

****REVISED****

**Workforce Investment Board
Executive Committee
1880 Wardrobe Ave.
March 29, 2004, 7:30 – 9:00 a.m.
Meeting Agenda**



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- I. Call to Order/Roll Call
 - II. Approval of Agenda
 - III. Approval of Minutes, January 26, 2004.....
 - IV. Public Opportunity to Speak
 - V. Information Agenda
 - a. One-Stop Success Tele-Conference
 - b. Central Valley Agri-Food Research Institute Update
 - c. Status of Youth Program RFP - VI. Action Agenda
 - a. RN Program Continuation..... Program Planning & Development Workgroup
 - b. Self-Sufficiency Wage Program Planning & Development Workgroup - VII. Committee Reports..... (20 min)
 - VIII. Nominating Committee (discussion w/possible action)..... (10 min)
 - IX. WIB Goals and Opportunities for Improvement (discussion w/possible action)..... (20 min)
 - X. Director’s Comments (5 min)
 - XI. Chair Comments..... (5 min)
 - XII. Other
 - XIII. Next Meeting – April 26, 2004, 7:30-9:00 a.m.
 - XIV. Adjourn.....

**Workforce Investment Board
Executive Committee
1880 Wardrobe Ave.
January 26, 2004, 7:30 – 9:00 a.m.
Meeting Minutes**



Members Present:

Kathleen Crookham
Rick Osorio

John Headding
Mike Smith

Albert Montejano
Mike Sullivan

Members Absent:

Nellie McGarry

Others Present:

Andrea Baker
Joanne Presnell

Dave Davis
Jackie Walther-Parnell

Donna Ornelas

- I. Call to Order/Roll Call – The meeting was called to order by the Chair, John Headding.
- II. Approval of Agenda – It was *M/S/C Crookham/Heading* to approve the agenda as written.
- III. Approval of Minutes – It was *M/S/C Montejano/Crookham* to approve the minutes of November 24, 2003 as written.
- IV. Public Opportunity to Speak - None
- V. Action Agenda
 - a. Self Sufficiency Wage Policy – It was *M/S/C Sullivan/Crookham* to change the Self-Sufficiency Wage policy to add the following language: “The Self-Sufficiency Wage will be based on full-time employment which is an individual working 40 hours/week, 52 weeks/year of work.”
 - b. Supportive Services Policy – It was *M/S/C Montejano/Crookham* to change the Supportive Services Policy to add new wording to define the maximum flexible account limits for LVN, RN and cross referral participants.
 - c. Update on WIB Goals – John Headding noted this agenda item will allow Committee Chairs to update the Executive committee on the progress of each committee as it relates to the strategic goals.

Goal #1 - Albert Montejano reported the Quality Assurance committee met twice since the October goal-setting meeting. He noted the committee will provide oversight to the Worknet Leadership team who put together plan to address the opportunities for improvement in the Feedback Report. The Leadership Team came to consensus on the approach and it is anticipated the plan will be ready for approval by February.

Goal #2 - Mike Smith reported the Education group met once with Educators. The focus of the group is to determine how the WIB and Educators can work together to influence politicians on local issues. It was recommended that the Education Whitepaper provided to the WIB as an outcome of the Education panel also be used by the group as a springboard.

Mr. Osorio reported the Program Planning and Development Committee met and have chosen the construction industry to focus on as an attempt to accomplish Goal #1. He noted there will be a Contractor Forum held on January 29 to further facilitate this. In addition, Mr. Osorio reported that the WIB also held panel discussion on this issue at last meeting. There was a brief

discussion the Contractor's Forum format, the presenters and the overall goal of the meeting. John Heading encouraged attendance from the WIB members.

Goal #3 - Andrea Baker reported that she will be attending an advocacy meeting January 28 in Sacramento. The meeting will include Secretaries of Agencies, and Economic Development. The format is expected to be roundtable. In addition, John Heading noted the Merced County white paper will be used in this forum.

- d. Regional Strategic Issues Forum for March 11, 2004 – Castle Reuse – There was discussion on who the appropriate panel members should be. The recommendations were John Fowler, and Scott Malta, BOS Representative, Paul Fillebrown and possibly a representative from a couple of employers already using the facility. After discussion it was determined John Fowler and Paul Fillebrown should be contacted for input on the appropriate panel members. WIB Staff will follow up on this.

VI. Information Agenda

- a. Conference Committee – WIA Reauthorization – Andrea reported that we anticipate to continue to work closely with the CWA on this. We are continuing to wait for conference committee to be named. She noted that two big issues at this time between the Senate and the House will be 1) Silos of funding vs. block grant 2) Faith-based organizations participation and discrimination in hiring practices.
- b. Merced County Workforce and Economic Development System and Its Challenges White Paper – Mr. Heading noted the paper in the packet and commented on the value of the content and the excellent job done in preparing it.

- VII. Director's Comments - Andrea Baker reported that she has been asked to be a member of Practitioners' Group that will be looking at Farmworker Services. She reported this group will consist of eight (8) people from all over the United States. It is anticipated the group will primarily conduct meetings through conference calls and meet at the National Workforce Association annual meeting. Mike Sullivan noted that migrant health care is a large issue and volunteered to provide information as needed for the group. Ms. Baker also noted the federal budget was signed last Friday, and it is anticipated we will know the allocation from the state by next month.

VIII. Chair Comments - None

- IX. Other - Rick Osorio shared an article in from the Modesto Bee that discussed the specialized skill requirements for jobs. He also expressed concerns on how to target the unemployment issues facing our local area.
- X. Next Meeting – February 23, 2004, 7:30-9:00 a.m.
- XI. Adjourn – The meeting was adjourned at 8:10 a.m.

TO: Executive Committee

DATE: 03/29/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: One-Stop Success Teleconference

PROPOSED MOTION(S): Information Only.

DISCUSSION: The Department of Workforce Investment is hosting a National Teleconference presented by the Corporation for Skilled Workforce titled “One-Stop Success – How Can You See, Touch, and Feel It?”

It will be held on April 27th at the Merced County Office of Education, Room J2 at 632 W. 13th Street, Merced, from 10:00 a.m. to 12:00 p.m. Along with this committee, other WIB members and Worknet partners are invited to attend. Please RSVP by April 19th to Dee Knight at (209) 724-2107, or dknight@co.merced.ca.us.

Ed Strong and Nina Babich will be the presenters and are associated with The Corporation for a Skilled Workforce. The topics include: What a great One-Stop looks like, What factors have been found to be critical to one-stop success, How your One-Stop stacks up against the industry leaders, and What can happen when creative people act as leaders to challenge mediocrity.

ATTACHMENT(S): N/A

TO: WIB Executive Committee

DATE: 03/29/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Additional Information regarding the Central Valley Agri-Food Research Institute

PROPOSED MOTION(S): Information Only.

DISCUSSION: At the March 11, 2004 WIB Meeting, staff was directed to clarify the funds request and support for the project, and provide a more detailed description of the project.

A letter of support from UC Merced Chancellor Carol Tomlinson-Keasey dated December 5, 2003 was written to Carol Whiteside from the Great Valley Center. Also, communication from the Great Valley Center on February 5, 2004, confirms that letters of commitment to raise \$32,000 (the request to the WIB was for \$10,000 of that amount), were required by May 1, 2004, which coincides with the initiation of the grant. In order to receive the entire \$32,000 from EDA a local cash contribution commitment of \$10,000 will be needed at that time. The Great Valley Center proposes a project to develop a business plan to create a Central Valley Agri-Food Research Institute at UC Merced. The purpose of the institute is to expand the economic diversity of the Central Valley around its primary agricultural base, create high paying jobs, provide training opportunities for the local workforce, and enhance economic growth in a region that is underserved, has high unemployment, low paying jobs, and the fastest projected growth rate in the state.

The following details the planning for creating the Central Valley Agri-Food Research Institute.

Project Concept

The Great Valley Center proposes a project to develop a business plan to create a Central Valley Agri-Food Research Institute at UC Merced. The purpose of the institute is to expand the economic diversity of the Central Valley around its primary agricultural base, create high paying jobs, provide training opportunities for the local workforce, and enhance economic growth in a region that is underserved, has high unemployment, low paying jobs, and the fastest projected growth rate in the state.

A Unique Institute

The Institute will bring together agriculture, engineering, technology, and business to focus on the application of information science to the agri-food industry from seed production to product delivery including such areas as regulatory compliance, environmental impact monitoring, and quality assurance. It will identify, research, develop, apply, and transfer information-, analysis-, and communications-technologies to help agri-food and related businesses and organizations become more efficient, competitive, sustainable, and responsive to the changing global marketplace and regulatory environment. The Institute will be unique because it will research and develop information- and communications-based technologies for the agri-food sector that can help businesses reduce costs, make more efficient use of resources, and create higher value products.

The Institute will encourage the formation and growth of companies developing and marketing products and services utilizing informatics, a new field of research that brings together the activities of data collection and analysis for decision making. Agri-food and related industries will participate in collaborative research, educational programs, training, technology transfer, conferences, and publications pertaining to a broad range of crops as well as dairy and livestock. The Institute will work in collaboration with public and private research, development, and educational organizations to identify and address challenges in areas related to its mission.

Two Phase Process The Agri-Food Research Institute will be created in two phases:

- 1. Development of the business plan, coordinated by the Great Valley Center.**
- 2. Implementation of the research and educational programs, conducted by UC Merced.**

The Great Valley Center will seek competitive proposals to complete the scope of work. It will hire and supervise the consultant(s) who will prepare the business plan. Preparation of the business plan will be done collaboratively with UC Merced, industry, government, and additional interested parties to ensure that the plan has the support of interested stakeholders.

At the completion of the development of the business plan, the expectation is that UC Merced will take responsibility for the operation of the Institute with some on-going support from the Great Valley Center. The business plan will help provide information to UC Merced as it develops related plans including incubators and a potential adjacent research park.

Anticipated Benefits

The goal of the Institute is to generate new ideas and technologies that can be put to practical use to benefit industry, the economy, and the environment.

The Institute will conduct research that is expected to have ancillary benefits for the following significant regional issues:

- **Developing regionally appropriate economic development strategies for agri-food businesses.**
- **Helping agri-food businesses use computing and communications technologies to become more competitive.**
- **Encouraging job creation and local workforce training in new and existing businesses serving the agri-food industry.**
- **Helping resolve agriculture-related natural resources issues including land use, water, and air quality.**
- **Fostering collaboration among the diverse sectors of the agri-food industry.**
- **Raising the reputation of California's Central Valley as a center for innovation.**

The Institute will serve as a gathering point for agri-technologists to talk, to network, and to develop technologies that might be spun off to start or support local business. It will attract compatible investment, encourage a new cluster of related business, and create new jobs.

The Agri-Food Research Institute will help transform the Valley's agri-food industry and the regional economy. It will be an important catalyst connecting the research community with the private sector and developing a network to enhance innovative agri-technology.

It is appropriately placed in California's Central Valley, premier producer of agricultural and food products.

Proposed Time Line

This 12 month project will begin in January 2004 and be completed by January 2005.

For further information

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ATTACHMENT(S): N/A

TO: WIB Executive Committee

DATE: 03/29/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Update on Youth Request for Proposals (RFP)

PROPOSED MOTION(S): Information Only

DISCUSSION: The Bidders Conference for the Youth Proposals was held on March 16, 2004 at 10:00 a.m. with Frank Rybka from General Services facilitating the meeting. There were four potential bidders in attendance. They were ACS Local Solutions, Central Valley Opportunity Center, Merced County Office of Education, and National Institute of Science, Technology and Trade. Only those organizations that attended the Bidders Conference will be able to submit a proposal. The closing date for proposals is April 6, 2004 at 4:00 p.m.

ATTACHMENT(S): N/A

TO: WIB Executive Committee

DATE: 03/29/04

**FROM: WIB Staff / Program Planning &
Development Working Group**

For Action

For Information

For Discussion

SUBJECT: Continuation of Registered Nurse Program

PROPOSED MOTION(S): Continue the Registered Nurse Training Program with Merced College at a continued enrollment level of 24 WIA sponsored RN students per year for the period July 1, 2004 through June 30, 2005.

DISCUSSION: Since August 1, 1999, Merced County has had continuing contracts with Merced College to provide Registered Nurse (RN) training for WIA participants. The original class was 6 students. In March 2002, the WIB directed the number of WIA supported students be increased to 24. The present contract will terminate June 30, 2004. Of the 24 students now enrolled, 18 will still be enrolled at contract termination.

A new contract would result in a contract continuation through June 30, 2005. Six (6) new students would enroll each of the two semesters covered by the contract, with 6 graduating each semester, keeping those supported by the WIB at 24. Contract cost per participant will be \$2,737 per student/semester with a total contract cost of \$131,376. This is an increase in the contract, computed at 24 students attending per semester, of \$21,504 per year, or an increase of 19.6% in contract cost. The rise in cost is attributed to increased costs for Health Insurance and Workers' Compensation, plus salary step increases.

The following Options are offered for cost comparison and consideration:

(Please see next page)

ATTACHMENT(S): N/A

RN Training Options

Option 1: 24 RNs per year (Current WIB policy)

- Total cost of contract + supportive services = \$131,376 + \$36,616 = \$166,992
- Cost represents 40.5% of Adult Training Budget
25.7% of Total Training Budget
- Future costs to graduate all participants with no new enrollments = \$215,168

Option 2: 18 RNs in program. Enroll 6 new 1st semester, none (0) in 2nd semester, none after that

- Total Cost of contract + supportive services = \$114,954 + \$26,237 = \$141,191
- Costs represents 34.3% of Adult Training Budget
21.7% of Total Training Budget
- Future cost to graduate all participants with no new enrollments = \$67,574

Option 3: 18 RNs in program. No new or future enrollments.

- Total Cost of contract + supportive services = \$82,122 + \$18,237 = \$100,359
- Cost represents 24.4% of Total Adult Training Budget
15.4% of Total Training Budget
- Future cost to graduate all participants with no new enrollments = \$19,466

Combined Costs of RN/LVN Programs

- Option 1: \$249,719 60.6% of Adult 38.4% of Total
- Option 2: \$207,485 50.4% of Adult 31.9% of Total
- Option 3: \$183,074 44.5% of Adult 28.2% of Total

TO: WIB Executive Committee

DATE: 3/29/04

**FROM: WIB Staff / Program Planning &
Development Working Group**

For Action

For Information

For Discussion

SUBJECT: Self-Sufficiency Wage

PROPOSED MOTION(S): Adopt a new method for establishing the Self-Sufficiency Wage to incorporate family size and primary living expenses.

DISCUSSION : At present the WB approved Self-Sufficiency Wage is \$11.06 per hour and is based on a weighted national average at the 25th percentile of wages of adults (aged 25 years and older) who have a high school diploma or less and are in full time employment. The hourly rate is adjusted for Merced County cost of living and inflation. What the Self-Sufficiency Wage does not take into account is family size and the cost to live in Merced County such as housing, utilities, food, transportation, childcare, and health care.

A new formula based on a California Budget Project allows for family size and living expenses to be considered. The information used is tailored to Merced County and can reviewed periodically and updated as changes occur, or yearly at a minimum. The advantage of this newer calculation is that more individuals with families will be eligible for intensive or training services. For example, today's calculation sets the self-sufficiency wage at \$11.06 per hour, regardless of family size. Using the new calculation, a single parent family member will have a self-sufficiency wage of \$16.59, and the wage rate for a two parent family with one working member will be \$15.00 per hour. In other words, a family member needing WIA services will be qualified if he or she is making less that the respective \$16.59 or \$15.00. Now those same individuals must be making less that \$11.06 to qualify.

Staff reports that the vast majority of individuals seeking WIA assistance will benefit from the Self-sufficiency Basic Family Wage calculation.

ATTACHMENT(S): Self-Sufficiency Basic Family Wage Calculation

Basic Family Wage Calculation For Merced County Residents Based on California Budget Project Methodology

EXPENSE CATEGORIES	Single Adult (a)	Single Parent Family (b)	Two Parent Family (One Working) (c)	Two Working Parent Family (d)
Housing and Utilities	\$ 444	\$ 608	\$ 608	\$ 608
Food	\$ 190	\$ 465	\$ 667	\$ 667
Transportation	\$ 290	\$ 290	\$ 290	\$ 522
Child Care	\$ 0	\$ 668	\$ 0	\$ 668
Health Care	\$ 161	\$ 349	\$ 468	\$ 436
Miscellaneous	\$ 131	\$ 232	\$ 312	\$ 327
Taxes	\$ 244	\$ 264	\$ 255	\$ 403
Total (monthly)	\$ 1,460	\$ 2,876	\$ 2,600	\$ 3,631
Total (annual)	\$17,520	\$34,512	\$31,200	\$43,572
Basic Family Wage*	\$8.42	\$16.59	\$15.00	\$10.47

*Basic Family Wage is *per working adult*, per hour

Methodology

Housing and Utilities – Based on Fair Market Rent for the County of Merced, 2003

Food – Based on United States Department of Agriculture national Low-Cost Food Plan, 2003

Transportation – Based on statewide average derived from the California Energy Commission's Driver Diary Study, 1995

Child Care – Based on California Child Care Resource and Referral estimates of child care expenditures for different family types (23% of total budget for family type b, 19% for family type d).

Health Care – Based on State-wide average of premiums quoted by leading HMOs, from which an estimate for each family type was derived (11% of budget for family type a, 12% for family type b, 18% for family type c, and 12% for family type d).

Miscellaneous – Based on estimates from the 2003 Consumer Price Index (9% for family a, 8% for family b, 12% for family c, and 9% for family d).

Taxes – Based on estimates derived from Federal and State tax returns for California residents from 2002 (16.7% for family a, 9.1% for family b, 9.8% for family c, and 11.1% for family d).

TO: WIB Executive Committee

DATE: 03/29/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Nomination Committee Member Selection

PROPOSED MOTION(S): That the committee select WIB members to serve on the Nomination Committee to develop a slate of candidates for the WIB election of officers that will occur at the May 13, 2004 meeting.

DISCUSSION: The terms of the current officers expire on June 30, 2004. The last meeting of the program year is May 13, 2004, at which time the election of officers will take place for July 2004 through June 2005.

ATTACHMENT(S): N/A

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