

TO: Executive Committee

DATE: 5/05/08

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Workforce Investment Board (WIB) Strategic Scorecard Alignment

PROPOSED MOTION(S): Accept the revised Workforce Investment Board Strategic Scorecard.

DISCUSSION: The WIB Strategic Scorecard is used to manage the attainment of the WIB's efforts and has been updated and aligned with the current WIB goals. The four areas of the Scorecard continue to be relevant to the attainment of WIB goals. Each section of the Scorecard is labeled by color to show the connection/alignment between the WIB goals and the Strategic Scorecard.

The primary change and recommendations are focused on Goal 2: "Increased private sector involvement and ownership of the WIB." It is recommended that this goal be achieved through the Scorecard's "Customer Perspective" Measurement Category under item (3) labeled Workforce Development Advocacy/Awareness.

Recommendations

- 1. The method used to accomplish this goal may be "mentoring" of newly appointed WIB members by members that have been on the WIB for at least one year.**
- 2. Another recommendation may be that the WIB be informed (at every meeting) of the number of members required, and request that members provide leads for the areas of membership that are lacking representation. Leads may be followed up by members or staff as requested.**
- 3. The third recommendation is that WIB members be requested to inform at least one colleague (every month) about the purpose and function of the Workforce Investment Board, and its connection to the community.**





ATTACHMENT(S): Revised Strategic Scorecard

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

WIB GOALS

- Goal 1: Clarified roles & responsibilities & improved communication in economic development.
- Goal 2: Increased private sector involvement & ownership of the WIB.
- Goal 3: Increased visibility with clear, consistent message focused on business.
- Goal 4: More diverse resources & efficiency / effectiveness measures.
- Goal 5: Identify & deliver services needed by business.
- Goal 6: Implement one additional industry cluster.
- Goal 7: Increased support for K-12 improvement.

Measurement Category: Customer Perspective

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
 1. Business Customer Satisfaction a. Employer Needs Are Being Met	80% Satisfaction Rate & Increase in the # of Employers using Worknet Services	Face to face 10 Question Survey of 30 Employers	Annually (July)	Exec
 b. Are the Right Industries Targeted <ul style="list-style-type: none"> • Economic Development Targeted Industries • Growth Industries 	Compare targets and adjust industry focus, if necessary	Review LMI (Growth Industries & Early Warning Data)	Annually (July)	Exec
 2. Job Seeker Customer Satisfaction a. Job Seeker Needs Are Being Met	90%	Customer Satisfaction Surveys	Biannually (Jan/July)	Exec
b. Input from Customers Is Used To Improve Services	Rating to meet or exceed	One Stop Management	Biannually (Jan/July)	Exec
 3. Workforce Development Advocacy/Awareness	# Of Face to Face Meetings # Of Written	Meetings with Legislators	Annually (April)	Executive

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

	<p>Communications</p> <p>Voting record of Legislators</p> <p>Positive impact to Support Local Control</p> <p>Stable or increased WIA Funding</p>	<p>Written Communication with Legislators (requesting a response)</p> <p>Invitations to WIB Meetings</p> <p>Invitations to Worknet, i.e., for a tour, Chamber Mixer, etc.</p>	
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Measurement Category: Internal Operations/Organizational Effectiveness

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
1. Program Accountability:				
a. Plan vs. Actual Participant Activity				
Numbers	Planned vs. Actual	Participant Reports	Quarterly (Oct/Jan/Apr/Jul)	Exec
Merced County Population	Participants vs. Merced Co. Demographics	Participant Reports	Biannually (Jul/Jan)	Exec
• Demographics				
• White – 40.6%				
• Hispanic – 45.3%				
• Asian – 6.8%				
• African Amer – 3.8%				
• Amer Indian – 1.2%				
• Others – 2.3%				
• Performance Measures	Attain 80% level on Goals	Performance Reports	Quarterly (Nov/Feb/May/Oct)	Exec
b. Report Results:				
• Audits	Zero Findings	Single Audit	Annually (May)	Exec

Deleted: County Audit
Single Unit Federal Audit

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> • Monitoring • Youth Quarterly Program Reports Out-of-School Youth Younger Youth <p>c. Resources are Allocated Appropriately:</p> <ul style="list-style-type: none"> • The Selected Industry Cluster and Occupations Within The Cluster Are Being Supported • Quality Controls • Productivity 	Acceptable Progress	EDD Monitoring WI Monitoring	Annually (Feb) Biannually (Jan/Jul)	Exec
	Acceptable Progress	Report from MCOE	Quarterly	YC
		Report from MCOE	Quarterly	YC
	Review results of training and job placements in the industry	Identify and select industry cluster	Annually (July)	Exec
	Improved Scores	Customer Satisfaction Data Performance Measures	Annually (July) Annually (July)	Exec Exec
Attainment				

Measurement Category: Financial/Market Perspective

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Expenditures including: <ul style="list-style-type: none"> • Obligations • Accruals (Expenses) • Encumbrances • By funding source • By service • Plan vs. Actual 	80% Expended by End of Year	Fiscal Reports	Monthly	Exec
2. Revenue & Resources:				
a. Grants	#s Received	WI Report	Quarterly	Exec

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

b. Revenue Generation	#s Applied for Sources # of Sources Amount of \$\$	WI Report	(Oct/Jan/Apr/Jul) Quarterly (Oct/Jan/Apr/Jul)	Exec
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Measurement Category: Learning and Innovation

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Influence the Workforce Investment System				
a. Education	Report on Activity	Participate on the P-16 Council	Quarterly	Exec
b. Economic Development Adhoc Committee	New Jobs Created Jobs Retained or Jobs Lost	Reports by MCEDCO, and CAED	Quarterly	Exec



Deleted: BEO
Deleted: EDAC

Glossary

Exec - WIB Executive Committee
YC - Youth Council

Revision Date: April 29, 2008