

**Workforce Investment Board of Merced County
Program Planning and Development Committee
Dept of Workforce Investment (Large Conference Room)
1880 W. Wardrobe Ave, Merced, CA
Tuesday, May 4, 2004, 3:00–4:30 p.m.
Meeting Agenda**



www.co.merced.ca.us/wi/wib/wib.html

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1. Call to Order and Roll Call
 2. Approve Agenda
 3. Approve Minutes (November 19, 2003).....
 4. Public Opportunity to Speak
 5. Action Agenda
 - a. MC Office of Education Workplace Learning Academy, Construction/Building Trades Program
 6. Information/Discussion
 - a. Regional Economies Project
 - b. Workforce Investment Board Selected Industry Clusters.....
 - c. P-16 Council Update
 - d. Youth Employability Card
 7. Chair’s Comments
 8. Next Meeting Date/Time—May 26, 2004, 3:00–4:30 p.m.....
 9. Adjourn

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

**Workforce Investment Board
Program Planning and Development Committee
Department of Workforce Investment
1880 West Wardrobe Avenue, Merced, CA
November 19, 2003, 3:00 – 4:30 P.M.
Meeting Minutes**



Members Present: Andrea Baker, Don Bergman, Sharon Cresswell, Harry Dull, Peter Fluetsch, John Fowler, Scott Galbraith, Gisela Malone, Anne Newins, Rick Osorio (Chair), Al Romero

Members Absent: Paul Alderete, Mike Boardman, Carol Greenberg, Ana Pagan, Mike Sullivan, Thomas Tsubota

WI Staff Present: Dave Davis, Dee Knight

1. **Call to Order and Roll Call:** The Chair called the meeting to order at 3:10 p.m. A sign-in sheet was used in lieu of roll call.
2. **Agenda:** It was *M/S/C Bergman/Fluetsch* to approve the agenda as published.
3. **Approval of Minutes:** It was *M/S/C Dull/Fowler* to approve the October 22, 2003 minutes.
4. **Public Opportunity to Speak:** None.
5. **Discussion With Possible Action:**

a. **WIB Goal #1 – Train and Attract Adaptable Workers to Fill Industry Needs:** The following specific industries were recommended:

- 1) Automotive Repair Industry
- 2) Healthcare Industry
- 3) Transportation Industry
- 4) Construction Industry

After discussion, it was *M/S/C Bergman/Malone* that construction would be the single industry to develop a pilot project.

Ms. Baker will provide the success rate on the Building Trades program. It was decided the committee would have a Construction Summit, using the format of the Manufacturing Summit, sometime the 2nd or 3rd week in December. Staff will get a list of names from the City and County Planning Department, and send letters to all commercial and residential general contractors inviting them to attend the summit for the purpose of addressing the needs of their industry.

The following places were recommended for the meeting: Board of Supervisors Room, City Council Chambers, Sam Pipes Room, Senior Center, Boys & Girls Club, Newbold/Clark Room at MCOE, Board of Realtors. Staff will book whichever room is available during that timeframe.

6. Information Agenda:

a. **Update from Goal #2 Workgroup:** The Chair noted that everyone should read all the provided information.

7. Chair's comments: The Chair noted he wanted the committee to move quickly but cautiously on the pilot project.

8. Next Meeting Date/Time (Please Note Change): Construction focus meeting in December, date and time to be determined.

9. Adjourn: Meeting adjourned at 4:20 p.m.

Minutes prepared by Devilla D. Knight.

**TO: WIB Program Planning and Development
Committee**

DATE: 5/04/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Merced County Office of Education (MCOE) Workplace Learning Academy, Construction/Building Trades Program Request to be Added to the Eligible Training Provider List.

PROPOSED MOTION(S): To accept the proposal by MCOE's Workplace Learning Academy, Construction/Building Trades Program to be included on the Eligible Training Provider List.

DISCUSSION: MCOE and Firm Build have created a training partnership. They have trained individuals referred through the Housing Authority and have trained ROP students.

The Construction/Building Trades Program consists of classroom time, but primarily is hands-on working on projects throughout the county. There is a qualified trainer for every 5 individuals who work in crews. The total cost for six months/125 days of training is \$13,030 per person, with \$2,000 for the trainer and \$11,030 in wage related costs. The wages are paid through Continental Labor at \$11.03 per hour, and include Workers Compensation coverage, safety training, and drug testing.

Firm Build has trained 91 adults and their placement rate is approximately 75%. Most of the trainees get entry level jobs paying from \$8.00 to \$10.00 an hour. There are often raises and benefits within 3 to 6 months for those that perform well. Workforce Investment Act Training Provider Application will be available at the meeting.

ATTACHMENT(S): N/A

**TO: WIB Program Planning and Development
Committee**

DATE: 5/04/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: California Regional Economies Project

PROPOSED MOTION(S): Information/Discussion Only

DISCUSSION: The California Regional Economies Project (CREP) is being led by a joint committee of members from the California Workforce Board and the California Economic Strategy Panel, with funding by the State Board. There was a Regional Economies Project Forum for the Central Valley on February 26, 2004. It was the fifth of nine being held statewide in California.

The purpose of the forums is to provide new information to enhance economic and workforce development planning and investments by local Workforce Investment Boards, economic development organizations educational institutions and other partners. It will provide a bridge connecting economic development to workforce policies, programs and resources at the state and regional levels. Participants will be provided with information on methodology tools, and have discussed which regional industry cluster the state could study in greater detail.

On April 16, 2004, the Department of Workforce Investment and the other regional partners received an e-mail from the California Workforce Investment Board that announced that the second component of the CREP would include regional industry cluster studies and cross-industry cluster studies. To conduct the studies, they will contact 10 per region, which means a total of 90 interviews.

The employers for our regions would include: 1) Health Services and Biomedical Clusters, and 2) The New Manufacturing--Logistics, Supply Chains and Innovative Business Services.

More details about these clusters:

Health Services and Biomedical Cluster: This has been a growing set of industries and high priority of interest in all regions--urban and rural alike. It is one of the leading industries statewide with growing workforce shortages. It also provides an opportunity to look at the service and biomedical segments of this broad cluster in new ways. This cross-regional cluster study will cover all nine regions.

The New Manufacturing--Logistics, Supply Chains and Innovative Business Services: Manufacturing is undergoing major changes, including redefinition as logistics and supply chain management with innovative business support services. Productivity has reduced the number of jobs but new types of jobs have been created in other industries within regions to manage the flow of goods and services. Value added, agile manufacturing and services are becoming more related in biomedical, information technology as well as food processing industries. This cross-regional cluster study will cover five regions: Bay Area, Border, Sacramento, Southern California, and San Joaquin Valley.

From the clusters listed above, names of employers should be recommended and contact information provided from our areas.

ATTACHMENT(S): Collaborative Economics Interview Protocol

Our contract calls for 10 interviews per region, which means a total of 90 interviews (or in this case, about 30-40 interviews per cluster area). Certainly, we can begin with panelists from the regions who fall into the cluster areas. From there, we would be looking for additional industry innovators in the three areas, those whose firms are growing and can speak effectively about the changing nature of their firm and industry. We especially want employers who can talk about the nature of opportunities for growth—and the requirements to capitalize on those opportunities. Below is a brief interview protocol to give you an idea of what we are after:

Time: 1 hour

Focus: Key Opportunities and Requirements for Future Growth and Competitiveness

Topics:

1. Story of the Firm

- a. What is the nature of your business, products, services? What is your firm's relationships with suppliers, customers, partners/competitors?
- b. Describe your workforce—growing, declining, transforming occupations? Shortages? Career pathways? Sources of skilled workers (e.g., local colleges, training programs, relocations from outside region, etc.)?
- c. What have been the most important changes in your business in the last five years, and why? (e.g., due to product/service innovation, new technologies, shifting markets, workforce shortages, etc.). How does this experience compare to your industry as a whole?
- d. What are likely to be the biggest opportunities for growth in the next five years and why? (e.g., due to product/service innovation, new technologies, shifting markets, etc.). How does this experience compare with to industry as a whole?

2. Requirements for Future Growth and Competitiveness

- a. What will be required for your firm and industry to grow in the next five years? Rank top requirements.
 - i. Workforce (key talent needed, shortages solved, most important occupations to future of the firm/industry?)
 - ii. Innovation (need for R&D/commercialization, new technology, new business partnerships, capital access, tax and regulatory environment?)
 - iii. Markets (transportation, export infrastructure, financing, and access, business partnerships/networking?)
 - iv. Quality of life (regional amenities, attractiveness to skilled workforce?)
 - v. Others

**TO: WIB Program Planning and Development
Committee**

DATE: 5/04/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Workforce Investment Board Selected Industry Clusters

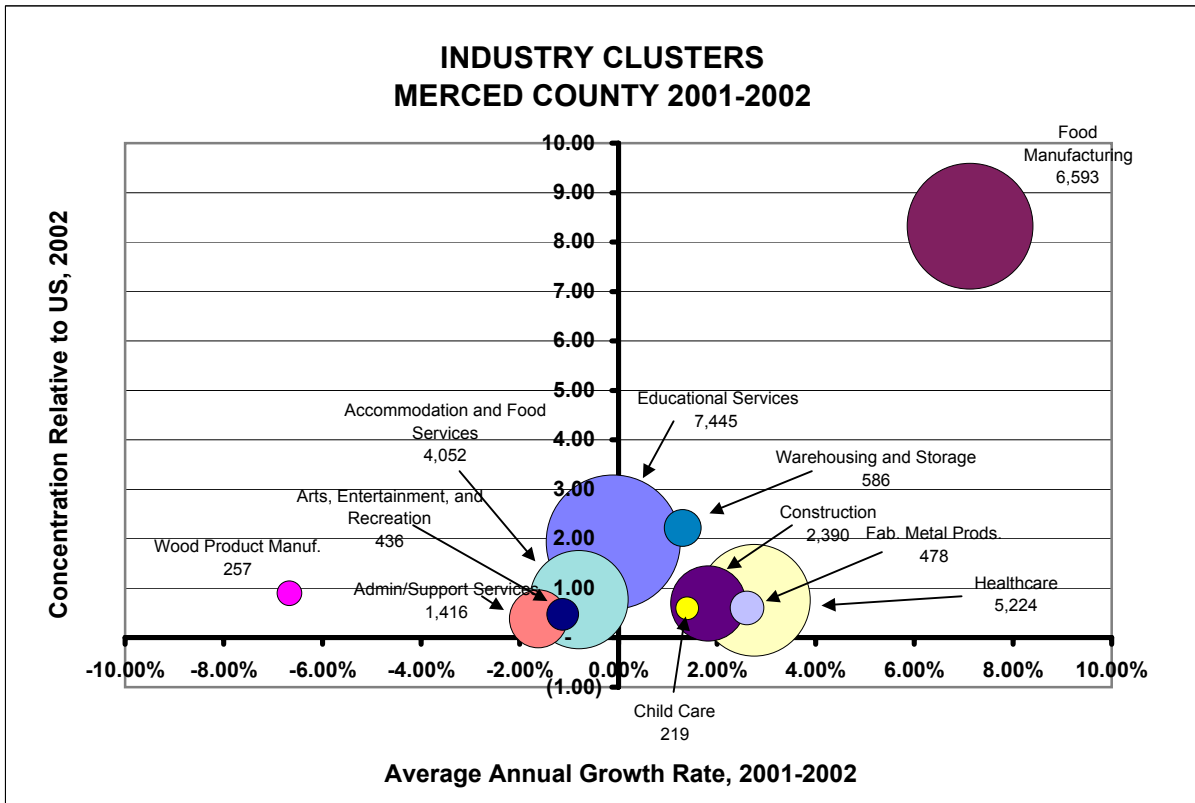
PROPOSED MOTION(S): Information/Discussion Only

DISCUSSION: The Workforce Investment Board has selected the following industry clusters to focus on, and they are listed in priority order:

- 1) Agriculture/Food Processing,**
- 2) Wood/Metal Fabrication,**
- 3) Construction/Materials and Ancillary Services,**
- 4) Warehouse Distribution,**
- 5) Healthcare and Education,**
- 6) Business Services,**
- 7) Tourism, Visitor Services, and Hospitality, and**
- 8) Childcare (which crosses over many industries)**

The attached Bubble Chart shows the current economic impact, average annual growth and concentration for Merced County in 2001-2002. The clusters are described using terms that are consistent with the US Department of Labor, Bureau of Labor Statistics, and may be named slightly different from the cluster above.

ATTACHMENT(S): Industry Cluster Bubble Charts



Size	Current Economic Impact: Determines if an industry is a significant component of the cluster's activity in Merced County. (Area of Bubble)
Average Annual Growth	Job Creation: Shows how various components have weathered market forces and their subsequent employment generation.
Concentration	Regional Specialization: A concentration of greater than 1 indicates that the region is more specialized in the industry compared with U.S. or California*. Specialization generally reflects competitiveness and outward orientation.

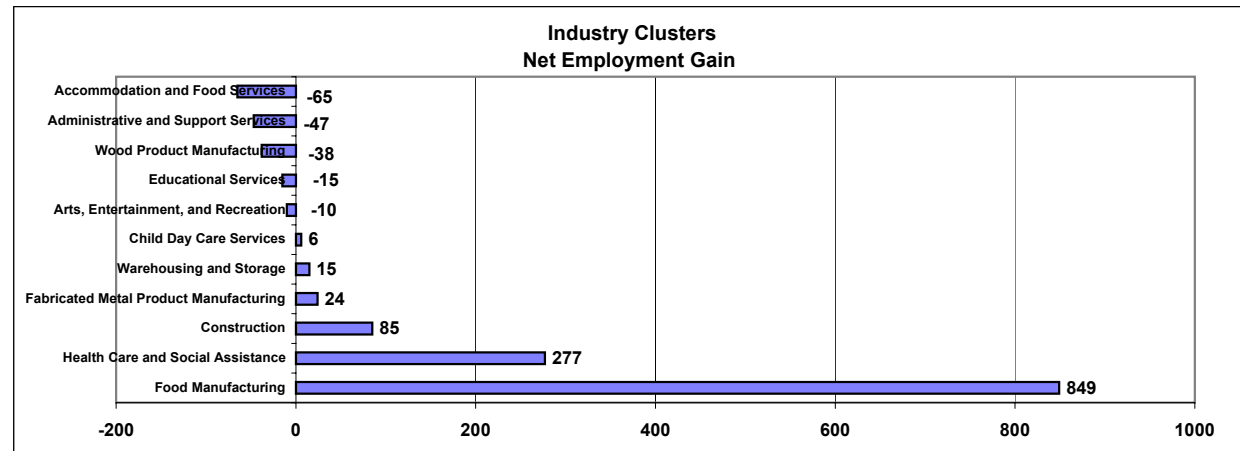
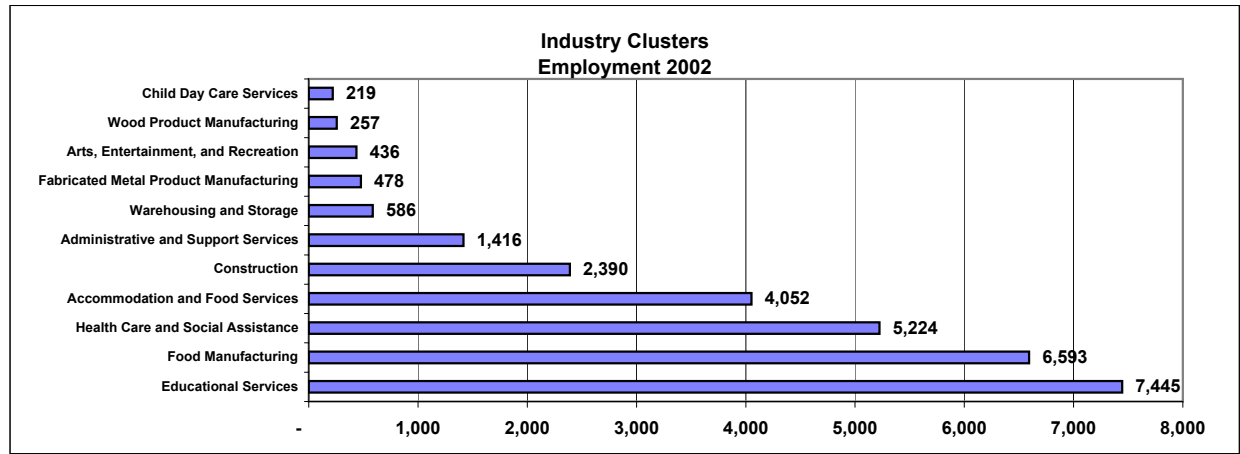
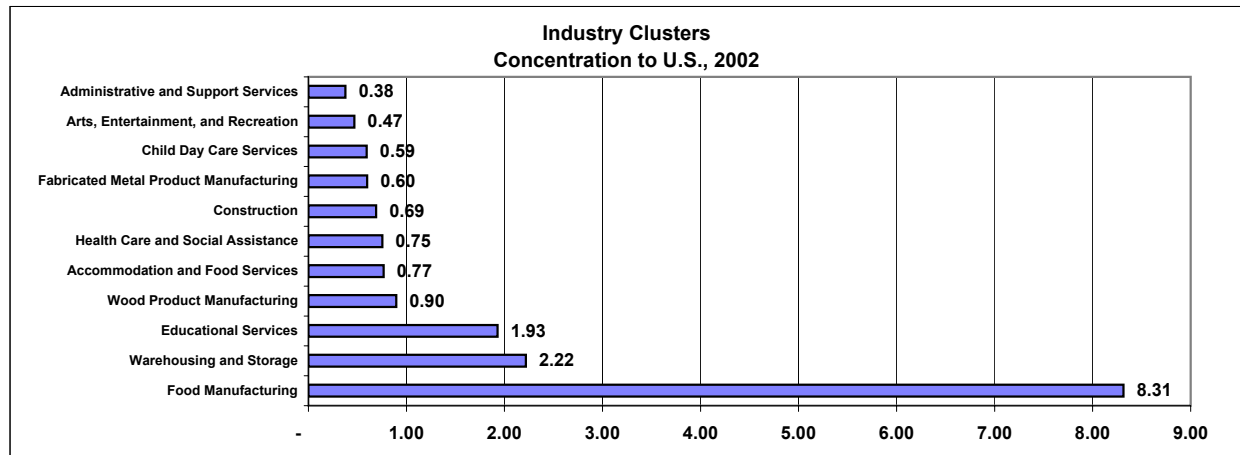
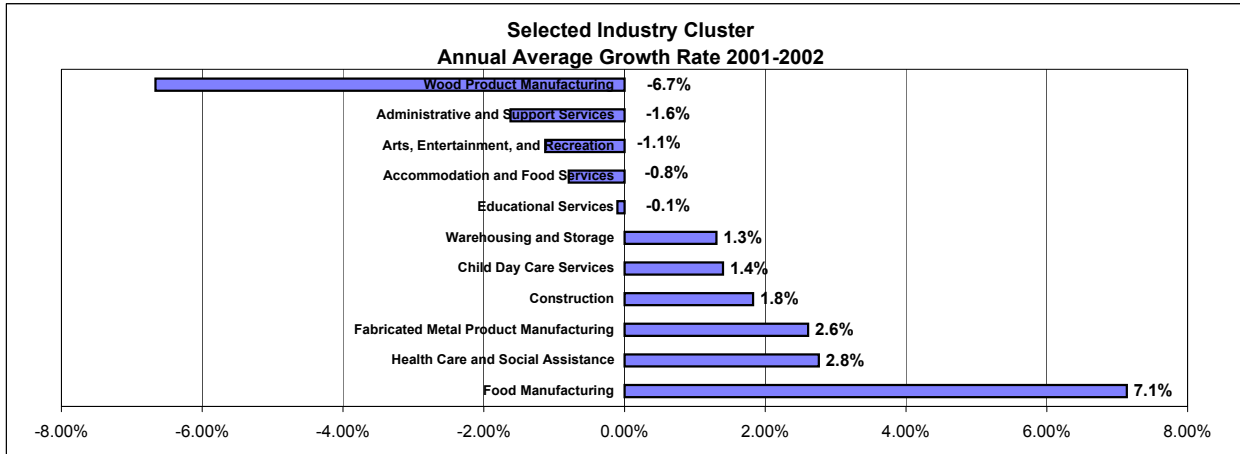
* Note: Concentration vs. U.S. is generally more representative than concentration vs. CA.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages

CLUSTER MATRIX

	Educational Services	Food Manufacturing	Health Care and Social Assistance	Accommodation and Food Services	Construction	Administrative and Support Services	Warehousing and Storage	Fabricated Metal Product Manufacturing	Arts, Entertainment, and Recreation	Wood Product Manufacturing	Child Day Care Services
Size (Ranked Highest to Lowest)	1	2	3	4	5	6	7	8	9	10	11
Concentration (Ranked Highest to Lowest)	3	1	6	5	7	11	2	8	10	4	9
Growth (Ranked Highest to Lowest)	7	1	2	8	4	10	6	3	9	11	5
Wages (High, Medium and Low)	H	M	H	L	M	L	H	H	L	L	M

Color Legend	
Green:	Top 1/3
Yellow:	Middle 1/3
White:	Bottom 1/3



**TO: WIB Program Planning and Development
Committee**

DATE: 5/04/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: P-16 Council Update

PROPOSED MOTION(S): Information Only

DISCUSSION: The P-16 Council was created as a result of the Merced County Economic Development Strategic Plan, which was accepted by the Workforce Investment Board on March 27, 2003. The P-16 Council is addressing the educational issues in Merced County with participation from the business community.

Provide an opportunity for the committee members that serve on the P-16 Council to discuss what has taken place to date and provide information regarding goals and next steps that are being planned.

ATTACHMENT(S): N/A

**TO: WIB Program Planning and Development
Committee**

DATE: 5/04/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Youth Employability Card

PROPOSED MOTION(S): Information/Discussion Only.

DISCUSSION: The Committee requested a report on the status of the Youth Employability Card with discussion to follow on the success and sustainability of the program.

There are no new employers participating. At last count there were approximately 3-4, with McDonalds being the primary employer participant.

ATTACHMENT(S): Youth Employability Card Statistics

YOUTH EMPLOYABILITY CARD STATISTICS 2003-04

AS OF 4/23/04

SCHOOLS REPORTING:

- Atwater High School
- Buhach Colony High School
- Golden Valley High School
- LeGrand High School
- Merced High School
- Valley Community School
- Yosemite High School

	October 1, 2003 to February 28, 2004	March 1, 2004 to Present
NUMBER OF APPLICATIONS DISTRIBUTED:	63	28
NUMBER OF CARDS ISSUED:	50	23
GRADE LEVELS OF RECIPIENTS:	10, 11, 12	11 – 12
NUMBER OF APPLICATIONS DISTRIBUTED BUT NOT RETURNED:	4	1
NUMBER OF APPLICATIONS DENIED:	9	4
REASON FOR DENIAL:	Attendance, Low GPA	Attendance, Low GPA
PROMOTIONAL ACTIVITIES AT YOUR CAMPUS:	Flyers, posters, announcements	Flyers, posters, announcements
CHALLENGES	Students would like a list of the businesses that honor the card.	Students would like a list of the businesses that honor the card.

SCHOOLS NOT PARTICIPATING:

- Dos Palos High School
- Gustine High School
- Dos Palos High School
- Hilmar High School
- Livingston High School
- Los Banos High School