our program and fully expect to reach our goal of 225 by the end of March 2003. At the end of December we have an additional 7 clients to take to WI at the beginning of January. With the addition of the Merced County Housing Authority and some reorganization that is planned for the month of January, we look to have an additional group of eligibilities and enrollments by the end of the month.

Clients are being enrolled in the following areas to include both partners as well as non-partners. Partners include Merced College, Merced County Office of Education (vocational training), Merced Adult School (adult education), Merced Community Action Agency (entrepreneur program), EDD (work experience), and the Merced Housing Authority. Clients enrolled with non-partners which are included on the ETPL include Golden State College, Central Valley Opportunity Center, and Adrian's Beauty College.

PAST QUARTER HIGHLIGHTS

During the past quarter, we met with the partners and discussed how each were doing with their clients. Partners stated that the program has been going very well and they really enjoy working with the clients. Positive communications between JCG staff and our partners continues.

MCAA graduated its first group of clients during October and both MCOE and Merced College have increased their enrollments for the quarter. We have also added a new partner, the Housing Authority in Merced County and we look to serving at least 20 to 25 youth.

PAST QUARTER DEFICIENCIES, ISSUES AND CHALLENGES

Locating all of the ARBOR clients. Our staff has done a good job in recovering some of the cases, but we continue to have a difficult time in tracking the remainder. We are finding that many have moved out of state.

PAST QUARTER RECRUITING/MARKETING EFFORTS

Marketing continues in the form of presentations to groups and newspaper ads. We also have brochures that have all of our partners at the One-Stops.

NUMBER ENROLLED IN THE STATE SYSTEM

The latest data that was supplied to us by WI shows a total enrollment of 170 through November. We do not have current numbers.

NUMBER OF HARD AND SOFT EXITS

The number of exits shown in the State system is 68.

CURRENT BUDGET STATUS/EXPENDITURES

JCG is in the process of compiling exact figures to date and will report those numbers in February.

NEXT QUARTER'S CHALLENGES

We continue to face the challenge of finding ARBOR clients. We will continue to train our staff, such as the Sep 19th training we attended on WIA Performance Measures. We are currently in the process of being monitored and look forward to the challenge of repairing any mistakes and learning during the process. We also know that client contact is very important and continue to put pressure on our Specialists to do better.

TECHNICAL ASSISTANCE NEEDED

When there are changes implemented by WIA or State, we want to insure that we are instructed on the updates. It is also important that we put into effect any changes on the dates that they are required.

A special thanks to Ken Gerhard from WI on his training concerning exits strategies.

TO: Workforce Investment Board

DATE: 03/27/03

FROM: Youth Council

For Action

For Information

Meeting Notes

SUBJECT: Quarterly Report for Younger Youth Program (Oct – Dec 2002)

PROPOSED MOTION(S): Information Only

DISCUSSION: MCOE/YOP's Quarterly Report for the Oct- Dec 2002 period is attached. Of interest is the new emphasis on academic achievement within the schools and its impact on the Younger Youth Program.

ATTACHMENT(S): Quarterly Report

**QUARTERLY REPORT
YOUTH OPPORTUNITY PROGRAM, MCOE
January 2003**

1. **Overall status of the program:** We are at capacity enrollment and surpassing all performance standards.

2. **Past Quarter highlights:**

A total of 111 YOP participants have been served this year (to date) in the following career awareness and exploration activities:

Conversations with Business

<u>Pathway</u>	<u>number of YOP students attended</u>
Agriculture	21
Health Services	7
Computer & Industrial Technology	3
Consumer & Public Services	13

Career Industry Day

<u>Pathway</u>	<u>number of YOP students attended</u>
Agricultural pathway	18
Health Sciences	18
Computer & Industrial Technology	18

As of December, the events were combined to be held on the same day. This was done to alleviate the concerns of the schools regarding releasing students from academic instruction time.

Additional Career Exploration Events

Teacher of Tomorrow Conference 8

Total students served 111

The number of students attending has been lower than expected. In discussions with the mentors and school administrators, one reason cited has been the current emphasis on academic achievement, specifically the effort to raise standardized test scores, and the reluctance to release students from school during instructional time. In response, we have combined the two events so that they can be held on the same date, thus reducing time away from the school campus.

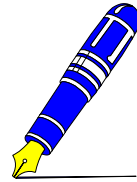
3. **Past quarter deficiencies:** none

4. **Past quarter recruiting/marketing efforts:** none

5. **Number enrolled:** 877 active/1580 overall
6. **Number of hard/soft exits:** 225/0
7. Past quarter expenditures: \$230,635
8. **Current budget status:** Expenditures from July through December are \$972,410
9. **Next quarter challenges:** There are 187 YOP students currently assigned to participate in the job shadow event, scheduled for February 4. We may face the same challenges in releasing students from class.
10. **Technical assistance needed:** none

DIRECTORS NOTES

03/27/03



Local News

- Congressman Dennis Cardoza will be in making a visit to the Merced One Stop in April. It is expected the exact date, will be announced at the WIB meeting on March 27th. Plans for his visit will commence once a firm date is set.
- Evelyn Eagelton representing the Merced Youth Council went to Washington DC on March 12th to participate in a Youth Awareness event. Individual from all over the nation came together to encourage Congress to keep both In-School; and Out-of-School programs in WIA reauthorization. In the proposed legislation that was introduced on March 14th, by R. Howard “Buck” McKeon, In-School Youth programs would no longer be a part of WIA programs allocated to local Workforce Investment areas.
- The Department on behalf of the WIB, and Merced College has been awarded a \$90,000 grant over three years from the California Wellness Foundation. The grant is to implement a project designed to ensure the attraction and retention of people of color and other underrepresented groups to the nursing program at Merced College.
- The United States Penitentiary in Atwater is planning a mock job fair on April 10, 2003. Worknet will be participating in this event.
- The Merced Workforce Investment Board’s participation in the “Registered Nurse Expansion” effort was nominated for the Theodore E. Small Workforce Partnership Award. Although not an awarded, the Board was mentioned as a nominee at the National Association of Workforce Boards conference.
- Enterprise Vouchering as of March 6, 2003 statistics include 476 individual screened, 187 vouchered and \$4,399,112,64 of potential credit for those vouchered. The Department has had a recent request for 400-1,000 new screenings for a local company during their seasonal hiring.
- The Earned Income Tax Credit program has in 19 days done tax preparation for 57 individuals, with an estimated \$63,135 to be returned to County residents through this effort. With an estimated community return of \$220,972. The WorkNet Employment Resource Center in Merced will be open Tuesday through Thursday evenings and Saturdays to facilitate this project through April 15, 2003.

State/Local News

- Merced was accepted as a mentor organization to California Workforce Boards that have new Directors. A Statewide initiative funded by the Irvine Foundation created the CWA WIB Learning Network, now called the Forward Thinkers network. This program is for 18 months to develop expertise in how WIBs can provide effective community leadership on major workforce issues. The network kicked off this program in January and will continue to do work through out the spring, with a roll out event at the California WIB summit to be held in June, in Sacramento.

State and National News

- WIA funding for 2003, has been announced. Nationally, Adult programs have been cut by 5%, Dislocated Worker programs by 5%, and Youth programs by 11%. California is expected to get an overall increase in the Dislocated worker allocation, which will mitigate some of the impact to that program in the State. It is expected that State allocations will come from the Department of Labor by mid April and the sub-state allocations for locals will be out shortly there after. Senator Maria Cantwell (D. WA) has again circulated a dear colleague letter to restore funds to the "02" level, and both Senators Boxer and Feinstien have signed on.
- The Administration has announced its WIA reauthorization plan and priorities. On March 14th Congressman Howard "Buck" McKeon R Ca. introduced HR 1261 which reflects the Administrations plan will be moving through the House and plans are to have a bill by May to move to the Senate. A few of the significant changes include:
 - Combining Adult, Dislocated Worker and Wagner-Peyser funding into one block grant.
 - Splitting the new combined block grant with 40% going to the states and 60% going to the local areas. Of the 60 % that goes to the local, 80% would be distributed by federal formula and the remaining 20 % at the Governor's discretion.
 - Focus on Youth funding on out-of-school youth (16-21).
 - Removing one-stop partners as mandatory members of local WIB's.
 - Eliminating the requirement for a business majority on state Boards.
 - Providing infrastructure funding from a portion of the mandatory partners. The Governor, in consultation with the state Board, would determine that proportion.
 - Establishing a new State certification process to provide the one-stop infrastructure funding.

Staff is working on an in depth analysis of the bill, and will be including the NAWB and CWA take on the bill's implications as well.

- HR 444 was introduced by Representative Jon Porter (R, NV.) in February, and puts forward part of the President's economic stimulus package. The legislation would give States \$3.6 billion over two years to promote Personal Reemployment Accounts. The funds would be provided by the local Workforce Boards through the one stop system his issue.