

**Workforce Investment Board of Merced County
Program Planning and Development Committee
Dept of Workforce Investment – Large Conference Rm
1880 W. Wardrobe Avenue, Merced, CA
Thursday, June 22, 2006, 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 30, 2005).....
 4. Public Opportunity to Speak
 5. Action Agenda
 - a. Marketing Plan..... Alfredo Mendoza
 6. Discussion Agenda.....
 - a. WIA Funded Nurse Training Programs Alfredo Mendoza
 7. Information Agenda.....
 - a. Update on Robert Wood Johnson Foundations Grant..... Alfredo Mendoza
 - b. Mod 7 to 5 Year Strategic Plan..... Alfredo Mendoza
 8. Chair Comments
 9. Next Meeting Date/Time—July 27, 2006, 3:00-4:30 p.m., Department of Workforce Investment, 1880 W. Wardrobe Ave/Large Conference Room
 10. 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
Dept of Workforce Investment – Large Conference Room
1880 W. Wardrobe Ave, Merced, CA
Wednesday, November 30, 2005, 3:00 – 4:30 P.M.
Meeting Minutes**



<http://web.co.merced.ca.us/wi/wib/subcommittees/subcommittees.html>

Members Present: Andrea Baker, Don Bergman, Sharon Cresswell, Phil Flores, Peter Fluetsch (Vice Chair), John Fowler, Carol Greenberg, Mike Sullivan (Chair)

Members Absent: Nicolas Benjamin, Ernie Flores, Scott Galbraith, Anne Newins, Al Romero
Thomas Tsubota

Others Present: Dave Davis, Patricia Hinson, Sandy Lemas, Alfredo Mendoza, Joanne Presnell

1. Call to Order and Roll Call: The Chair called the meeting to order at 3:12 p.m. Roll call was taken.

2. Agenda: It was *M/S/C Fluetsch/Bergman* to approve the agenda as published.

3. Approve Minutes: It was *M/S/C Bergman/Flores* to approve the August 25, 2005 minutes.

4. Public Opportunity to Speak: None

5. Action Agenda:

a. Eligible Training Provider's List Policy: It was *M/S/C/ Fowler/Bergman* to accept the revised Eligible Training Provider's List Policy, and forward to the Workforce Investment Board for approval.

b. Supportive Services Policy: It was *M/S/C Fluetsch/ Bergman* to accept the new Supportive Services Policy, and forward to the Workforce Investment Board for approval.

6. Information/Discussion Agenda:

a. Frontline Workforce Development Grant Requirements: Staff informed the committee about the first stage requirements needed to apply for the grant. The Chair asked staff to present a draft letter of intent at the next meeting.

b. Medical Assistant Lattice Timelines: Staff updated the committee regarding the timeline on the Medical Assistant Lattice . This grant is a regional project to conduct a study on medical assistants. There will be a medical assistants survey to be conducted between January–June 2006. This information will be given back to the four counties for their review. A final report is expected by January 2007. The Center of Public Policy Studies at California State University Stanislaus has submitted a proposal, and will meet with Department staff to further discuss the survey and negotiate a counter proposal.

7. Chair Comments: The chair requested the date for next meeting stay as planned until further notice.

Program Planning and Development Committee

November 30, 2005

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8. Next Meeting Date/Time: The next meeting is December 22, 2005, 3:00-4:30 p.m., Department of Workforce Investment, 1880 W. Wardrobe Ave, Large Conference Room.

9. Adjourn: The meeting adjourned at 3:40 p.m.

Minutes prepared by Patricia Hinson.

TO: Program Planning & Development

DATE: 06/22/06

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Marketing Plan

PROPOSED MOTION (S): Approve the Marketing Plan and forward to the WIB for final approval.

DISCUSSION: On September 28, 2004, the Workforce Investment Board approved the WIB/Worknet Marketing Plan. The Marketing Plan has been modified to reflect the WIB/Worknet policy of Business First.

ATTACHMENT (S): Marketing Plan

**Merced County Workforce Investment Board
and Worknet One-Stop System
Marketing Plan**

Revised
April 2006

Merced, California

1. POSITION STATEMENT

The Merced County Workforce Investment Board (WIB) was established in June of 2000 pursuant to the federal Workforce Investment Act of 1998. The WIB is the successor to the previous Private Industry Council (PIC). The staff “arm” to the WIB is the Department of Workforce Investment (Dept. of WI) established in 1982 with the Federal Job Training Partnership Act. For twenty years, the WIB and the predecessor PIC have overseen Dept. of WI delivery of job-training services in Merced County.

Dept. of WI is also contracted to be the “One Stop” operator for workforce services, coordinating with other workforce agencies through “Worknet” of Merced County.

The Workforce Investment Board is the policy-making body, while Worknet is the service delivery organization. Because the WIB establishes policy and contracts for services, this marketing plan covers both WIB and Worknet.

Mission: The WIB’s mission statement is:

“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.”

Products and Services: The **Workforce Investment Board** does not directly offer services to outside clients. Rather, the WIB is the policy-setting body, which guides the workforce system in Merced County.

Worknet is the One-Stop service delivery system, coordinated by the Department of Workforce Investment as the One-Stop operator. Worknet (the One Stop system) offers services and information to businesses and individual jobseekers through a system of Worknet one-stop centers:

- Workshops on resume writing, job search, and interviewing techniques
- Career development information for any member of the public
- Assistance to economic development organizations in presenting and marketing resources to prospective employers
- Entrepreneurial development and follow-up services

Services to Employers: These are listed by the services that are used most by employers.

- **Recruitment, pre-screening, and referrals of job applicants.** The employer provides the job requirements and the candidates are pre-screened accordingly. The employer makes the decision on who is hired.
- **On-The-Job Training (subsidized).** The employer contracts with the WIB/One-Stop operator, interviews and selects the eligible client, prepares a training plan with staff for the client, and is reimbursed for a portion of the training expense. A cost savings can be realized by the employer due to reimbursements for the extraordinary costs of training.

- Customized training for businesses. A training plan is developed and implemented to assist an employer in providing skills and training to a group of employees.
- Tax Advantages. For the Merced-Atwater Enterprise Zone, the WIB/Dept. of WI serves employers by certifying ("vouchering") qualified employees for Enterprise Zone tax credits. The State EDD certifies individuals in target populations for the federal Work Opportunity Tax Credit and Welfare-to-Work Tax Credit.
- Consulting on personnel practices. This is provided at the request of employers.
- Labor market information. Vast amounts of local information to assist in making important business decisions are available.
- Testing job applicants. Applicants are tested for skills and qualifications specified by the employer.
- Space for interviewing. An interview room is provided for interviewing applicants. Video conferencing equipment is available for long distance interviewing.
- Rapid Response. Staff comes to the aid of an employer who is downsizing to provide options for the personnel who are being released such as employment retraining information.

Services to Job Seekers: Worknet provides services to eligible persons seeking employment and training.

- Recruitment, assessment, pre-screening and job referrals. Securing employment for clients evolves around these activities.
- Job Search workshops. Provides information on how to look for work, prepare for an interview, and keep a job once obtained.
- Labor Market Information. A valuable aid in determining a career choice.
- Resume assistance. Many employers require resumes along with the employment application and WIB/Dept. of WI provides training and coaching in this skill.
- Phone banks, computers, and resource library. Tools available for those looking for work.
- Career counseling. Assists individuals in determining their career alternatives.
- School based and Work based training, retraining. Necessary when a person needs to learn new job skills, update old ones, or is considering a career change.
- Basic Education and GED. Is available for those deficient in reading and/or math and do not have a high school diploma.
- Supportive Services. Information regarding available supportive services is provided.
- Eligible Training Provider List. A list of training providers who are determined eligible by the state to provide training funded by the Workforce Investment Act.

2. MARKET ANALYSIS

The market has been classified into four categories: Businesses, Job Seekers, Community and Political Leaders, and general awareness. Different methods are needed to reach the four different segments of the market

1. Businesses: The business market addressed by this plan falls into three areas:

- Existing Merced County employers that have been successful for job placement in the past. This is the primary market and is the most fruitful, with its base of repeat customers.
- Other existing businesses in Merced County. These are already here and are easily contacted; they may know WIB/Dept. of WI by word of mouth.
- Businesses outside Merced County, which may expand here. These are the most difficult to reach and it involves working with economic developers. Outside businesses may know or have experience with other WIA providers.

Services offered to businesses can be addressed to new employees or their existing employees.

The WIB needs to address this market in order to secure increased participation in the WIB from employers. Worknet needs to address this market in order to make sure Worknet services are known and used by employers.

2. Job Seekers: Job seekers may include any person who is seeking new or better employment, not only the unemployed or economically disadvantaged. In addition, youth are a specific identifiable segment of the broader market of job-seekers.

Worknet has a critical need to address job seekers in order to inform them of Worknet program services, and to build general awareness of Worknet. The WIB has a lesser need to address job seekers in order to assure that they know WIB/Worknet services are open to all.

3. Political and Community Leaders: These leaders may include: legislators (state, federal, and local), members of various community boards, business leaders, agricultural leaders, educators, and economic developers.

The WIB needs to address these leaders in order to obtain their participation, support and cooperation for the WIB. Worknet needs to address these leaders in order to ensure that community leaders are aware of Worknet program services and results, and are able to address constituents.

4. General Awareness: Although not a critical need, the general public needs to be addressed as part of the marketing program. Creation of a general awareness of the WIB and Worknet will help address job seekers, and will support efforts with political and community leaders.

3. GOALS OF THE MARKETING PLAN

Mission and Goals

In general, the marketing mission is to:

- present the Workforce Investment Board (WIB) as the policy maker, influencer, facilitator, and change agent for workforce development in Merced County, and
- present Worknet as the service provider carrying out workforce development activities.

An active marketing program will make the WIB more politically effective and help develop useful relationships. Active marketing of Worknet allows customers to know about services in order to take advantage of them. In addition, employers can benefit from using services and both can save money.

Specifically, the marketing campaign should:

- Create a positive name recognition for the WIB, one that is well known and respected.
- Clarify/amplify image with employers, to make employers aware of the services offered and how they would benefit from using them.
- Assume a position of preeminence for contact in job training by being the first point of contact by both employers seeking qualified employees and job seekers desiring job training and employment opportunities.
- Increase visibility among the economically disadvantaged/dislocated worker clientele, so that those in need of services will know what the services are and how to access them.

The Message: Desired Image for the WIB and Worknet

WIB attributes which will be stressed as the message in the marketing campaign:

- The WIB is a private-public team
- The WIB represents experienced leadership
- The WIB makes a difference
- The WIB is local business driven, and voluntary
- The WIB is authoritative, yet user-friendly
- The WIB is dedicated, professional, competent
- The WIB establishes community standards for workforce development
- The WIB serves needs of employers and job seekers
- The WIB generates new resources for Merced County
- The WIB directs the services network

Worknet attributes which will be stressed as the marketing message:

- Worknet is helpful, easy, simple and user friendly
- Worknet is 'the place to go', with three convenient locations
- Worknet is one stop for all your needs
- Worknet is for everyone, not just special populations
- Worknet is professional and reliable
- Worknet is low cost
- Worknet offers business services, like on-the-job training
- Worknet has community resources

4. MARKETING STRATEGY

Media Choice

“Media” includes any method by which the message can be delivered, ranging from casual personal contact to broadcast media such as radio and television. All forms of media were considered in developing the choices recommended in this plan. Of particular importance is considering the degree to which a message can be targeted to a particular audience, and the cost of the media.

The following page illustrates the degree of targeting and cost of the various media choices available. Specific media choice is listed below by target markets, which were identified earlier in this Plan. The choices are further identified as to their relevance for the WIB or Worknet.

Effective Choices for Communicating with the Employer Market

About the WIB

Direct mail/e-mail
 Personal contact
 Presentations (PowerPoint)

- Employer Advisory Council
- Enterprise Zone workshops
- ETP orientations
- Business and civic groups

 Radio public service announcements
 Brochures
 Personal contact by business services representatives

About Worknet

Personal contact by business services representatives
 Message: personal representatives
 Piggyback on events such as Job Fairs
 Networking

Effective Choices for Communicating with the Market of Job Seekers

About the WIB

No specific activities targeted; will simply benefit from the overflow of activities targeted to other audiences

About Worknet

Mall kiosk
 Billboards
 Building signage
 How can Job Fair be improved?
 Media placement – personal profiles
 Radio
 EDD profiling and target mail
 Maybe cable TV
 Videos

Effective Choices for Communicating with Political and Community Leaders**About the WIB**

Personal contact
E-mail – Newsletter (Combine Worknet with WIB information)
Direct mail – Consistent, repetitious
Brochure
Website – cross-market and mention in other publications, links from other sites (i.e., Chamber, Merced Net, California Chambers, MCAG, City, etc.)
Piggyback events
Invite legislators to receive awards
Invite legislators to present awards
Invite legislators to visit/tour Worknet

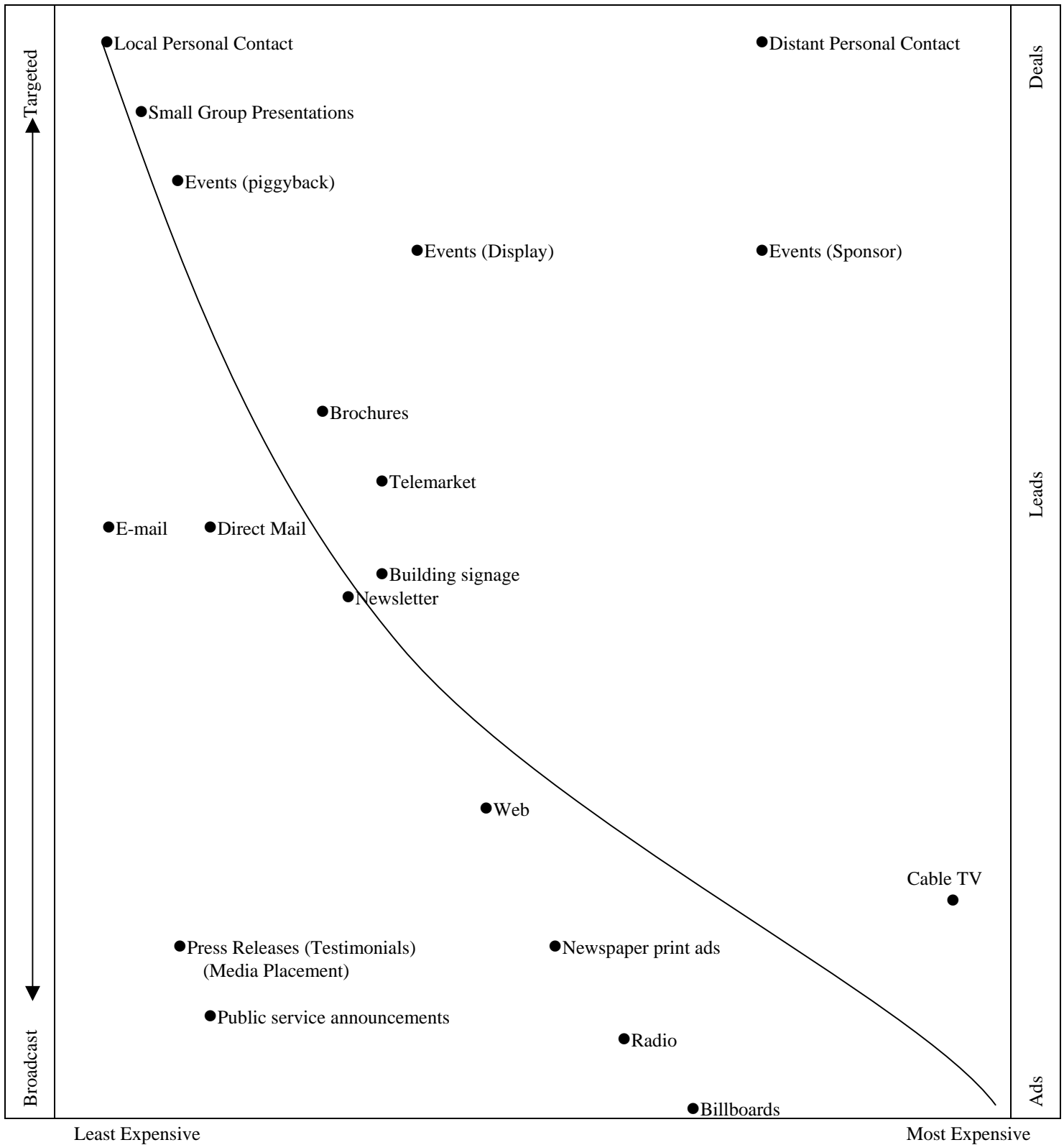
About Worknet

This will primarily be “overflow” from other activities targeted to other markets. However, overview information and testimonials expressed in brochures will be particularly helpful.

As appropriate, all marketing and advertising on behalf of the Workforce Investment Act and Worknet will include the Workforce Investment Board name and logo.

The Worknet Customer Satisfaction Survey is currently the mechanism used to measure customer satisfaction and customer awareness of the Worknet One-Stop system and is also the tool used as the method to evaluate marketing effectiveness. The responses are compiled and entered into the Case Management System and a monthly Participant Data Report is generated and reviewed by staff, the Worknet Leadership Team and WIB committees. As appropriate and viable, decisions regarding marketing strategies are considered and implemented. An annual face-to-face employer survey is also used to evaluate customer satisfaction and customer awareness of the Department’s business services.

MEDIA EXPOSURE TO COST CURVE



“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.”

TO: Program Planning & Development

DATE:06/22/06

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: WIA-Funded Nursing Programs – Impacts on Training Budgets

PROPOSED MOTION(S): Discussion

DISCUSSION: In 2002, the Workforce Investment Board (WIB) chose to expand its participation in the production of Registered Nurses (RNs) from Merced College. Now, each semester 6 RNs graduate and 6 enter the pipeline. It takes 2 years or 4 semesters for an RN to graduate.

The Licensed Vocational Nurse (LVN) program has been similar to the RN program. The WIB first supported 6 LVNs, then 10 and now 12. Schooling takes 3 semesters or 1½ years. Unlike the RNs, only one class of LVNs is supported at a time. The LVN contract will close December 31, 2006. At that time a new contract will need to be accomplished. But, the selection of new WIB-sponsored students will begin in late August to early September. The decision to continue this program will need to be made during or before July 2006.

Producing RNs and LVNs is expensive. Today it costs the WIB \$20,000+ to produce an RN, and \$14,000 for the LVN. That cost does not include the 32% increase in next year's RN contract. Costs have continued to rise while available training dollars are declining. Using the RN program as an example:

- In the last 5 years the cost of the RN contract has increased 63.6%. This increase incorporates next year's 32.2% rise in cost.
- In the last 5 years the dollars allocated to the WIA Adult program have been reduced by 34.6%.
- In PY 05-06, the combined cost of RN training and supportive services represented 33.5% of the total training budget.
- Forecast for PY 06-07, RN cost will increase to 47.9% of the total budget.

Cost is not the only factor to be considered when analyzing the impact of Nursing Programs:

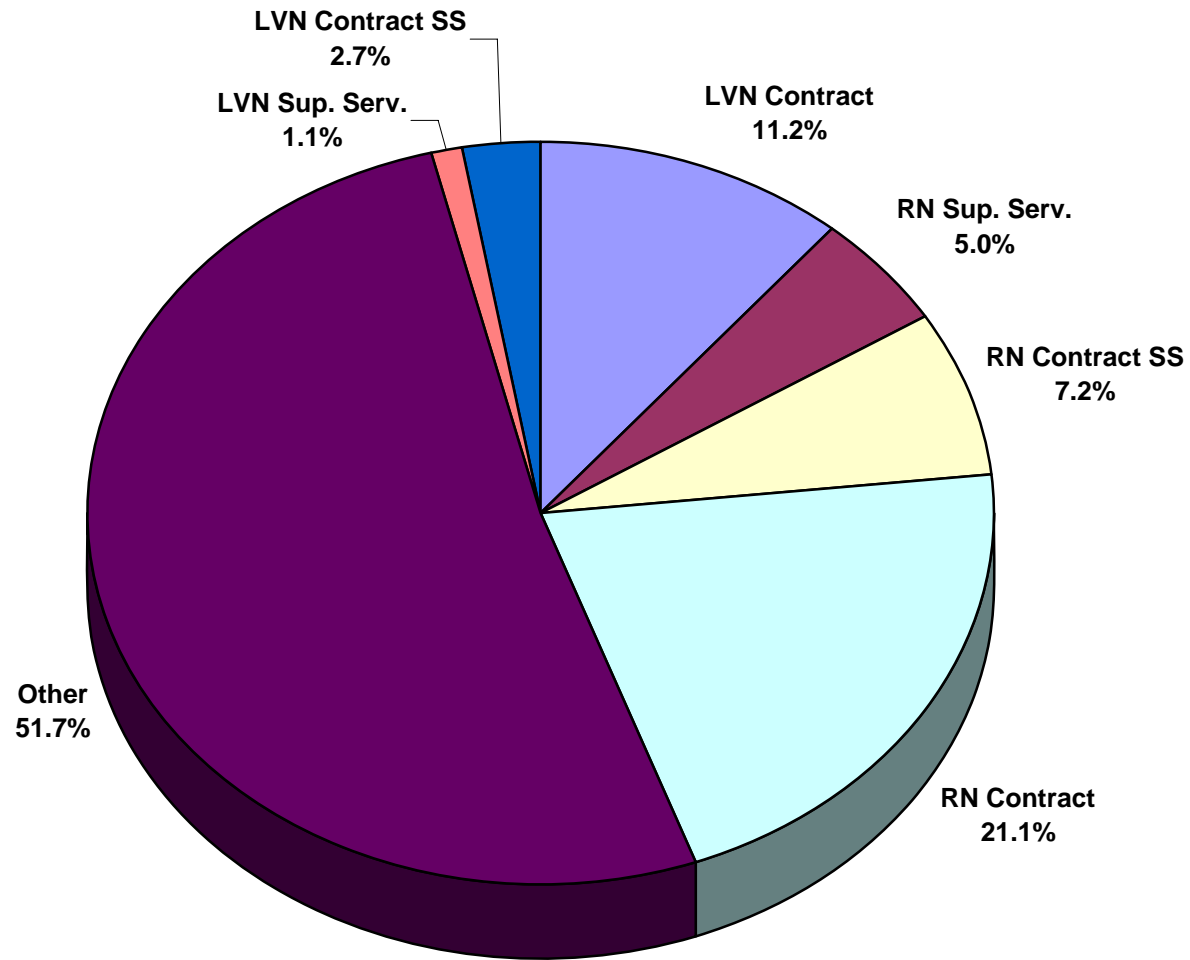
- The RN program produces a job starting at \$50,000 year + benefits.
- Those RN graduates who had monetary assistance from Mercy Hospital stay here in Merced County for at least a year.
- The LVN program produces a job starting at \$31,000 + benefits.
- Most LVN graduates stay and work in Merced County.
- The healthcare industry is a WIB chosen industry cluster.
- Merced has the lowest RN to 100,000 population ratio in California.

- **The WIB has made a commitment to 24 RNs who are somewhere between their first and last semester before graduation. Without the WIB's continued support, many could not continue their education.**
- **If the WIB renews next year's contract, and then chooses to stop new enrollments the next year, they will have 18 RN students to support for the fall 07 semester, 12 for spring 08, and the final 6 for fall 08 (Dec 08 graduation).**

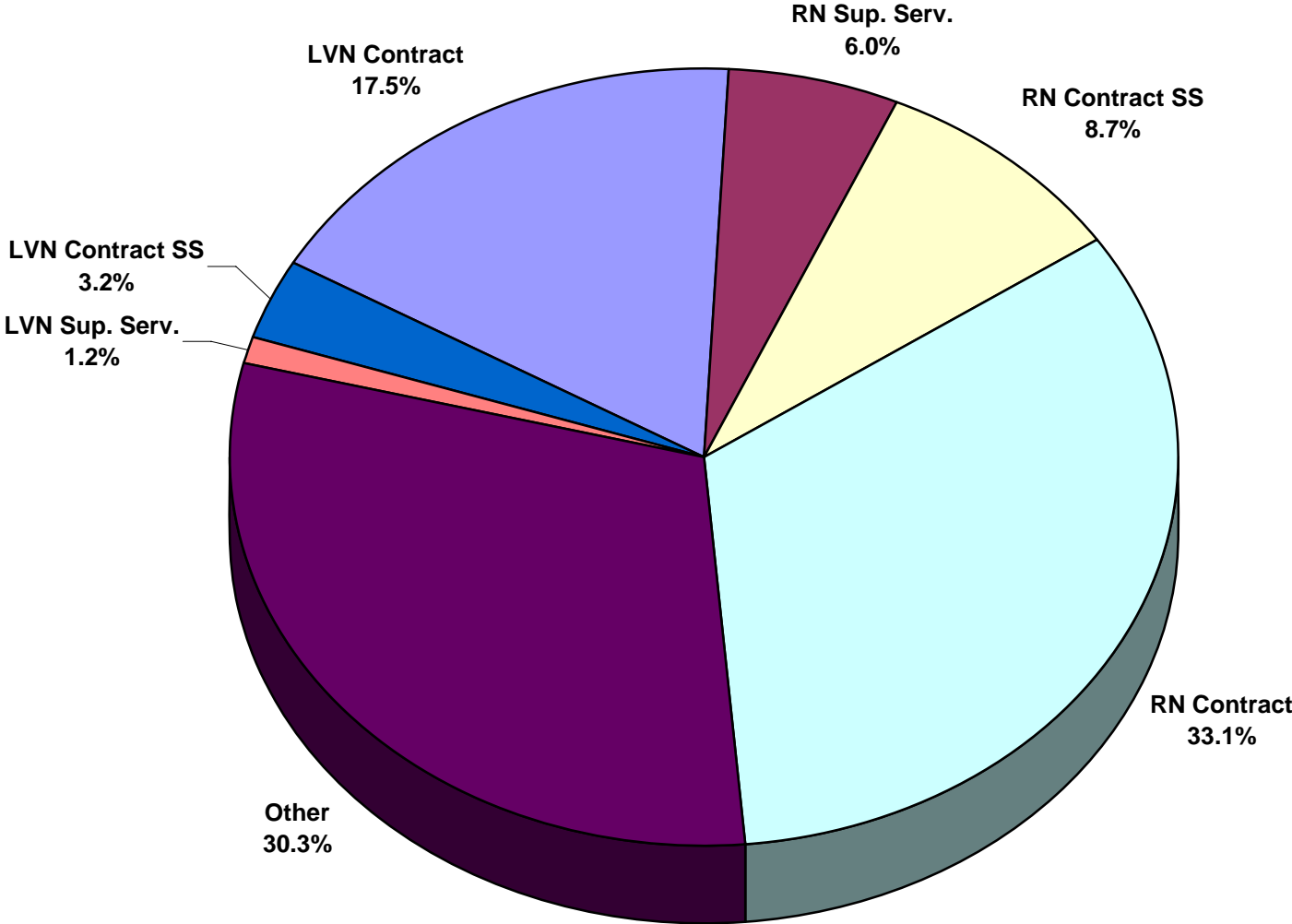
ATTACHMENT (S):

- 1. PY 05-06 Training Breakdown**
- 2. PY 06-07 Training Breakdown**
- 3. Other Training Analysis**

**2005-06
Training Budget \$638,150**



**2006-07
Training Budget \$542,428**



OTHER TRAINING

Hourly wage at exit is the wage reported in JTA paid to the participant by the employer.

**ITA & OJT HOURLY WAGE AT EXIT
By Occupation**

Occupation	ITA		OJT	
	PY04	PY05	PY04	PY05
Administrative Accounting Clerk	\$ 9.00			
Administrative Assistant				\$ 14.67
Administrative Assistant				\$ 20.68
Advanced Tractor Trailer Operator	\$ 18.00			
Advanced Tractor Trailer Operator	\$ 13.00			
Assistant Administrator			\$ 13.50	
Assistant Administrator				\$ 13.50
Billing Clerk			\$ 8.00	
Cabinet Maker			\$ 10.00	
Cabinet Maker			\$ 9.00	
Cabinet Maker			\$ 8.00	
Cabinet Maker			\$ 8.00	
Cable installer-Repairer			\$ 10.00	
Cable installer-Repairer				\$ 10.00
Cardiology Tech				\$ 20.40
Computer and Office Technology	\$ 22.00			
HVAC Tech.			\$ 11.00	
HVAC Tech.	\$ 19.00			
Insurance Billing Clerk			\$ 7.50	
Loan Clerk			\$ 8.50	
Loan Clerk		\$ 9.50		
Loan Clerk	\$ 9.50			
Medical Assistant			\$ 8.00	
Medical Assistant			\$ 8.00	
Medical Assistant			\$ 8.00	
Medical Assistant			\$ 9.00	
Medical Office Receptionist			\$ 8.42	
Medical Office Receptionist				\$ 8.42
Pharmacy Technician		\$ 12.50		
Pharmacy Technician		\$ 16.42		
Pharmacy Technician	\$ 8.50			
Pharmacy Technician	\$ 12.50			
Pharmacy Technician	\$ 16.42			
Physical Therapy Aide			\$ 8.67	
Receptionist			\$ 8.50	
Retail Store Manager			\$ 11.00	
Retail Store Manager				\$ 11.00
Site Representative			\$ 11.50	
Site Representative			\$ 11.50	
Site Representative			\$ 10.25	
Supervisor			\$ 10.80	
Travel Agent			\$ 7.50	
Truck Driver		\$ 9.00		
Truck Driver		\$ 16.75		
Truck Driver		\$ 14.00		
Truck Driver	\$ 11.00			
Truck Driver	\$ 12.25			
Truck Driver	\$ 16.90			
Truck Driver	\$ 17.00			
Truck Driver Training	\$ 10.50			
Truck Driver Training	\$ 10.50			
Truck Driver Training	\$ 18.00			
Welding & Industrial Maintenance	\$ 9.50			
Welding & Industrial Maintenance	\$ 12.00			

TOP FIVE OCCUPATIONS
Number Employed/Unemployed at Exit

Occupation	Total Trained (ITA/OJT)	Total Exits (ITA/OJT)	Employed		Unemployed	
			ITA	OJT	ITA	OJT
Truck Drivers	46 (46/0)	11 (11/0)	10	0	1	0
HVAC	16 (14/2)	2 (1/1)	1	1	0	0
Pharmacy Techs	15 (15/0)	7 (7/0)	5	0	2	0
Medical Assistants	12 (0/12)	4 (0/4)	0	4	0	0
Insert Bindery Workers	10 (0/10)	0 (0/0)	0	0	0	0

TO: Program Planning and Development

DATE: 06/22/06

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Robert Wood Johnson Foundation Grant Update

PROPOSED MOTION(S): For Information Only.

DISCUSSION: The Robert Wood Johnson Foundation 2006 Frontline Workforce Development call for proposal closed on May 18, 2006. Up to eight grants will be awarded through this first round of funding. The collaboration between Golden Valley Health Centers, Merced College and Workforce Investment has produced all the elements for the grant. Mr. Richard Yoder was selected to write the grant and met with all three entities. The main focus of the submitted grant is to establish a tiered Medical Assistant Ladder with Merced College providing work-based onsite instruction yielding college credit. Worknet will provide assessment and case-management for eligible Medical Assistants.

Key Dates and Deadlines

May 18, 2006 (3 p.m. EDT)— Confirmed Submittal by Ms. Christine Noguera.

June 30, 2006—Finalists are notified.

July 10–July 28, 2006—Site visits with finalists.

September 1, 2006—Grants awarded.

ATTACHMENT(S): None.

TO: Program Planning & Development

DATE: 06/22/05

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Local Plan Modification 7

PROPOSED MOTION(S): Information Only

DISCUSSION: The current LWIA Five-Year Strategic Plan modification is due to expire on June 30, 2006. The State has directed that LWIAs develop a one-year extension to the present plan.

The plan is a projection of participants to be served as Adults, Dislocated Workers, Youth and the associated costs. All One-Stop MOUs and the Resource/Cost Sharing Agreements will also be included.

The plan was made available for a 30-day public comment period beginning June 21, 2006. It will be presented to the Program Planning & Development Committee on July 27, 2006, and to the Executive Committee August 7, 2006. The plan must arrive in Sacramento before August 1, 2005 and will be sent unsigned. Once the Executive Committee has approved the plan, it will be signed and forwarded to EDD in Sacramento.

ATTACHMENTS: N/A