

TO: WIB Executive Committee

DATE: 03/29/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: WIB Goals and WIB Opportunities for Improvement.

PROPOSED MOTION(S): Update by Committee Chairs on progress of WIB Goals and a review of the recommendations from consultant Barbara Shaw for WIB Opportunities for Improvement.

DISCUSSION: On October 27, 2003, the Executive Committee approved the WIB Goals established at the October 2, 2003 WIB Strategic Planning Session. At the August 2003 WIB meeting Opportunities for Improvement were identified by Barbara Shaw and accepted by the WIB.

The new WIB goals are:

Goal 1: Train and attract adaptable workers to fill industry needs.

- **Focus initially on a single industry; do a pilot project which will focus on understanding and addressing its needs.**
- **Develop a focus group for that industry to identify needs.**
- **Formulate a plan to address the needs of that single industry.**
- **Implement the plan.**

Goal 2: Influence the K-12 education system to design and implement strategies that provide students knowledge of employee skills and attitudes and develop metrics to assure success.

- **On November 19, 2003, the Goal 2 Working Group met with key individuals of the County's education system.**
- **The next action is to meet again to define the target student population.**

Goal 3: Become an active advocacy voice and take political action on workforce development issues at the local, state and national levels.

- **Create the story with a talking piece, an agenda platform of the issues.**
- **Develop a tiered strategy for public awareness for students and parents, business, and local and state elected officials.**
- **Public awareness and engagement.**

The Opportunities for Improvement for the WIB are:

Program Planning & Development Committee

- **Develop strategies to strengthen Youth Employability Card program**
- **Develop a plan for how to capitalize on UC Merced**
- **Target the top 50-100 businesses in the area; develop a coordinated approach for outreach.**

Recommendations made and already accomplished

- **Develop a priority Service Plan and strategies for the impending cutbacks.**

Quality Assurance Committee

- **Conduct an evaluation of the Nursing Program. Include retention and job placement information.**
- **Establish benchmarks; develop additional ways to measure success, track success stories, measure the “balanced scorecard”.**

Finance Committee

- **Have a joint Executive / Finance Committee meeting to look at options for dealing with funding changes. Meeting to be held quarterly or twice a year.**

Recommendations made and already accomplished

- **Bring the current budget before the WIB at all meetings**
- **Develop a plan vs. actual column**

Executive Committee

- **Develop a plan for how to improve the already strong relationship with the Local Elected Officials. Increase the level of understanding of WIB goals and achievements with the Local Elected Officials.**
- **Have a continuous evaluation of the present WIB Committee structure.**
- **Find 2-3 prospective board members who are major employers**
- **Evaluate new WIB agenda structure and modify as required to keep the board discussions strategic, focused and influencing policy.**

Board Members

- **Develop some strong contacts with the media**
- **Be prepared for meetings – read all materials before the meeting and question staff if clarification is desired**

Recommendations made and already accomplished

- **Develop strong relationships with city and county officials**
- **Be cautious about requests for data and background materials**

Chair and Executive Director

- **Schedule presentations that will continue to develop board member knowledge and interest**

Recommendations made and already accomplished

- **Develop opportunities for positive contacts with the CEO and BOS**
- **Consider a panel presentation on business needs and issues**
- **Keep the board well informed regarding goals and accomplishments**
- **Schedule a Planning Session for the full Board**

ATTACHMENT(S): N/A