

**TO: Executive Committee**

**DATE: 08/04/08**

**FROM: WIB Staff**

For Action

For Information

For Discussion

**SUBJECT: Workforce Investment Board (WIB) Strategic Scorecard**

**PROPOSED MOTION(S): Review and discuss applicable Measure/Indicators from the WIB Strategic Scorecard.**

**DISCUSSION: The WIB's Strategic Scorecard is to be used to manage the attainment of the WIB's efforts. The Scorecard is divided into four Measurement Categories:**

**1) Customer Perspective, 2) Internal Operations/Organizational Effectiveness, 3) Financial/Market Perspective, and 4) Learning & Innovation.**

**The areas that require discussion/review:**

**Customer Perspective**

**1.a. Business Customer Satisfaction**

**The method for this Measure/Indicator was created by a standing committee. Employers throughout the Central Valley are currently being surveyed by the Fresno WIB (through an Employment Study) for information that will be used to populate the "careersinthevalley.com website". Additionally, the Department of Workforce Investment will be hosting a Job Fair/Career Day (specifically aimed at the manufacturing sector). Information similar to the 10 face-to-face survey may also be accomplished by providing the Executive Committee with updates as to the number of:**

- 1. screenings requested,**
- 2. job orders placed,**
- 3. repeat customers, and**
- 4. overall utilization of Worknet Business Services.**

**Additionally, the Executive Pulse (currently being populated) has a feature that will allow email survey questions to be sent to participating employers.**

**1.b. Are the Right Industries Targeted**

**Currently, sectors the WIB has focused on includes Healthcare and Manufacturing. Focus in the healthcare sector includes the Federal Nursing Grant and incentive funding used to support this sector. The manufacturing industry cluster continues to be addressed through regional efforts via the**

Northern San Joaquin Valley Manufacturing Industry Project, including the Manufacturing Skills Standards Certificate (MSSC) and manufacturing specific training provided through State Center Community College District in Madera. The Central California Workforce Collaborative established by the California Partnership for the San Joaquin Valley supports the following target clusters (1) Agribusiness, including Food Processing, Agricultural Technology, and Biotechnology; (2) Manufacturing; (3) Supply Chain Management and Logistics; (4) Health and Medical Care; and (5) Renewable Energy. In keeping alignment with the goals of the CCWC (comprised of all WIBs in the Central Valley) the Merced WIB is collaborating with Stanislaus WIB and San Joaquin WIB in a Regional Innovations Grant studying the Biotech Industry.

**2.a. Job Seeker Customer Satisfaction**

*See Customer Service & Satisfaction Report For All Locations June 2008*

**Internal Operations/Organizational Effectiveness**

**1.a. Planned vs Actual Participant Activity**

Numbers – *See Participant Reports (page 1 of 4)*

**Merced County Population**

<b>(census 2000)</b>		<b><i>Participant Report (page 2 of 4)</i></b>	
White	40.6 %	White	24.7 %
Hispanic	45.3 %	Hispanic	58.7 %
Asian	6.8 %	Asian	11.4 %
African American	3.8 %	African American	6.5 %
American Indian	1.2 %	American Indian	1.7 %
Other	2.3 %	Other	1.9 %

**1.b. Monitoring**

LVN Monitoring is underway – results not available until August 2008.

**Financial/Market Perspective**

*1. See Attached Financial Report*




**ATTACHMENT(S):  
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 • 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 One Stop Management	Biannually (Jan/July)	Exec
b. Input from Customers Is Used To Improve Services	Rating to meet or exceed		Biannually (Jan/July)	Exec
 3. Workforce Development Advocacy/Awareness	# Of Face to Face Meetings # Of Written	Meetings with Legislators	Annually (April)	Exec

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
<p>1. Program Accountability:</p> <p>a. Plan vs. Actual Participant Activity</p> <p>Numbers</p> <p>Merced County Population Demographics</p> <ul style="list-style-type: none"> <li>• White – 40.6%</li> <li>• Hispanic – 45.3%</li> <li>• Asian – 6.8%</li> <li>• African Amer – 3.8%</li> <li>• Amer Indian – 1.2%</li> <li>• Others – 2.3%</li> </ul> <p>• Performance Measures</p> <p>b. Report Results:</p> <ul style="list-style-type: none"> <li>• Audits</li> </ul>	<p>Planned vs. Actual</p> <p>Participants vs. Merced Co. Demographics</p> <p>Attain 80% level on Goals</p> <p>Zero Findings</p>	<p>Participant Reports</p> <p>Participant Reports</p> <p>Performance Reports</p> <p>Single Audit</p>	<p>Quarterly (Oct/Jan/Apr/Jul)</p> <p>Biannually (Jul/Jan)</p> <p>Quarterly (Nov/Feb/May/Oct)</p> <p>Annually (May)</p>	<p>Exec</p> <p>Exec</p> <p>Exec</p> <p>Exec</p>

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

<ul style="list-style-type: none"> <li>• Monitoring</li> <li>• Youth Quarterly Program Reports</li> <li>Out-of-School Youth</li> <li>Younger Youth</li> </ul> <p>c. Resources are Allocated Appropriately:</p> <ul style="list-style-type: none"> <li>• The Selected Industry Cluster and Occupations Within The Cluster Are Being Supported</li> <li>• Quality Controls</li> <li>• Productivity</li> </ul>	Acceptable Progress	EDD Monitoring	Annually (Feb)	Exec
	Acceptable Progress	WI Monitoring	Biannually (Jan/Jul)	
		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	Annually (July)	Exec
Attainment	Performance Measures	Annually (July)	Exec	



**Measurement Category: Financial/Market Perspective**

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

**Glossary**

Exec - WIB Executive Committee

YC - Youth Council

Revision Date: July 10, 2008