

****REVISED****

**Workforce Investment Board of Merced County
Quality Assurance Committee
Dept of Workforce Investment (Large Conference Room)
1880 W. Wardrobe Ave, Merced, CA
July 30, 2004, 7:30-9:00 a.m.
Meeting Agenda**



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

1. Call to Order and Roll Call
2. Approval of Agenda
3. Approval of Minutes (June 25, 2004)
4. Public Opportunity to Speak
5. Information/Discussion
- a. Worknet Employment Resource Center Management Tools
- 1) Worknet Customer Service Data for June 2004
- 2) Workforce Investment Act Summary for PY 2003/2004 – Participant Characteristics Summary
- 3) 2003-2004 Preliminary Performance Measures
- b. Worknet LT Update on Customer and Market Focus (Category 3) Michelle Allison
- c. LMI – Quick Look for June 2004
- d. Youth and Adult Credentialing Programs in Merced County
6. Action Agenda
- a. Workforce Investment Board Strategic Scorecard
7. Chair Comments
8. Next Meeting Date/Time – Aug 27, 2004, 7:30–9:00 a.m.
9. Adjourn

Workforce Investment Board of Merced County
Quality Assurance Committee
Dept of Workforce Investment Large Conference Room
1880 W. Wardrobe Ave, Merced, CA
June 25, 2004, 7:30–9:00 a.m.
Meeting Minutes



Members Present: Brian Griffin, Doug Kirkpatrick, Albert Montejano (Chair), Terry Nichols

Members Absent: Ernie Flores, Jeremiah Greggains, Ned Miller, Carole Roberds (Vice Chair), Helen Sullivan, Steve Tinetti

Staff Present: Dave Cramer, Dave Davis, Patric Farrar, Dee Knight, Joanne Presnell

1. Call to Order and Roll Call: At 7:35 a.m., the Chair canceled the meeting due to lack of a quorum. A workgroup was then convened. A sign-in sheet was used in lieu of roll call.

2. Information/Discussion:

a. Worknet Leadership Team Update on Human Resources (Category 5): Ms. Patric Farrar gave an update on the progress of the Human Services Workgroup. She noted the Worknet Leadership Team partners approved line staff enrolling in the Dynamic Works Institute Tier 1 on-line program, and provided a handout of the course work. This program offers national certification for Workforce Development Professionals.

The Department received a group (10 people) discount rate of \$247.50 per enrollee. The first five enrollees (volunteers) will begin their course work this afternoon. The enrollee has a year to complete Tier 1, and must pass 90% of each course in order to receive a certificate of completion. Several partners are also hoping to utilize this program. Dynamic Works has also created and is beta testing a Business and Employer training module.

b. Worknet Employment Resource Center Management Tools:

1) Worknet Customer Service Data for May 2004: Staff gave an overview of the reported information, and noted the sign-ins are down at each location. This may be due to the volume of information required of each customer before utilizing our services. Staff is looking at the complete process to try to create a system that will give us the needed statistical information, and alleviate some of the customer's responsibility in providing the information.

2) Workforce Investment Act Summary for PY 2003/2004 – Participant Characteristics Summary: Staff condensed this report to one page. Committee members noted that it looks better and is easier to read.

3. Strategic Scorecard: The Chair noted staff had created a scorecard matrix using the four categories that were approved at the last meeting: a) Customer Perspective, b) Internal Operations/Organizational Effectiveness, c) Financial/Market Perspective, and d) Learning and Innovation.

a) Customer Perspective: Measure/Indicators are:

1) Business Customer Satisfaction —

- a. Employer Needs Are Being Met:** Members recommended having Business Services conduct a face-to-face survey with 20-30 employers, using open-ended questions, and having a 10-point scale versus a 5-point scale. Ask the employer if the referrals have the skills they want or are looking for. This survey should be done yearly. "Workforce.com" on the Internet has examples of different surveys that can be used.

- b. Are the Right Industries Targeted: Staff tracks the Labor Market Information gathered from various sources, and is looking at an Early Warning System.
- 2) Job Seeker Customer Satisfaction —
 - a. Job Seeker Needs Are Being Met: Continue to use the Worknet Day Pass questions and review on a monthly basis. Benchmark customer satisfaction to similar service organizations.

The draft scorecard is attached.

4. Chair Comments: The Chair thanked everyone for attending the meeting and providing input on the scorecard. The Chair will present the scorecard to the Executive Committee on Monday, June 28, 2004.

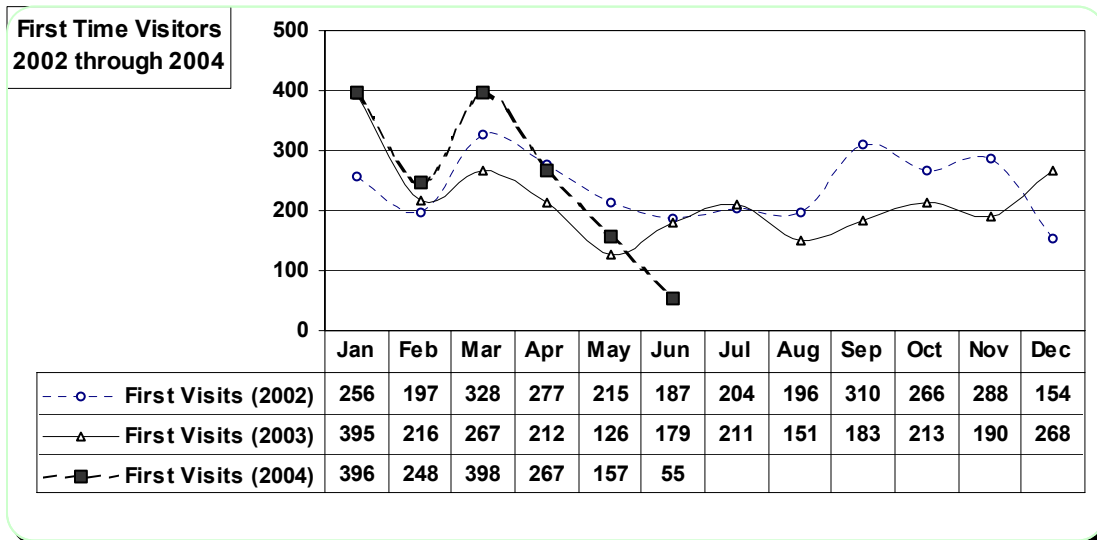
It was noted that this would be the last meeting for Mr. Doug Kirkpatrick. He was thanked for his continued support and participation on the Workforce Investment Board.

5. Next Meeting Date & Time: July 30, 2004, 7:30 a.m., Dept of Workforce Investment Large Conference Room, 1880 W. Wardrobe Ave, Merced.

6. Adjourn: Meeting adjourned at 9:07 a .m.

Minutes prepared by Dee Knight.

WorkNet Customer Service Data for June 2004



The following pages show charts and graphs of data collected from our Day Passes received from our customers during the month of June 2004. Data presented in this report are by all locations and then by individual location (Merced, Livingston, and Los Banos). The following text is for all Locations.

Customers

In the month of June 2004, all locations recorded 4,060 sign-ins with 1,507 customers returning the Day Pass and 55 first time visitors. Afternoon was the most popular time for customers to use our services, with 501 customers. Morning received 357 responses from our customers. Six hundred forty-nine did not respond to this question.

Customer Employment Status

Of the 1,507 customers that returned the day pass, 2 said they are employed full-time; 4 responded with part-time employment; and 11 responded with temporary employment. Three hundred forty-five customers responded with not employed. One thousand one hundred forty-five customers did not respond to this question.

How did you hear about us?

Returning customers complete this question during the first full week of June and then receive a shorten version of the Day Pass which excludes this question. Eighteen returning customers responded to this question with 11 responses of walk-in. The next most frequent response was Family/Friend with 6 responses. Of the 55 first time visitors, 32 responded to this question. Friend/Family was the most frequent response with 13 responses.

Customer Service Data for June 2004

Walk-in with 7 responses was the next most frequent response.

Customer Satisfaction Question

For all locations, customer satisfaction questions received ratings between 9.64 and 9.91 with "Time it took for staff to assist you" receiving the highest rating of 9.91. For customers that rated our services with a five or less, "Courtesy of Staff", "Did you get the information you needed?", "Were you satisfied with the services?", and "Did we help you today?" each received one response.

How do our customers use our services?

In the month of June, our customers report using the computer most often with 983 responding to this question. Computer usage is broken out into five categories with CalJobs/Internet Job Search receiving the most responses (475); Resume/Cover Letter was second with 235 responses.

For non-computer related services, the Plato Lab was the most often used service by our customers, with 394 responses. Job Listings was the next most often used service with 262 responses.

The following list of remaining services is in the order most used by our customers:

Fax (142)	Telephone (128)	Copier (108)	Workshop (27)
Orientation (12)	Resource Library (6)	Skills Certificate (5)	
Typewriter (1)			

Have questions, comments, or suggestions about this monthly report, please email them to pitd26@co.merced.ca.us.

**Summary Data for Customer Service for June 2004
(Day Pass Information)**

	Jun 03	Apr 04	May 04	Jun 04
Daily Sign-ins	4,536	4,277	3,927	4,060
Daily Questionnaires	2,460	1,640	1,458	1,507
First Visit	179	267	157	55

Customer Satisfaction

Courtesy of Staff	9.60	9.42	9.73	9.64
Time it took for staff to assist you	9.64	9.31	9.77	9.91
Did you get the information you needed	9.62	9.40	9.71	9.70
Were you satisfied with the services?	9.67	9.49	9.79	9.73
Did we help you today?	9.62	9.42	9.79	9.79

What did our customer use?

Computer	1,761	1,247	1,144	983
CalJobs/Internet Job Search	706	561	513	475
Resume/Cover Letter	215	146	160	235
Typing Practice	77	89	63	35
Typing Certificate	30	13	4	5
Career Exploration	53	31	37	67
Job Listing	561	182	191	262
Fax	266	191	175	142
Copier	231	155	112	108
Telephone	229	174	145	128
Typewriter	17	18	7	1
Resource Library	23	11	19	6
Skills Certificate	15	12	4	5
Plato Lab	326	300	224	394
Workshop	21	17	17	27
Orientation	20	5	10	12

How did you hear about us?

Newspaper ad	4	19	25	0
Radio ad	1	2	1	0
Flyer/Brochure	2	5	5	0
Friend/Family	5	15	16	6
EDD	1	7	8	0
Merced Mall	1	3	0	0
Billboard	2	1	1	0
TV ad	0	1	0	0
Internet	1	5	8	0
Walk-in	10	52	20	11
CalWORKs	3	20	16	1
Phonebook	1	4	1	0

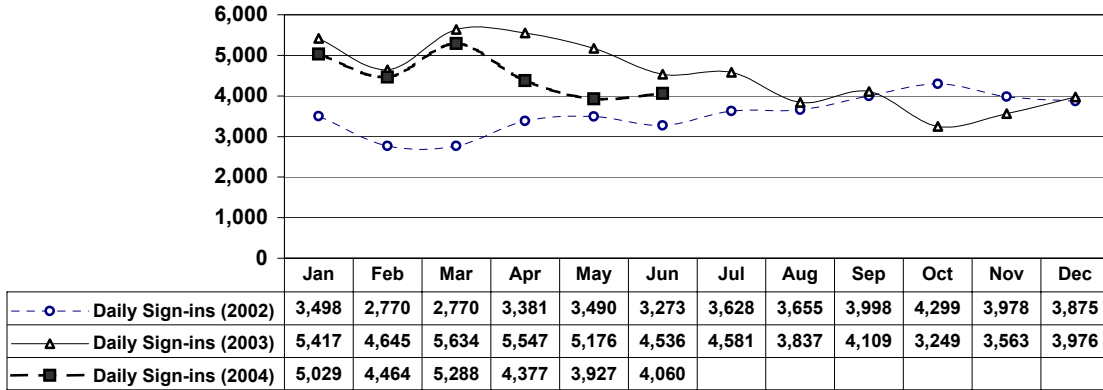
Marketing advertisements for June 2004.

06/1-5, 8-12, 15-19, 22-26, 29,30/2004: Various Newspaper Ads

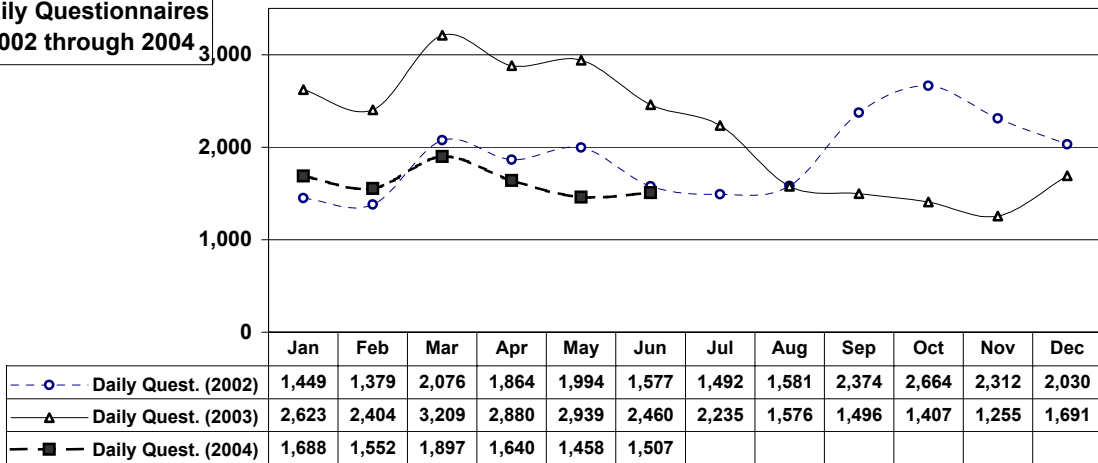
Worknet Signs placed inside all Merced "The Bus" buses.

**WorkNet - Annual Comparison
2002 through 2004**

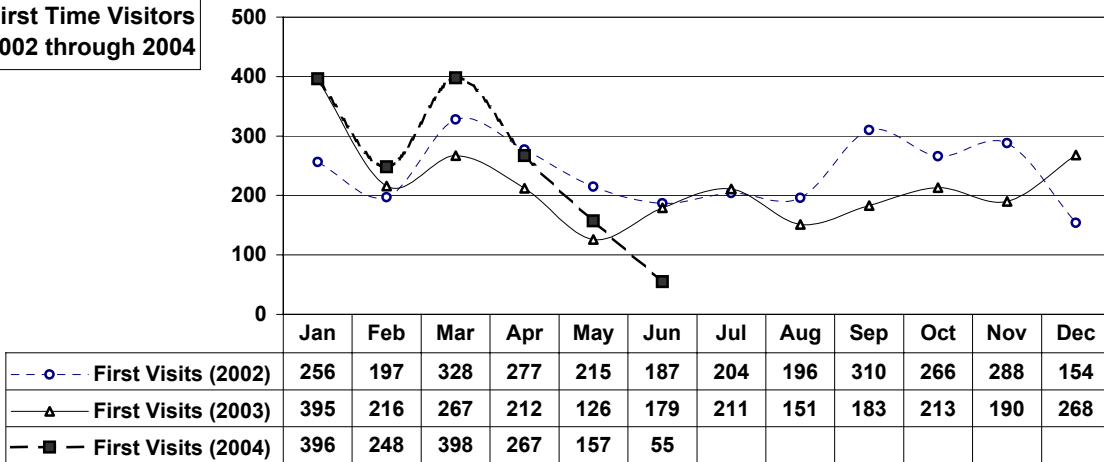
**Daily Sign-ins
2002 through 2004**



**Daily Questionnaires
2002 through 2004**



**First Time Visitors
2002 through 2004**



Preliminary Results

Local WIA Performance Detail Report

Annual Report: 07/2003 to 06/2004

Data as of: 07/20/2004

	Adult	Dislocated Worker	Older Youth
Entered Employment¹			
Outcome	82.44%	79.49%	44.00%
Proposed State Levels	72.00%	75.40%	62.70%
Difference	10.44%	4.09%	-18.70%
Retention²			
Outcome	90.57%	91.46%	73.91%
Proposed State Levels	79.00%	85.20%	72.80%
Difference	11.57%	6.26%	1.11%
Earnings Change³			
Outcome	\$8,530.97	117.12%	\$2,697.31
Proposed State Levels	\$3,900.00	107.20%	\$2,970.00
Difference	\$4,630.97	9.92%	-\$272.69
Employment and Credential⁴			
Outcome	64.96%	67.78%	23.33%
Proposed State Levels	50.00%	58.00%	30.00%
Difference	14.96%	9.78%	-6.67%

Younger Youth	Skills Attainment ⁵	Diploma or Equivalent ⁷	Retention Rate ⁸
Outcome	88.91%	90.95%	81.69%
Proposed State Levels	78.70%	55.00%	53.80%
Difference	10.21%	35.95%	27.89%

1 - # Unemployed at Registration and Employed by 1st Quarter After Exit divided by # Unemployed at Registration.

2 - # Employed 1st Quarter and 3rd Quarter After Exit divided by # Employed 1st Quarter After Exit.

3 - Post Program Earnings minus Pre-Program Earnings divided by # Employed 1st Quarter After Exit

4 - # Received Training Services, Employed in 1st Quarter After Exit and Received Credential by 3rd Quarter After Exit

6 -Of All In-School and Any Out-of-School Youth Needing Basic, Work Readiness and/or Occupational Skills:
Total # of Basic, Work Readiness, and Occupational Skills divided by Total # of Skill Attainment Goals Set

7 - Of those Younger Youth (YY) Who Register Without a Diploma or Equivalent, (Those Not Still In Secondary School at Exit):
of YY Attained Diploma or Equivalent By 1st Quarter After Exit divided by # of YY Exiters in Quarter Measured.

8 - Of Those Found in One of the Following - Post-Secondary Education, Advanced Training, Employment, Military Service
or Qualified Apprenticeship (Those Not Still In Secondary School at Exit)
of YY Found In 3rd Quarter After Exit divided by # of YY Exiters in Quarter Measured.

Adult, Dislocated Workers, and Older Youth Exiters from: 10/01/2002 to 09/30/2003
Younger Youth Exiters from: 07/01/2003 to 06/30/2004



A Merced County Labor Market Review

The QuickLook: Welcome to the Merced County labor market summary. The QuickLook has been developed by the Department of Workforce Investment staff for the Merced County Local Workforce Investment Board. The data and information is provided by the California Employment Development Department. Questions can be referred to the Department of Workforce Investment, 1880 W. Wardrobe Ave., Merced, CA 95340. Telephone (209) 724-2042. Email: pitd26@co.merced.ca.us

Merced County

Industry Employment & Labor Force March 2003 Benchmark

Data Not Adjusted for Seasonality

	June 03	Apr 04	May 04 Revised	June 04 Prelim.	PercentChange Month Year	
Civilian Labor Force (1)	90,800	91,700	91,200	95,500	3.7%	5.2%
Civilian Employment	77,300	77,400	79,500	82,000	3.1%	6.1%
Civilian Unemployment	13,500	14,200	12,500	13,500	8.0%	0.0%
Civilian Unemployment Rate	14.9%	15.5%	13.6%	14.1%		
(CA Unemployment Rate)	6.9%	6.2%	5.9%	6.3%		
(U.S. Unemployment Rate)	6.5%	5.4%	5.3%	5.8%		
Total, All Industries (2)	68,000	66,200	68,400	70,900	3.7%	4.3%
Total Farm	12,000	9,500	10,800	12,200	13.0%	1.7%
Total Nonfarm	56,000	56,700	57,600	58,700	1.9%	4.8%
Total Private	42,200	43,100	43,900	44,700	1.8%	5.9%
Goods Producing	13,700	14,400	14,800	15,100	2.0%	10.2%
Natural Resources, Mining and Construction	3,100	3,300	3,400	3,500	2.9%	12.9%
Manufacturing	10,600	11,100	11,400	11,600	1.8%	9.4%
Durable Goods	1,700	1,800	1,700	1,800	5.9%	5.9%
Nondurable Goods	8,900	9,300	9,700	9,800	1.0%	10.1%
Food Man & Beverage & Tobacco	7,200	7,500	7,900	8,000	1.3%	11.1%
Residual-Textile Mills	1,700	1,800	1,800	1,800	0.0%	5.9%
Service Providing	42,300	42,300	42,800	43,600	1.9%	3.1%
Trade, Transportation and Utilities	10,900	11,300	11,400	11,800	3.5%	8.3%
Wholesale Trade	1,600	1,700	1,700	1,900	11.8%	18.8%
Retail Trade	7,100	7,300	7,400	7,500	1.4%	5.6%
Food and Beverage Stores	1,500	1,500	1,600	1,600	0.0%	6.7%
General Merchandise Stores	1,600	1,700	1,700	1,700	0.0%	6.3%
Residual-Miscellaneous Store Retailers	4,000	4,100	4,100	4,200	2.4%	5.0%
Transportation, Warehousing and Utilities	2,200	2,300	2,300	2,400	4.3%	9.1%
Information	500	500	500	500	0.0%	0.0%
Financial Activities	1,700	1,600	1,600	1,600	0.0%	(5.9%)
Finance and Insurance	1,000	1,000	1,000	1,000	0.0%	0.0%
Real Estate and Rental and Leasing	700	600	600	600	0.0%	(14.3%)
Professional and Business Services	3,400	3,400	3,400	3,300	(2.9%)	(2.9%)
Educational and Health Services	5,600	5,500	5,500	5,600	1.8%	0.0%
Leisure and Hospitality	4,700	4,600	4,800	4,900	2.1%	4.3%
Food Services and Drinking Places	3,800	3,800	3,900	3,900	0.0%	2.6%
Residual-Arts, Entertainment, and Recreation	900	800	900	1,000	11.1%	11.1%
Other Services	1,700	1,800	1,900	1,900	0.0%	11.8%
Government	13,800	13,600	13,700	14,000	2.2%	1.4%
Federal Government	800	800	800	800	0.0%	0.0%
State and Local Government	13,000	12,800	12,900	13,200	2.3%	1.5%
State Government	600	600	600	600	0.0%	0.0%
Local Government	12,400	12,200	12,300	12,600	2.4%	1.6%

The QuickLook: The County continues with one of the highest unemployment rates in the State, ranking 52nd out of 58 counties in the month of May. The preliminary result is an increase of 0.5 percentage point in the unemployment rate from the revised May rate. This preliminary figure is a decrease of 0.5 percentage point in the unemployment rate of one year ago.

Overall, the County saw an increase of 2,500 jobs in June following a 2,200 job increase in May. The increase was a result of Total Farm with a 1,300 job gain. Total Nonfarm industries realized an increase of 1,400 jobs, from the Goods Producing industries 300 jobs and the Service Providing industries 800 jobs.

Merced County Current Labor Force and Industry Employment

The QuickLook At: California's unemployment rate was 6.2 percent in June, down from a revised 6.3 percent in May, the state Employment Development Department (EDD) reported today. A year ago, in June 2003, California's unemployment rate was 6.8 percent.

According to EDD's survey of employers, nonfarm payroll employment in California grew by 12,300 jobs over the month, for a total of 14,523,100.

The number of people unemployed in California was 1,100,000 – a decline of 5,000 over the month, and down by 88,000 compared with June of last year.

Of the unemployed, 382,600 were laid off, 92,300 left their jobs voluntarily, and the remaining were either new entrants or reentrants into the labor market.

EDD's report on payroll employment (wage and salary jobs) in the nonfarm industries of California totaled 14,523,100 in June, a net gain of 12,300 jobs since the May survey. This followed a gain of 33,200 jobs (as revised) in May.

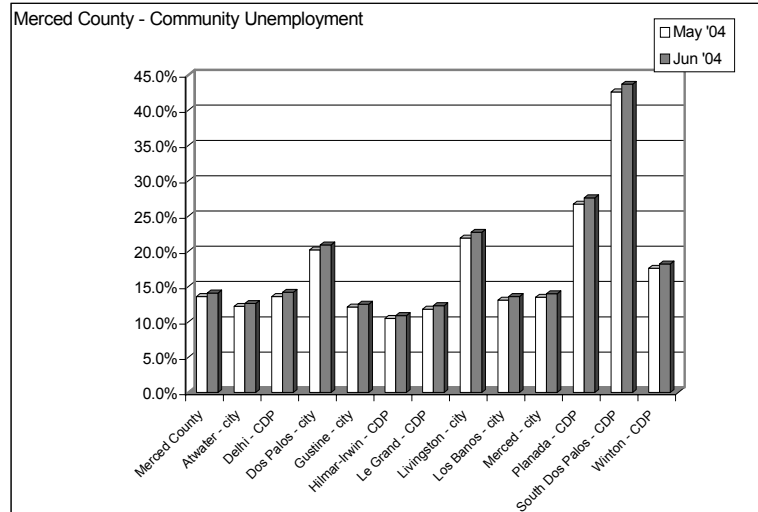
Nine of the categories (**natural resources and mining; construction; manufacturing; trade, transportation and utilities; financial activities; educational and health services; leisure and hospitality; other services; and government**) added jobs over the month, gaining 23,700 jobs. Two categories (**information and professional and business services**) reported job declines this month, down 11,400 jobs.

Over the month, employment in **trade, transportation and utilities** showed the largest non-seasonally adjusted gain, up by 17,500 jobs. Within this sector, the gains were concentrated primarily in retail trade, specifically in the clothing stores sector, which was up by 4,000 jobs over the month. **Leisure and hospitality** had the second largest gain over the month, up by 17,300 jobs, primarily in accommodation and food service and the arts, entertainment, and recreation sectors, up 9,600 and 7,700 jobs, respectively.

The **professional and business services** industries reported the largest gain over the year, up 62,900 jobs. The largest gains were in the administrative and support services sector, particularly in employment services, which was up by 55,900 jobs. The largest decrease over the year was recorded in **government**, which was down by 48,100 jobs. The losses were concentrated in state and local government, which were down by 42,400 jobs (a 1.9 percent decline).

The QuickLook At: Sub County average unemployment rates for the county, cities and municipalities.

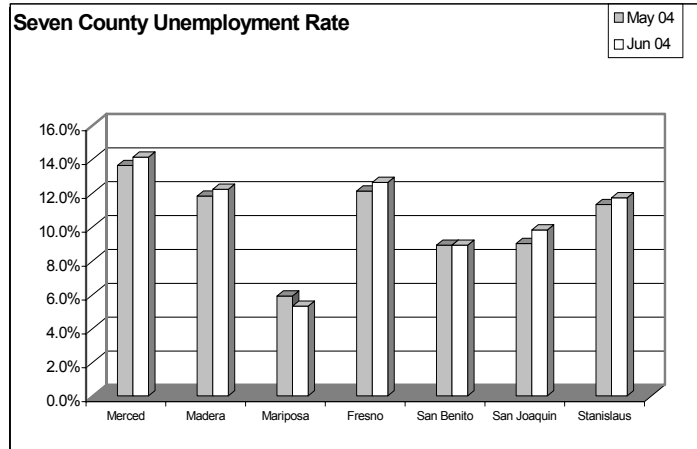
Area Name	Unemployment			
	Labor Force	Employment	Number	Rate
Merced County	95,500	82,000	13,500	14.1%
Atwater - city	11,220	9,800	1,420	12.6%
Delhi - CDP	1,750	1,500	250	14.2%
Dos Palos - city	2,190	1,730	460	20.9%
Gustine - city	2,120	1,850	270	12.5%
Hilmar-Irwin - CDP	1,960	1,750	210	10.9%
Le Grand - CDP	570	500	70	12.3%
Livingston - city	4,470	3,460	1,010	22.7%
Los Banos - city	8,130	7,030	1,100	13.6%
Merced - city	29,000	24,940	4,060	14.0%
Planada - CDP	1,960	1,420	540	27.6%
South Dos Palos - CDP	600	340	260	43.7%
Winton - CDP	3,820	3,120	700	18.2%



The QuickLook At The Seven Counties: Merced County's workforce has grown over the past 20 years reflecting improvement of the County's economic well being; however, unemployment remains a consistent barrier to greater prosperity. Average Unemployment has fluctuated from a yearly low of 11.1 percent in 1988 to a yearly high of 17.1 percent in 1995. Between the years 1983 to 2002 Merced County's average unemployment was 14.3 percent.

The county's unemployment rate is the seventh highest in the state. Merced County saw an increase in unemployment of 0.5 percentage point above May's unemployment rate. Five of the seven counties' unemployment rate increased in month-over average unemployment (Merced, Fresno, Madera, Stanislaus, and San Joaquin). San Benito unemployment rate remained stable. Mariposa unemployment decrease by 0.6 percentage point and was less than California's and the U.S.'s unemployment rate.

COUNTY	RANK	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	RATE
MERCED	52	95,500	82,000	13,500	14.1%
MADERA	47	59,200	52,000	7,200	12.2%
MARIPOSA	16	7,750	7,340	410	5.3%
FRESNO	49	407,700	356,400	51,300	12.6%
SAN BENITO	40	29,750	27,100	2,650	8.9%
SAN JOAQUIN	44	295,500	263,900	28,600	9.8%
STANISLAUS	46	222,900	196,900	26,000	11.7%



MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

WIB GOALS

Goal # I Train and attract adaptable workers to fill industry needs.

Goal # II 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.

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

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	Annual	QA & BSU
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)	Bi-Annual	PP&D
2. Job Seeker Customer Satisfaction				
a. Job Seeker Needs Are Being Met	90% Rating to meet or exceed	Worknet Day Pass Benchmark to similar service organizations	Monthly Bi-Annual	QA QA
b. Input from Customers Is Used To Improve Services				
3. Workforce Development Advocacy/Awareness				
	# Of Face to Face Meetings	Meetings with Legislators	Bi-Annual	Executive
	# Of Written Communications	Written Communication with		

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

	<p>Voting record of Legislators</p> <p>Positive impact to Support Local Control</p> <p>Stable or increased WIA Funding</p>	<p>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	Monthly	QA
• Demographics	Participants vs. Merced Co. Demographics	Participant Reports	Bi-Annual	QA
• Performance Measures	Attain 80% level on Goals	Performance Reports	Quarterly	QA
b. Report Results:				
• Audits	Zero Findings	County Audit	Annual	QA
• Monitoring	Zero Findings	EDD Monitoring WI Monitoring	Annual Bi-Annual	QA

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> • Youth Quarterly Program Reports <ul style="list-style-type: none"> 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 	<p>Acceptable Progress</p> <p>Acceptable Progress</p> <p>Cost Benefit Analysis</p> <p>WI Entered Employment in Merced Co. by Industry</p>	<p>Report from MCOE</p> <p>Report from MCOE</p> <p>Report</p> <p>Report</p>	<p>Quarterly</p> <p>Quarterly</p> 	<p>YC</p> <p>YC</p>
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Measurement Category: Financial/Market Perspective

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
<p>1. Expenditures including:</p> <ul style="list-style-type: none"> • Obligations • Accruals (Expenses) • Encumbrances • By funding source • By service • Plan vs. Actual 				

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

2. Revenue & Resources:				
a. Grants				
b. Entrepreneurial Ventures				

Measurement Category: Learning and Innovation

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Progress in Preparation for Worknet Recertification				
2. Influence the Workforce Investment System				