

**Workforce Investment Board**  
**Dept of Workforce Investment, Large Conference Rm**  
**1880 W. Wardrobe Ave, Merced, CA**  
**September 14, 2006, 3:00-5:00 p.m.**  
**Meeting Agenda**



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

1. Call to Order/Roll Call.....
2. Approval of Agenda .....
3. Approval of July 13, 2006 Minutes .....
4. Public Opportunity to Speak.....
5. Consent Agenda .....
- a. Eligible Training Provider List Addition – Essential Health Massage Therapy Alfredo Mendoza
- b. Eligible Training Provider List addition – ROP Automotive Services ..... Alfredo Mendoza
- c. Appointment to Youth Council – Ms. Holly Newlon ..... Dave Davis
- d. Appointment to Workforce Investment Board – Ms. Rennise Ferrario ..... Dave Davis
- e. Application to Employment & Training Administration and Dept of Labor for Community-Based Training Grant ..... Dave Davis
- f. Marketing Plan Update ..... Dave Davis
6. Presentation – Engineering Academy at Buhach Colony High School ..... Patti Dossetti (10 mins)
7. Action Agenda .....
- a. Letter of Support – Merced Union High School District’s Engineering Academy Patti Dossetti
- b. Workforce Investment Board Committee Structure Change ..... Dave Davis
- c. Modification 7 to 5-Year Strategic Plan ..... Dave Davis
- d. Selection of Additional Industry Cluster ..... Dave Davis
- e. Letter of Support – California Partnership for the San Joaquin Valley ..... Andrea Baker
8. Presentation – California Edge ..... Andrea Baker (10 mins)
9. Information Agenda .....
- a. Receipt of Modification 7 to Master Subgrant Agreement – Unilever (Dept of WI/Central Valley Opportunity Center Joint Application) ..... Alfredo Mendoza
- b. Receipt of Modification 8 to Master Subgrant Agreement - Quebecor ..... Alfredo Mendoza
- c. Dept of WI/Regional Occupational Program Construction Trades Career Fair ..... Dave Davis
- d. Manufacturing a Career (MAC) Proposal ..... Dave Davis
- e. Rapid Response Special Project Grant ..... Alfredo Mendoza
- f. Local Workforce Investment Area Performance Goals – PY 2005/06 ..... Dave Davis
- g. Participant Report .....
- h. LMI Updates ..... Dave Cramer
- i. Fiscal Report ..... Jackie Walther-Parnell
- j. Committee Reports - [www.co.merced.ca.us/wi/wib/wib.html](http://www.co.merced.ca.us/wi/wib/wib.html) ..... (or faxed upon request)
10. Director’s Comments ..... Andrea Baker (5 min)
11. Chair Comments..... Robert Harmon (5 min)

Workforce Investment Board Agenda

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- 12. Other .....
- 13. Next Meeting – November 9, 2006 .....
- 14. Adjourn .....

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Eligible Training Provider List (ETPL) Addition**

**PROPOSED MOTION(S): Approve Essential Health Massage Institute, Massage Therapy Training for addition to the State Eligible Training Provider List (ETPL).**

**DISCUSSION: The Workforce Investment Board approved an ETPL policy on June 20, 2000. The Workforce Investment Act (WIA) requires that training providers who wish to access WIA funds must submit applications to be placed on the State training list. Providers must meet all local and State criteria; agree to provide approved training to WIA-enrolled participants; supply required client data for long-term follow-up, and they must agree to abide by all WIA-required regulations and/or laws.**

**The application from Essential Health Massage Institute for its Massage Therapy Training is complete, and meets the requirements for inclusion in the ETPL. The program is registered by the Bureau for Private Post-Secondary and Vocational Educational (BPPVE). Length of the program is 12 weeks/250 hours. Cost of the program is \$4,215.00.**

**ATTACHMENT(S):  
Provider Application, Program Application**



**Employment  
Development  
Department**

State of California

01. Provider Code (FEIN)  
614560709

02. CIP Code  
51.2501

**For Internal Office Use Only**

Program Code

03. Subgrantee Code

04. Agency Code

05. Date Received By LWIB

06. Local Program Code

# WORKFORCE INVESTMENT ACT TRAINING PROGRAM APPLICATION

Provider Name

Essential Health Massage Institute

07. Program Name  
Swedish Massage

08. Program Description  
Massage Therapy Training

09. Training Site Address  
1190 W. Olive Ave.  
Ste.D

City, State  
Merced , Ca

10. ZIP  
95348

11. County  
Merced

12. Listed On Other  
State's ETPL  
 1-Yes  
 2-No

13. ADA Compliant  
 1-Yes  
 2-No

14. Total Hours Of Instruction  
250 hours

15. Credits  
17 units

16. Non-Credit  
 1-Yes  
 2-No

17. Credit Time  
 1-Semester  
 2-Quarter

Total Program Cost  
18. Tuition \$ 4,200.  
19. Fees \$ 15. str  
20. Expenses \$  
Total \$ 4215.

21. Mode Of Delivery  
 1-Classroom  
 2-Internet  
 3-Correspondence  
 4-Broadcast  
 5-Computer Based  
Instruction

When Program Is Offered  
22. Days  1-Yes  2-No  
23. Evenings  1-Yes  2-No  
24. Weekends  1-Yes  2-No

25. Frequency of  
Offering  
 1-Weekly  
 2-Monthly  
 3-Quarter  
 4-Semester  
 5-Other

26. BPPVE Approval Status  
 1-Approved  
 2-Temporary Approval  
 3-Registered  
 4-Exempt  
 9-Not Applicable

27. BPPVE Approval Expiration Date  
01-09-07

28. Other BPPVE Approved  
Programs  
 1-Yes  
 2-No

29. Registered  
Apprenticeship  
 1-Yes  
 2-No

30. Registered Date

Other List Criteria:  
31. CDE Approved  1-Yes  2-No  
32. COCCC Approved  1-Yes  2-No  
33. Proven Effectiveness *No longer used*  
34. Employer Support *No longer used*  
35. Industry Authorized *No longer used*

36. Continuing Education Units (CEU)  
17 units

37. CEU Granting Institution  
n/a

38. Resources Required  
 1-Yes  
 2-No

39. Program Goal  
 1-Skill Attainment  
 2-Certificate  
 3-Registration  
 4-License  
 5-Associate Degree  
 6-Baccalaureate Degree  
 7-Other

40. Credentialing Body  
n/a

41. Projected Hourly Wage After Program Completion  
\$ 20.00

42. Prerequisites  
18 years of age & high school diploma or equivalent to..

43. Skills Sets Training & Technical Support in: Accupressure, Shiatsu  
Chair, Infant, Sports and Lymphatic massage. Plus 100 hours of  
handson application, 20hrs Path., 30hrs Physio., 60hrs Anat., 40hrs  
prerequisite techniques.

**WIA Training Program Application (continued)**

44. Curriculum		45. Relevant Occupations (Soc/O*Net Code)	
Course Code	Course Title	Code	Title
31-9011.00	Massage Therapy		Certified Mssg. Therapist
		46. Relevant Occupation Recommendation	
		Soc/O*Net Category	Description
Accessibility 47. On-Site Parking <input checked="" type="checkbox"/> 1-Yes <input type="checkbox"/> 2-No 48. Public Transportation <input checked="" type="checkbox"/> 1-Yes <input type="checkbox"/> 2-No 49. Disabled Student Access <input checked="" type="checkbox"/> 1-Yes <input type="checkbox"/> 2-No 50. Sign Language <input type="checkbox"/> 1-Yes <input checked="" type="checkbox"/> 2-No 51. Other Languages <input type="checkbox"/> 1-Yes <input checked="" type="checkbox"/> 2-No 52. Other <input type="checkbox"/> 1-Yes <input checked="" type="checkbox"/> 2-No		53. Target Audience Adults (18yrs. & up)	
		54. Average Class Size 4-20 (capacity 32)	
		55. Equipment to be Used classroom desks&chairs, Mssg. Tables	

**INITIAL PERFORMANCE INFORMATION**

56. Period Begin Date	57. Period End Date	58. Participant Universe	59. Average Hourly Wage at Placement
60. Program Completion Rate	61. Entered Employment Rate	62. Skill/Credential Attainment Rate	63. Retention Rate

I certify that the information submitted on this application is true and correct. I also agree to supply the required performance information and seed data on all students in order to calculate performance measures for subsequent eligibility determination. In addition, all performance outcome data shall be made available upon request for audit purposes.

64. Printed Name of Provider Representative Kimberly Trulli	65. Title Director/Inst.	66. Date 06-21-06
Signature <i>Kimberly Trulli, Director C.M.T. 6-21-06</i>		

ETPL EPGA



**Employment  
Development  
Department**

State of California

# WORKFORCE INVESTMENT ACT TRAINING PROVIDER APPLICATION

01. Provider Code (FEIN)  
614560709

For Internal Office Use Only

02. Subgrantee Code

03. Agency Code

04. Local Provider Code

05. Provider Name

Essential Health  
Massage Institute

06. Legal Name (If Different)

n/a

07. Mail Address

1190 W. Olive Ave. Ste. D

City, State

Merced, Ca

08. ZIP

95348

09. Main Phone

209 383.2204

10. Main E-Mail

ehmi\_mssg.school@sbcglobal.net

11. Web Site Address

ehmassageinstitute.com

12. Administrative Contact Name

Kimberly Trulli

13. Administrative Contact Title

Director/Instructor

14. Administrative Contact E-Mail

kktrulli@sbcglobal.net

15. Administrative Contact Phone

209 383.2204  
261.9600

16. Administrative Contact Fax

209 723.1400

17. Admissions Phone (If different)

( ) n/a

18. Financial Aid Phone (If different)

( ) n/a

19. Accreditation

1-Yes  
 2-No

20. Accrediting Body

Bureau for Private Post-Secondary &  
Vocational Education

21. HEA Eligible (Pell Grant)

1-Yes  
 2-No

22. Financial Aid Available

1-Yes  
 2-No

23. Online Registration Available

1-Yes  
 2-No

24. Institution Type

1-Public  
 2-For-Profit  
 3-Non-Profit Religious  
 4-Non-Profit Public Benefit  
 5-Mutual  
 6-Other

25. Provider Type

1-University  
 2-College  
 3-Faith Based Organization  
 4-Community Based Organization (CBO)  
 5-Vocational  
 6-Postsecondary  
 7-ROC/P  
 8-Other

Additional Services

26. Job Placement Assistance  1-Yes  2-No  
27. Career Assessment  1-Yes  2-No  
28. Career Counseling  1-Yes  2-No  
29. Tutorial Services  1-Yes  2-No  
30. ESL Courses  1-Yes  2-No  
31. GED Assistance  1-Yes  2-No  
32. On-Site Childcare  1-Yes  2-No  
33. Other  1-Yes  2-No

ETPL EPVA

**TO: Workforce Investment Board**

**DATE: 9/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Eligible Training Provider List (ETPL) Addition**

**PROPOSED MOTION(S): Approve Merced County Office of Education (MCOE)/Regional Occupational Program (ROP) Automotive Services training for addition to the State ETPL.**

**DISCUSSION: The Workforce Investment Board approved an ETPL policy on June 20, 2000. The Workforce Investment Act (WIA) requires that training providers who wish to access WIA funds must submit applications to be placed on the State training list. Providers must meet all local and State criteria; agree to provide approved training to WIA-enrolled participants; supply required client data for long-term follow-up, and they must agree to abide by all WIA-required regulations and/or laws.**

**The application from MCOE/ROP for its Automotive Services training is complete, and meets the requirements for inclusion in the ETPL. The program is registered by the California Department of Education (CDE). The length of the program is 26 weeks/832 hours. The cost of the program is \$4,160.00. The training is available at the Automotive Training Center at the Castle Airport Aviation & Development Center.**

**ATTACHMENT(S):  
Program Application**

PRELIMINARY FORM

<b>EDD</b> Serving the People of California		<b>01 Provider Code (FEIN)</b> 94-6002379		For Internal Office Use Only	
		<b>02 CIP Code</b> 47.0604		<b>Program Code</b>	
<b>WORKFORCE INVESTMENT ACT TRAINING PROGRAM APPLICATION</b>					
<b>Provider Name</b> Merced County Office of Education / Regional Occupational Program					
<b>07 Program Name</b> Automotive Services			<b>08 Program Description</b> Comprehensive Vocational Program to prepare participants for employment in Automotive Services Occupations, including Internship for work-site experience.		
<b>09 Training Site Address</b> 2245 Jet Stream Drive, Bldg #325			<b>City, State</b> Atwater, CA		<b>10 ZIP</b> 95340
		<b>11 County</b> Merced			
<b>12 Listed on Other State's ETPL</b> 1 Yes 2 No	<b>13 ADA Compliant</b> 1 Yes 2 No	<b>14 Total Hours of Instruction</b> 832	<b>15 Credits</b> N/A	<b>16 Non-Credit</b> 1 Yes 2 No	<b>17 Credit Time</b> 1 Semester 2 Quarter N/A
<b>Total Program Cost</b> <b>18 Tuition</b> \$4160 <b>19 Fees</b> \$ _____ <b>20 Expenses</b> \$ _____ TOTAL \$ 4160.00		<b>21 Mode of Delivery</b> 1 Stand-up 2 Internet 3 Correspondence 4 Broadcast 5 Computer Based Instruction	<b>When Program is Offered</b> 22 Days 1 Yes 2 No 23 Evenings 1 Yes 2 No 24 Weekends 1 Yes 2 No	<b>25 Frequency of Offering</b> 1 Weekly 2 Monthly 3 Quarter 4 Semester 5 Other	<b>26 BPPVE Approval Status</b> 1 Approved 2 Temporary Approval 3 Registered 9 Not Applicable <b>27 BPPVE Approval Expiration Date</b> N/A
<b>28 Other BPPVE Approved Program</b> 1 Yes 2 No	<b>29 Registered Apprenticeship</b> 1 Yes 2 No	<b>30 Registered Date</b> N/A	<b>Other List Criteria</b> 31 CDE Approved 1 Yes 2 No 32 COCCC Approved 1 Yes 2 No 33 Proven Effectiveness 1 Yes 2 No 34 Employer Support 1 Yes 2 No 35 Industry Authorized 1 Yes 2 No		
<b>36 Continuing Education Units (CEU)</b> N/A		<b>37 CEU Granting Institution</b> N/A			
<b>38 Resources Required</b> 1 Yes 2 No	<b>39 Program Goal</b> 1 Skill Attainment 5 Associate Degree 2 Certificate 6 Baccalaureate Degree 3 Registration 7 Other 4 License		<b>40 Credentialing Body</b> WASC, CDE, CCTC <b>41 Projected Hourly Wage After Program Completion</b> \$9.00 – 15.00		
<b>42 Prerequisites</b> High School diploma or GED. 9 <sup>th</sup> grade reading and math levels.					
<b>43 Skills Sets</b> Basic procedures and computer applications related to the trades, SCANS skills, Safety, Automotive Measurement and Math, Basic Electricity and Electronics, Vehicle Maintenance, Engine Fundamentals, Computer Systems Fundamentals and On-Board Diagnostics. Diagnostics and Repair of Automotive Fuel Systems, Exhaust Systems, Cooling and Lubrication Systems, Emission Systems and Engine Performance, Drive Trains, Suspension, Steering and Brakes.					



## PRELIMINARY FORM

<b>44 Curriculum</b>		45 Relevant Occupations (SOC/O*NET Code)	
Course Code	Course Title	Code	Title
91524	Automotive Services	45-3023	Automotive Service Technicians & Mechanics
		45-3020	Automotive Technicians & Repairers
		49-3093	Tire Repairer and Changers
		<b>46 Relevant Occupation Recommendation</b>	
		SOC/O*NET Category	Description
Accessibility 47 On-Site Parking            1 Yes 2 No 48 Public Transportation      1 Yes 2 No 49 Disabled Student Access    1 Yes 2 No 50 Sign Language                1 Yes 2 No 51 Other Languages              1 Yes 2 No 52 Other                            1 Yes 2 No		<b>53 Target Audience</b> Adults – WIA, Welfare to Work, State & Vocational Rehabilitation  <b>54 Average Class Size</b> <p style="text-align: center;">15</p> <b>55 Equipment To Be Used</b> Computers, power tools and equipment as well as hand tools related to automotive service and repair.	
<b>Initial Performance Information</b>			
<b>56 Period Begin Date</b>	<b>57 Period End Date</b>	<b>58 Participant Universe</b>	<b>59 Average Hourly Wage at Placement</b>
<b>60 Program Completion Rate</b>	<b>61 Entered Employment Rate</b>	<b>62 Skill/Credential Attainment Rate</b>	<b>63 Retention Rate</b>
Assurance text will be supplied at a later date.			
<b>64 Printed Name of Provider Representative</b> Holly Newlon		<b>65 Title</b> ROP Coordinator	<b>66 Date</b> 08-03-06
Signature			

**TO: Workforce Investment Board**

**DATE: 9/14/06**

**FROM: Youth Council**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Application for Membership to the Youth Council**

**PROPOSED MOTION(S): Approve Ms. Holly Newlon for membership on the Youth Council**

**DISCUSSION: Ms. Holly Newlon has been nominated for Youth Council membership by Ms. Evelyn Eagleton. Ms. Newlon is an Education Administrator for the Merced County Office of Education. She has extensive experience with WIA youth programs, and has been the administrator for the Youth Opportunity Program and Empower Program for the past three years.**

**ATTACHMENT(S):**

**Application will be available at the meeting.**

**TO: Workforce Investment Board**

**DATE: 9/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Application for Membership to the Workforce Investment Board**

**PROPOSED MOTION(S): Accept the nomination of Ms. Rennise Ferrario to the Workforce Investment Board (WIB), and forward application to the Board of Supervisors for approval.**

**DISCUSSION: Section 121(b)(1) of the Workforce Investment Act identifies the entities that are required partners in the local One-Stop system. One entity is the Housing Authority of the County of Merced.**

**Ms. Rennise Ferrario is the Assistant Director for the Housing Authority. She will be replacing Mr. Nicolas Benjamin on the WIB.**

**ATTACHMENT(S):**

**Application will be available at the meeting.**

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: WIB Staff**

For Action

For Information

For Discussion

**SUBJECT: Application to Employment & Training Administration (ETA)/Dept of Labor (DOL) for Community-Based Training Grant**

**PROPOSED MOTION (S): Approve the Workforce Investment Board's (WIB) support and commitment to Worknet Employment Resource Center's application for Community-based Job Training Grant.**

**DISCUSSION: The Employment and Training Administration and US Dept of Labor have announced the availability of competitive grant funds for community-based training grants. ETA intends to fund approximately seventy-five (75) grants ranging from \$500,000 to \$2 million over a three-year period. The Merced County application is for \$1,850,443.38.**

**The Merced County Department of Workforce Investment in collaboration with Merced College, the Stanislaus County Department of Employment and Training and the Yosemite Community College District/Modesto Junior College, and the Madera County Department of Education Employment & Training Office and Reedley College, along with the WIBs from each County, will collaborate on the grant proposal.**

**The grant funding will be used to support or engage in a combination of capacity building and training activities for the purpose of building the capacity of community colleges to train Licensed Vocational Nurses. Proposals were due by August 29, 2006.**

**ATTACHMENT (S): N/A**

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: Program Planning & Development**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Marketing Plan**

**PROPOSED MOTION (S): Approve the new Marketing Plan.**

**DISCUSSION: On September 28, 2004, the Workforce Investment Board (WIB) approved the WIB/Worknet Marketing Plan. The Marketing Plan has been modified to reflect the WIB/Worknet policy of Business First. The Program Planning & Development Committee approved the newest modification to the Marketing Plan on August 24, 2006.**

**ATTACHMENT (S):  
Marketing Plan (April 2006)**

**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

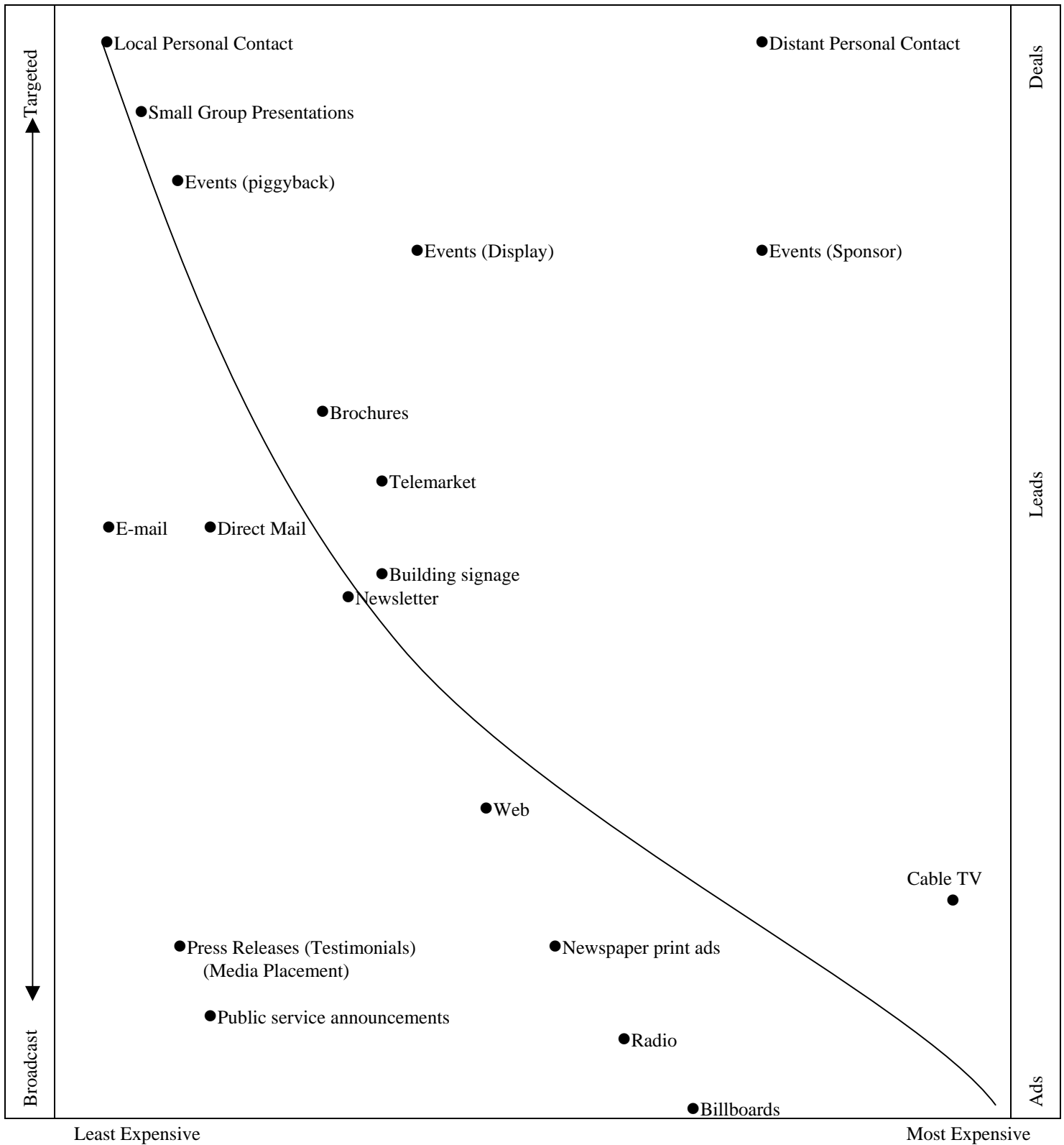
**About Worknet**

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: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Grant Application for Planning an Engineering Academy at Buhach Colony High School – Workforce Investment Board (WIB) Support**

**PROPOSED MOTION(S):**

- 1. That a Letter of Support be provided by the WIB supporting the project.**
- 2. That in the event the grant is awarded, the WIB would be receptive to providing feedback to Buhach Colony HS as to progress in achieving its goals and suggestions for continuous improvement; to be accomplished by Buhach Colony HS providing a brief written report to the WIB approximately twice per year.**
- 3. Provide any other suggestions at this time, as Buhach Colony HS continues to develop the Engineering Academy project concept.**

**DISCUSSION: A “Specialized Secondary Programs” (SSP) grant opportunity from the California Department of Education exists to provide funding for the cost of planning an Engineering Academy at Buhach Colony HS. SSP grant funds may also be available in subsequent years to implement an Engineering Academy.**

**The eventual aims of the Academy are:**

- To meet an increasing workforce demand for engineers and engineering technicians.**
- To prepare high school students to serve internships in workplace settings which employ engineers and engineering technicians.**

**The grant application will provide \$35,000 over a one-year period as part of the total \$52,009 planning costs. If approved by the Board of Trustees, the Merced Union High School District would obligate \$17,009 as an in-kind match.**

**ATTACHMENT(S):**

**Draft Letter of Support**

# **DRAFT**

**Dear California Department of Education:**

**On behalf of the Merced County Workforce Investment Board (WIB), we wish to express our enthusiastic support and commitment for Merced Union High School District's application for Specialized Secondary Programs grant funding. All of us are excited at the possibility of receiving planning funds for an Engineering Academy here in Merced County.**

**The Engineering Academy is a perfect fit for the Governor's workforce investment priorities of collaborating to improve the California education system at all levels, and, understanding and meeting the nation's workforce needs to prepare workers for 21<sup>st</sup> century jobs. It is also a perfect fit for the WIB's goal of influencing the education system to design and implement strategies that provide students knowledge of employee skills and attitudes.**

**One of the Merced County Workforce Investment Board's core values is continuous improvement. If this grant is awarded, it is our intention to continue to work with the District to provide professional feedback to the Buhach Colony HS, and strive for continuous improvement of both its Engineering Academy and students.**

**Sincerely,**

**Robert Harmon  
Chair**

**TO: Workforce Investment Board**

**DATE: 9/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Workforce Investment Board (WIB) Committee Structure Change**

**PROPOSED MOTION(S): That the WIB Finance Committee be dissolved, and the finance responsibilities be assumed by the Executive Committee.**

**DISCUSSION: During the July 24, 2006 WIB Retreat, the clear consensus of the group was that the efficiency of the WIB be increased by eliminating the Finance Committee and having the Executive Committee assume its responsibilities. Four of the five Finance Committee members attending the retreat concurred with this action. Additionally, the Retreat members identified issues concerning further restructuring of the WIB's existing committees. These issues will be discussed during a follow-up meeting of the retreat, date and time to be announced.**

**ATTACHMENT(S): N/A**



**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: Program Planning & Development**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Modification 7 of Five-Year Strategic Plan**

**PROPOSED MOTION S): Approve Modification 7 to the Five-Year Strategic Plan.**

**DISCUSSION: On September 20, 2000, the Merced County Board of Supervisors approved the local Five-Year Strategic plan required by the Workforce Investment Act of 1998. Pursuant to Title 20 of the Code of Federal Regulations, Part 661.355, the Governor has published procedures governing the modifications of the local Five-Year Strategic Plan.**

**The Program Planning & Development Committee approved the attached modification to the Five-Year strategic Plan on August 24, 2006.**

**The Workforce Investment Board (WIB) last modified the plan (Sixth Year Modification) on September 15, 2006.**

**The plan reflects the WIB's decision to change its focus to Business First. Although expected allocations have been reduced from previous years, the numbers of projected enrollments have been increased. The use of an applicant pool and improved, streamlined enrollment procedures have helped to allow for the increases.**

**ATTACHMENT(S):  
Modification 7 to Five-Year Strategic Plan**

**Workforce Investment Area  
Local Plan Modification  
Program Year 2006–07**

LWIA: Merced County

Submitted on: July 28, 2006

Contact Person: Dave Davis

Contact Person's Telephone Number: 209-724-2166

*EDD is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Special requests for services, aids, and/or special formats need to be made by calling (916) 654-8055 (Voice) or (916) 654-9820 (TTY).*

WIA Local Plan Modification PY 2006-07

Modification # 7 LWIA: Merced County

Date: 04/01/2006

### Table of Contents

	REVISION		PAGE NUMBER
	<u>Yes</u>	<u>No</u>	
<b>Narrative</b>			
Executive Summary	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
I. Plan Development Process	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
II. Local Vision and Goals	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
III. Labor Market Analysis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
IV. Leadership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
V. One-Stop Service Delivery System	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
VI. Youth Activities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
VII. Administrative Requirements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
VIII. Assurances	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
IX. Signature Page <b>(new)</b>	<u>Required</u>		<u>55</u>
X. Addendum <b>(new)</b>	<u>Required</u>		_____
<b>Attachments</b>			
1. Budget Plan Summaries <b>(new)</b>	<u>Required</u>		<u>44/46</u>
			—
2. Participant Plan Summary <b>(new)</b>	<u>Required</u>		<u>47/50</u>
			—
3. Negotiated Levels of Performance Chart <b>(new)</b>	<u>Required</u>		<u>51</u>
4. Copies of all MOUs for Each One-Stop <b>(new)</b>	<u>Required</u>		_____
5. Public Comments of Disagreement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>54</u>

6. LWIA Grant Recipient Listing **(new)**

Required

56

7. Other Submittal(s)

<input checked="" type="checkbox"/> WIA Local Plan Modification PY <b>2006-07</b>	LWIA: <b>Merced County</b>
<input type="checkbox"/> Modification # <u>7</u>	Date: <u>04/01/2006</u>

**SIGNATURE PAGE**

This Local Plan represents the Merced County Workforce Investment Board's efforts to maximize and coordinate resources available under Title I of the Workforce Investment Act (WIA) of 1998.

This Local Plan is submitted for the period of April 1, 2006, through June 30, 2008, in accordance with the provisions of WIA.

Local Workforce Investment Board Chair

Chief Elected Official(s)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Robert Harmon  
\_\_\_\_\_  
Name

Andrea T. Baker  
\_\_\_\_\_  
Name

Chair  
\_\_\_\_\_  
Title

Director, Department of Workforce  
Investment  
\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

<input checked="" type="checkbox"/> <b>WIA Local Plan Modification PY 2006-07</b>	<b>LWIA:</b> Merced County Department of Workforce Investment
<input checked="" type="checkbox"/> <b>Modification #</b> _____	<b>Date:</b> 07/01/06

**TITLE IB BUDGET PLAN SUMMARY (Adult or Dislocated Worker)**

WIA 118; 20 CFR 661.350(a)(13)

PROGRAM TYPE for PY 2006, beginning 07/01/06 through 06/30/07

- Grant Code 201/202/203/204 WIA IB-Adult
- Grant Code 501/502/503/504 WIA IB-Dislocated Worker

FUNDING IDENTIFICATION	R692xxx Subgrant	R7603xx Subgrant
1. Year of Appropriation	2005	2006
2. Formula Allocation	1,661,856	1,296,055
3. Allocation Adjustment - Plus or Minus	(13,197)	
4. Transfers - Plus or Minus		
5. TOTAL FUNDS AVAILABLE (Line 2 plus 4)	1,648,659	1,296,055
<b>TOTAL ALLOCATION COST CATEGORY PLAN</b>		
6. Program Services (sum of Lines 6A through 6E)	1,483,794	1,166,450
A. Core Self Services	351,522	276,587
B. Core Registration Services	485,355	381,890
C. Intensive Services	132,420	103,153
D. Training Services	514,497	404,820
E. Other	0	0
7. Administration (Line 5 minus 6)	164,865	129,605
8. TOTAL (Lines 6 plus 7)	1,648,659	1,296,055
<b>QUARTERLY TOTAL EXPENDITURE PLAN (cumulative from July 1, 2005 and July 1, 2006 respectively)</b>		
9. September 2005	0	
10. December 2005	408,133	
11. March 2006	835,130	
12. June 2006	1,385,069	
13. September 2006	1,648,659	116,811
14. December 2006		497,212
15. March 2007		877,613
16. June 2007		1,258,014
17. September 2007		1,296,055
18. December 2007		
19. March 2008		
20. June 2008		

Jackie Walther-Parnell		
Operations Officer	(209) 724-2012	
Contact Person, Title	Telephone Number	Date Prepared

Comments:

NOTE: Final Rule 667.160, What Reallocation Procedures Must the Governors Use, discusses local area obligation rates, recapture, and reallocation. Also see WIA Directive WIAD01-10.
--

<input checked="" type="checkbox"/> <b>WIA Local Plan Modification PY 2006-07</b>	<b>LWIA:</b> Merced County Department of Workforce Investment
<input checked="" type="checkbox"/> <b>Modification #</b> _____	<b>Date:</b> _____ 07/01/06

**TITLE IB BUDGET PLAN SUMMARY (Adult or Dislocated Worker)**

WIA 118; 20 CFR 661.350(a)(13)

PROGRAM TYPE for PY 2006, beginning 07/01/06 through 06/30/07

- Grant Code 201/202/203/204 WIA IB-Adult
- Grant Code 501/502/503/504 WIA IB-Dislocated Worker

FUNDING IDENTIFICATION	R692xxx Subgrant	R7603xx Subgrant
1. Year of Appropriation	2005	2006
2. Formula Allocation	1,447,654	1,360,252
3. Allocation Adjustment - Plus or Minus	(9,783)	
4. Transfers - Plus or Minus		
5. TOTAL FUNDS AVAILABLE (Line 2 plus 4)	1,437,871	1,360,252
<b>TOTAL ALLOCATION COST CATEGORY PLAN</b>		
6. Program Services (sum of Lines 6A through 6E)	1,294,135	1,224,227
A. Core Self Services	459,746	435,257
B. Core Registration Services	415,821	393,672
C. Intensive Services	125,570	118,881
D. Training Services	292,998	276,417
E. Other	0	0
7. Administration (Line 5 minus 6)	143,736	136,025
8. TOTAL (Lines 6 plus 7)	1,437,871	1,360,252
<b>QUARTERLY TOTAL EXPENDITURE PLAN (cumulative from July 1, 2005 and July 1, 2006 respectively)</b>		
9. September 2005	140,244	
10. December 2005	473,701	
11. March 2006	836,462	
12. June 2006	1,272,552	
13. September 2006	1,437,871	206,771
14. December 2006		578,861
15. March 2007		950,951
16. June 2007		1,323,041
17. September 2007		1,360,252
18. December 2007		
19. March 2008		
20. June 2008		

Jackie Walther-Parnell		
Operations Officer	(209) 724-2012	
Contact Person, Title	Telephone Number	Date Prepared

Comments:

NOTE: Final Rule 667.160, What Reallocation Procedures Must the Governors Use, discusses local area obligation rates, recapture, and reallocation. Also see WIA Directive WIAD01-10.
--

**WIA Local Plan Modification PY 2006-07**

**Modification #** \_\_\_\_\_

**LWIA:** Merced County Department of Workforce Investment

**Date:** \_\_\_\_\_ 04/01/06

**TITLE IB BUDGET PLAN SUMMARY (Youth)**

WIA 118; 20 CFR 661.350(a)(13)

PROGRAM TYPE for PY 2006, beginning 04/01/06 through 06/30/07

Grant Code 301/302/303/304 WIA IB-Youth

<b>FUNDING IDENTIFICATION</b>	<b>R692xxx Subgrant</b>	<b>R7603xx Subgrant</b>
1. Year of Appropriation	2005	2006
2. Formula Allocation	1,805,052	1,407,379
3. Allocation Adjustment - Plus or Minus		
4. TOTAL FUNDS AVAILABLE (Line 2 plus 3)	1,805,052	1,407,379
<b>TOTAL ALLOCATION COST CATEGORY PLAN</b>		
5. Program Services (sum of Lines 5A and 5B)	1,624,547	1,266,641
A. In School	1,137,183	886,649
B. Out-of-School (30%)	487,364	379,992
6. Administration (Line 4 minus 5)	180,505	140,738
7. TOTAL (Line 5 plus 6)	1,805,052	1,407,379
<b>QUARTERLY TOTAL EXPENDITURE PLAN</b> (cumulative from April 1, 2005 and April 1, 2006 respectively)		
8. June 2005	0	
9. September 2005	0	
10. December 2005	286,020	
11. March 2006	701,599	
12. June 2006	1,498,446	0
13. September 2006	1,805,052	111,439
14. December 2006		529,484
15. March 2007		947,529
16. June 2007		1,365,574
17. September 2007		1,407,379
18. December 2007		
19. March 2008		
20. June 2008		

Jackie Walther-Parnell

Operations Officer

(209) 724-2012

Contact Person, Title

Telephone Number

Date Prepared

Comments:

NOTE: Final Rule 667.160, What Reallocation Procedures Must the Governors Use, discusses local area obligation rates, recapture, and reallocation. Also see WIA Directive WIAD01-10.



**WIA Local Plan Modification PY 2006-07**  
 **Modification #** 7

**LWIA:** Merced County

**Date:** 07/01/06

**TITLE IB PARTICIPANT PLAN SUMMARY**

WIA 118; 20 CFR 661.350(a)(13)

Plan the number of individuals that are in each category.

<b>Totals for PY 2006 (07/01/06 through 06/30/07)</b>	<b>ADULT</b>	<b>DW</b>	<b>OY</b>	<b>YY</b>
1. Registered Participants Carried in from PY 2005	235	177	135	440
2. New Registered Participants for PY 2006	158	129	30	70
3. Total Registered Participants for PY 2006 (Line 1 plus 2)	393	306	165	510
4. Exiters for PY 2006	97	71	30	220
5. Registered Participants Carried Out to PY 2007 (Line 3 minus 4)	296	235	135	290

<b>PROGRAM SERVICES</b>				
6. Core Self Services	5,437	2,581		
7. Core Registered Services	341	231		
8. Intensive Services	292	218		
9. Training Services	155	74		

<b>SKILL ATTAINMENT</b>				
10. Attained a Skill/Goal				370

<b>EXIT STATUS</b>				
11. Entered Employment	72	65	35	20
11A. Training-related	37	24	10	5
11B. Entered Postsecondary/Advanced/Credential Program	0	0	1	
12. Remained with Layoff Employer		1		
13. Entered Military Service				3
14. Entered Advanced Training			5	2
15. Entered Postsecondary Education			42	110
16. Entered Apprenticeship Program				0
17. Attained High School Diploma/GED				200
18. Returned to Secondary School				10
19. Exited for Other Reasons	82	77	12	19

David C. Davis, Special Projects Manager, 209-724-2166, 7/05/06

Contact Person, Title

Telephone

Date Prepared

Comments:


WIA Local Plan Modification PY 2006-07

Modification # 7

LWIA: Merced County

Date: 07/01/2006

## STATE NEGOTIATED LEVELS OF PERFORMANCE<sup>1</sup>

WIA Requirement at Section 136(c)	PY 2000-01	PY 2001-02	PY 2002-03	PY 2003-04	PY 2004-05	PY 2005-06	PY 2006-07
<b>Adults</b>							
Entered Employment Rate	66%	68%	70%	72%	72%	73%	74%
Employment Retention Rate	74%	76%	78%	81%	82%	79%	80%
Earnings <b>Change</b>	\$3500	\$3600	\$3400	\$3400	\$3450	\$3500	\$3500
Employment and Credential Attainment Rate	40%	50%	50%	50%	55%	56%	58%
<b>Dislocated Workers</b>							
Entered Employment Rate	68%	69%	70%	79%	79.5%	81%	82%
Employment Retention Rate	81%	83%	85%	88%	88%	85%	86%
Earnings - Replacement Rate/ <b>Change/Average</b> <sup>2</sup>	85%	86%	88%	96%	96%	-\$3000	TBD
Employment and Credential Attainment Rate	40%	42%	45%	58%	58%	66%	67%
<b>Older Youth (ages 19-21)</b>							
Entered Employment Rate	55%	56%	58%	66%	67%	72%	73%
Employment Retention Rate	70%	72%	74%	76.5%	78%	80%	81%
Earnings <b>Change</b>	\$2500	\$2600	\$2700	\$3000	\$3000	\$3700	\$3800
Employment and Credential Attainment Rate	36%	42%	30%	30%	30%	38%	39%
<b>Younger Youth (ages 14-18)</b>							
Skill Attainment Rate	65%	70%	75%	76%	76.5%	83%	84%
Diploma or Equivalent Rate	40%	42%	45%	55%	55.5%	66%	67%
Retention Rate	40%	42%	45%	53%	53%	63%	64%
<b>Participant Customer Satisfaction Rate</b>	<b>66</b>	<b>67</b>	<b>68</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>
<b>Employer Customer Satisfaction Rate</b>	<b>64</b>	<b>65</b>	<b>66</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>

<sup>1</sup> Guidance on the definitions of specific indicators for state and local performance can be found at the U.S. Department of Labor [WIA](#) Web site. Specific Training and Employment Guidance Letters (TEGL) include, but are not limited to, 17-05, 8-99, 11-01, 22-02, 22-03, 27-04, and 35-04. Additional guidance can be found at the EDD Workforce Development Community [Directives](#) Web site and [Information Bulletins](#) Web site. Specific Directives include, but are not limited to, WIAD03-6, 04-10, 05-9, and 05-15. Specific Information Bulletins include, but are not limited to, WIAB01-27, 01-55, 02-37, 02-45, 03-43, 03-83, and 05-16.

<sup>2</sup> For PYs 2000-01 through 2004-05, this dislocated worker goal was earnings replacement rate. For PY 2005-06, this goal was changed to earnings change. Effective July 1, 2006, the U.S. Department of Labor is implementing a new methodology for calculating the average earnings measure.

WIA Local Plan Modification PY 2006-07

Modification # 7

LWIA: Merced County

Date: 07/01/2006

### LOCAL NEGOTIATED LEVELS OF PERFORMANCE<sup>3</sup>

WIA Requirement at Section 136(c)	PY 2000-01	PY 2001-02	PY 2002-03	PY 2003-04	PY 2004-05	PY 2005-06	PY 2006-07
<b>Adults</b>							
Entered Employment Rate	66%	68%	70%	72%	72%	73%	74%
Employment Retention Rate	74%	76%	78%	81%	82%	76%	77%
Earnings <b>Change</b>	\$3500	\$3600	\$3400	\$3400	\$3450	\$3500	\$3500
Employment and Credential Attainment Rate	40%	50%	50%	50%	55%	56%	58%
<b>Dislocated Workers</b>							
Entered Employment Rate	68%	69%	70%	79%	79.5%	81%	82%
Employment Retention Rate	81%	83%	85%	88%	88%	83%	84%
Earnings - Replacement Rate/ <b>Change/Average</b> <sup>4</sup>	85%	86%	88%	96%	96%	-\$3000	TBD
Employment and Credential Attainment Rate	40%	42%	45%	58%	58%	66%	67%
<b>Older Youth (ages 19-21)</b>							
Entered Employment Rate	55%	56%	58%	66%	67%	72%	73%
Employment Retention Rate	70%	72%	74%	76.5%	78%	75%	76%
Earnings <b>Change</b>	\$2500	\$2600	\$2700	\$3000	\$3000	\$3700	\$3800
Employment and Credential Attainment Rate	36%	42%	30%	30%	30%	38%	38%
<b>Younger Youth (ages 14-18)</b>							
Skill Attainment Rate	65%	70%	75%	76%	76.5%	83%	84%
Diploma or Equivalent Rate	40%	42%	45%	55%	55.5%	66%	67%
Retention Rate	40%	42%	45%	53%	53%	63%	64%
<b>Participant Customer Satisfaction Rate</b>	<b>66</b>	<b>67</b>	<b>68</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>
<b>Employer Customer Satisfaction Rate</b>	<b>64</b>	<b>65</b>	<b>66</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>75</b>

<sup>3</sup> Guidance on the definitions of specific indicators for state and local performance can be found at the U.S. Department of Labor [WIA](#) Web site. Specific Training and Employment Guidance Letters (TEGL) include, but are not limited to, 17-05, 8-99, 11-01, 22-02, 22-03, 27-04, and 35-04. Additional guidance can be found at the EDD Workforce Development Community [Directives](#) Web site and [Information Bulletins](#) Web site. Specific Directives include, but are not limited to, WIAD03-6, 04-10, 05-9, and 05-15. Specific Information Bulletins include, but are not limited to, WIAB01-27, 01-55, 02-37, 02-45, 03-43, 03-83, and 05-16.

<sup>4</sup> For PYs 2000-01 through 2004-05, this dislocated worker goal was earnings replacement rate. For PY 2005-06, this goal was changed to earnings change. Effective July 1, 2006, the U.S. Department of Labor is implementing a new methodology for calculating the average earnings measure.

**STATE of CALIFORNIA**  
**LOCAL AREA GRANT RECIPIENT LISTING**  
[WIA Sections 117(d)(3)(B)(i) and 118(b)(8)]

**Merced County**

(Name of Local Workforce Investment Area)

ENTITY	ORGANIZATION	CONTACT (NAME/TITLE)	MAILING ADDRESS (STREET, CITY, ZIP)	TELEPHONE, FAX, E-MAIL
Grant Recipient (or Subrecipient if applicable)	Merced County	Michael G. Nelson Chair, Merced County Board of Supervisors	2222 M Street Merced, CA 95340	209-385-7366 209-726-7977 Dist3@co.merced.ca.us
Fiscal Agent	Merced Department of Workforce Investment	Jackie Walther-Parnell Operations Officer	1880 W. Wardrobe Ave Merced, CA 95340	209-724-2012 209-725-3592
Local Area Administrator	Merced Department of Workforce Investment	Andrea T. Baker, Executive Director	1880 W. Wardrobe Ave Merced, CA 95340	209-724-2002
Local Area Administrator Alternate	N/A			

Signature: \_\_\_\_\_ Date: July 28,  
2006

\_\_\_\_\_ Chief Elected Official \_\_\_\_\_ Date

If a Local Grant Subrecipient has been designated, please submit a copy of the agreement between the Chief Elected

Official and the Subrecipient. The agreement should delineate roles and responsibilities of each, including signature authority.

WIA Local Plan Modification PY 2006–07

Modification # 7

LWIA: Merced County

Date: 04/01/2006

## X. ADDENDUM

A. Consistency with the State Plan – WIA Section 118(a) requires Local Plans to be consistent with the State Plan.

The Governor's key priorities for California's public workforce system are:

- Understanding and Meeting the Workforce Needs of Business and Industry in order to Prepare Workers for 21<sup>st</sup> Century Jobs
- Targeting Limited Resources To Areas Where They Can Have the Greatest Economic Impact
- Collaborating to Improve California's Educational System At All Levels
- Ensuring the Accountability of Public and Private Workforce Investments

These four key priorities for California's workforce system are addressed in the Governor's vision for the system in more detail in Section I of the [State Plan](#). Describe how your local vision and workforce development strategy is consistent with the Governor's workforce development priorities.

A. Understanding and Meeting the Workforce Needs of Business and Industry in Order to Prepare Workers for 21<sup>st</sup> Century Jobs:

The Vision and Goals of the Merced County Workforce Investment Board are aligned with the Governor's key priorities for California's public workforce system. Vision: 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. This Vision has been actualized by making the workforce system demand driven, with the system's primary customer being business. The shift towards anticipating and filling the needs of business has resulted in yesterday's customer, the participant, becoming the product being produced to satisfy the needs of business.

This process begins with the selection of new WIB members. Representation from UC Merced was accomplished last year and new and emerging industries are courted for their representation on the Board. Our Youth Council has directed that those youth with the greatest need be served first. We have used and will continue to use the High Concentrations of Youth Initiative monies to further target youth most in need. The

newest member of the Youth Council, an experienced youth Probation Officer, further reflects that youth strategy. Two years ago the High Concentration plan centered on youth involved in juvenile justice, this year it is youth with disabilities.

The WIB is further meeting the workforce needs of business and industry through three “Implications for Actions” involving economic development, education, and workforce housing. It is strongly felt that alignment with those critical areas will lead to attracting, educating and housing tomorrow’s workforce. The WIB is working to ensure the completion of the workforce development portion of the Merced County Economic Development Plan, to become an active voice in the Regional P-16 Council, and has successfully requested the Board of Supervisors form a taskforce on workforce housing.

#### Targeting Limited Resources to Areas Where They Can have the Greatest Economic Impact:

The Workforce Investment Board’s first Goal stems from the WIB’s selection of industry clusters on which to focus. Originally eight clusters were chosen but subsequently narrowed down to concentrate on the healthcare field. The Board has focused on the production of Registered and Licensed Vocational Nurse training through the local community college. Nurses represent high-wage, high-growth jobs and attempt to fill the state-wide shortage. Collaboration between the WIB, the community college and local hospitals has allowed the college to double its teaching capacity. The WIB trains 24 RNs a year and graduates 6 every semester. Twelve LVNs are graduated every 18 months. Those nurse candidates with barriers to enrollment and completion have and are being addressed through grants received by the local Workforce Investment Area and our One-Stop partner, Merced College. Grants to encourage enrollment of non-traditional nursing candidates and people of color have been used for the past three years. The necessity to continue nurse training has been the impetus for the WIB to continue to pursue grant monies for additional nurse training.

#### Collaborating to Improve California’s Educational System at All Levels:

The Workforce Investment Board has a specific goal regarding the improvement of education: Influence the K-12 educational system to design and implement strategies that provide students knowledge of employee skills and attitudes and develop metrics to assure success. Additionally, the following Implication for Action has become an integral factor in WIB decisions involving education: The Merced County Workforce Investment Board strongly recommends and supports the following actions take place to support the Education community involved and responsible for providing education and training to Merced County’s current and future workforce .

#### A Regional Educational Collaborative Support System that:

- Supports continuous increases in academic performance
- Secures funding to support the collaboration
- Has a focused campaign to the community about ways to best support services
- Ensures open communication with all stakeholders

A Comprehensive Career Education System that:

- Supports the development of comprehensive career education and development services for K-14 students, drop-outs and under-employed individuals. The services include K-12 career/technical education, curriculum, awareness of career pathways, Grade 9 – Adult basic skills and training (including ESL and VSL). Special emphasis should be placed on reaching out to individuals not connected to existing agencies or services and promote the development of this system through partnering with schools and agencies.

The membership of the WIB and Youth Council reflect this commitment to collaborating with the Education community. The largest high school districts in the County, the County Office of Education, the local community college, and UC Merced are all represented on the Workforce Investment Board. The Youth Council has representation from Merced College and the County Regional Occupation Program. WIB members serve on the local P-16 Council linking the needs of business to the education community. The Merced P-16 Council is in the forefront of creating a Regional P-16 Council. Goals of the P-16 Council include 1) expanding pre-school experiences; 2) reducing secondary school attrition; 3) improving college-going, transfer, and graduation rates; 4) heightening professional development for teachers; and 5) increasing the availability of qualified teachers.

#### Ensuring the Availability of Public and Private Investments

The Workforce Investment System in Merced County is dedicated to improving local government partnerships and to maximizing the use of public and private workforce resources to improve and expand services. The Worknet Employment Resource Center (One-Stop) is a prime example of continuing collaboration and the leveraging of resources. The Worknet Leadership Team oversees the operation of the Worknet Employment Resource Center and is made up of the partner organizations working together to address the employment needs of Merced County. The 14 partners and 2 associates have adopted the following Mission: Worknet responds to the needs of our business community and job seekers to enhance our community's quality of life. Its Vision: To deliver a skilled, competitive workforce that ensures a diverse and prosperous economy, and provides a solid foundation for system decisions.

Meeting monthly and rotating the Team's leadership yearly are instrumental factors in maximizing the effectiveness and efficiency of the workforce investment system. The Team is dedicated to continuous quality improvement and successfully obtained two Center certifications based on statutory and Baldrige criteria. The most recent certificate is for November 2005-2008. The Los Banos Worknet Employment Resource Center, Affiliate Site, has also been certified based on statutory criteria.

The WIB is committed to leveraging public and private sector commitments and resources, and to improving State and local government partnerships. Two new One-Stop partners have recently joined the Worknet Team, SCORE and the California Army National Guard.



The WIB has been aggressive in working with local governments to improve the effectiveness and efficiency of the workforce system. Working through the Merced County Board of Supervisors, a Workforce Housing Taskforce has been created. Representatives from the WIB, the BOS, the Housing Authority, six cities within the county, insurance, Banking, UC Merced, Builders, HUD and Real Estate are represented on the Taskforce. The major goal of the collaborative group is to provide information and choices for Merced County cities to provide future workforce housing for Merced County's workforce.

B. Other information as required by the Governor [WIA Section 118(b)(10)] – Since the development of the State Plan, the State Board has adopted vision statements regarding business services and lifelong learning. Also, there are other elements that the State is requiring in the Local Plan.

1. The State Board Business and Industry Special Committee has adopted the following vision statement, *"The One-Stop System, in collaboration with the economic development community, partners with California's business to provide best-in-class local services to business to support job retention and growth."* Provide a description of your local strategies, based upon your Local Board's vision for business services, to improve the services to employers, and include in your description:

a. Your vision and strategic planning efforts for business services.

b. How you use industry partnerships and other employer contacts to validate employer needs.

c. What actions the Local Board has taken, or plans to take, to ensure that local business services are not redundant and coordinated with partner programs such as Wagner-Peyser and Economic Development Corporations.

d. How the Local Board measures the satisfaction of business services and how the data are used to improve services.

2. The State Board's vision for Lifelong Learning states: *"The vision for lifelong learning, in the context of workforce development, is to enable current and future workers to continually acquire the knowledge, skills, and abilities required to be successful in the workplace."*

a. Describe the Local Board's policy regarding lifelong learning in the context of workforce development.

b. Describe the Local Board's current and future strategic planning efforts with educational and workforce development systems and local business and industry, to improve and promote access to lifelong learning.

3. What local policies and systems are in place to support common data collection and reporting processes, information management, integrated service delivery, and performance management?

C. Additional Required Elements – The following elements were not included in the Initial/Supplemental Planning Narrative or the one-year extension for Program Year 2005–06, but are required in Local Plans.

1. How will your Local Board ensure continuous improvement of eligible providers of services through the system and ensure that such providers meet the employment needs of local employers and participants? [WIA Section 118(b)(2)(A)]

2. If your Local Board has entered into an agreement with another area (including another Local Board that is a city or county within the same labor market) to pay or share the cost of educating, training, or placing individuals participating in programs assisted under Title I of WIA, including provision of supportive services, provide copy of your approved agreement. [WIA Section 195(3)(B)]

3. Is your Local Board providing training services that are made as exceptions to the Individual Training Account process? If so, describe the process you used to procure and justify these exceptions. This process must include a 30-day public comment period for interested providers. [20 CFR Sections 661.350(a)(5) and (10) and 20 CFR Section 663.430(a)]

4. Priority of Service – What local policies and strategies are in place to ensure that, pursuant to the Jobs for Veterans Act (P.L.107-288)(38 USC 4215), priority of service is provided to veterans (and certain spouses) who otherwise meet the eligibility requirements for all employment and training programs funded by the Department of Labor, in accordance with the provisions of TEGL 5-03 (9/16/03)? Include in your discussion how this policy is shared with all of the One-Stop Career Center partners and if/how you conduct outreach to veterans and veteran organizations to encourage use of One-Stop Career Center services.

**B. (1)**

The Merced County Workforce Investment Board has directed that its workforce system will be demand driven and that business is its primary customer. Utilizing the services of the Merced County Department of Workforce Investment (WI), the WIB provides outreach and services to support job retention and growth. WI's Mission Statement: Responding to Business Needs by Providing Quality Resources.

The WIB utilizes the services of WI's Business Services Unit to best serve local businesses. Businesses are served by both industry sector and locale to assure that no duplicative services are provided. A Business Services Tracking System has been devised to tract contacts and follow-ups between the Business Services representatives/Job Developers/Job Coaches and businesses in Merced County. The results of the Business Services Unit are reviewed on a monthly basis by the WIB's Quality Assurance and the Program Planning & Development Committees. Industry clusters deserving of the WIB's attention have been selected and reviewed by the WIB. At present, most WIB efforts have centered on the healthcare industry. Partnerships between the WIB's healthcare representatives and the local education community have been used to validate employer needs and education's capabilities.

WI continues to improve the capabilities of the Business Services Unit. Priority is given to new hires with private sector backgrounds. Present Service Representatives are being certified as National Workforce Professionals and new hires will need the certification before being hired. The unit is planning on training representatives in human resource management to be offered at no-cost to local small businesses.

The unit has also collaborated with state and local agencies to create a website for businesses, "Business Solutions". With input from EDD, County Workforce Investment, Federal Technology Center, Chambers of Commerce, DOL, Merced College, Merced County Association of Governments, US Census Bureau, Business Development, Loans, SCORE, IRS, Licensing and the Small Business Development Center, to name a few, this site provides links for new and existing businesses within Merced County. Regionally, Merced County will also provide the managerial and technical assistance to create a similar web site for Madera County to our south.

Additionally, the Business Services Unit has developed entrepreneurial products useful to business. Low cost services include registration for the Enterprise/LAMBRA Zone, and written translator services in English, Spanish and Hmong.

The Business Services Unit measures the satisfaction of its services through the use of a 10 question Customer Satisfaction Survey, which is completed through a face-to-face interview with the business customer. The results are used by both the Department of Workforce Investment management team and the Quality Assurance Committee of the Workforce Investment Board to analyze and improve services.

The Business Services Unit is also providing no-cost training for County businesses and for the professional growth of the Department's personnel. One such course provided

for over 50 individuals was Cygnet Associates presentation of “Boost Employee Retention”.

### **B. (2)a**

Lifelong Learning is an accepted practice for the Merced County WIB. Lifelong learning is expressed in the WIB’s dedication to improving the education system, and in producing educational experiences to employers during working periods. The WIB recognizes that employees will change jobs many times and will be continually asked to learn new skills. Integrating lifelong learning in WIB decisions will help to condition today’s and tomorrow’s workers with an attitude and acceptance that lifelong learning is critical to one’s future success.

The WIB is presently facilitating the pursuit of Lifelong Learning Accounts for members of the healthcare industry here in Merced County. Working through The Council for Adult and Experimental Learning, the Merced County healthcare employers will be exposed to the concept of Lifelong Learning Accounts (LiLAs).

### **B. (3)**

It is local policy that the County Department of Workforce Investment is the central collection and dissemination point for data collection and reporting processes, information management, and performance improvement. Integrated service delivery is achieved through the leadership of the Worknet Leadership Team.

The following data is provided to all One-Stop partners, the Workforce Investment Board, the Youth Council and the Department of Workforce Investment:

1. WIA Participant Summary Report – Adult.
2. WIA Participant Summary Report – Dislocated Worker
3. WIA Participant Summary Report – Dislocated Worker Augmentation
4. WIA Participant Summary Report – Nursing Program
5. WIA Participant Summary Report – Older Youth
6. WIA Participant Summary Report – Younger Youth
7. WIA Participant Characteristics Summary
8. Local WIA Performance Detail Report
9. Customer Service and Satisfaction Report

Critical to this process is a universal referral system delineated in the One-Stop MOUs and administered through the Worknet Leadership Team.

### **C. (1)**

The Local Board uses a five prong approach to ensure continuous improvement of eligible providers and to ensure that such providers meet the employment needs of local employers and participants: 1) Request for Proposals; 2) Contracting; 3) Monitoring; 4) Training; and, 5) Management. First, the requirement for continuous improvement is a requirement within the Request for Proposal. Second, it is included as a contract

requirement, and third, the contract is monitored on a yearly basis. To ensure that employment needs of local employers and participants are being met is more diverse. Customer satisfaction surveys for both businesses and participants are used to assess needs. Those needs are passed to providers through the Worknet Leadership Team. The Team also provides training from local, state, and national; sources.

**C. (2)**

N/A

**C. (3)**

Yes, the Local Board is providing training services that are made as exemptions to the Individual Training Account process. IAW Section VII, B, 3(b) of the Merced County Five Year Plan dated July 1, 2000: Three Merced County contracts are procured as "Exceptions to Individual Training Accounts". The Registered Nurse and Licensed Vocational Nurse training programs are offered only by Merced College within Merced County. Originally the RN/LVN training was approved in 2000 by the Private Industry Council/Interim Workforce Investment Board as Exceptions to Individual Training Accounts. Since that time the process has been repeated with each contract renewal. A similar process has occurred with our third Exception contract, the Basic Police Academy Training from the Yosemite Community College District.

The process begins with the WIB's Program Planning & Development Committee (PP&D). After conducting a search of available training providers, the Committee directs the Exception to be declared and places a 30 Day Public Notice within County newspapers. After the 30 days have expired, then comments are considered for possible competition. Historically, the WIB has not received any comments from interested providers. Then the decision to contract as "Exceptions" is taken to the full WIB for approval. The last step is to request the contracts be approved and signed by the Merced County Board of Supervisors. The accompanying Board Agenda Item description delineates the process of approving the action as an Exception to the Individual Training Process with references to Final Rule.

The WIB has a formal policy concerning Exceptions to Individual Training Accounts. It was last reviewed May 25, 2005 and is reviewed yearly.

**C. (4)**

The provisions of TEGL 5-03 have been incorporated into the Local Eligibility Technical Assistance Guide as Attachment 4. The requirements to provide priority of service is implemented through extra assessment points, weighted factor of 5, for receipt of any enrolled service.

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: Program Planning & Development**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Selection of Additional Industry Cluster**

**PROPOSED MOTION(S): That the Workforce Investment Board approve Manufacturing as a second industry cluster.**

**DISCUSSION: During its May 26, 2005 meeting, the Program Planning & Development committee chose the Healthcare Industry for its pilot program industry cluster. At its August 24, 2006 meeting, the PP&D committee added Manufacturing, to include Ag Manufacturing, as a second industry cluster.**

**ATTACHMENT(S): N/A**

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Letter of Support – California Partnership for the San Joaquin Valley’s Strategic Action Proposal to be submitted to the Governor.**

**PROPOSED MOTION(S): Approve the attached Letter of Support.**

**DISCUSSION: Governor Schwarzenegger signed an executive order in June 2005 that created the California Partnership for the San Joaquin Valley (Partnership). The Partnership is a public-private collaboration charged with developing a strategic action proposal for improving the region. The proposal encompasses actions over a ten-year period and will be submitted by October 31, 2006.**

**Workforce Investment Boards (WIBs) are involved as “responsible implementers” for portions of the Partnership action plan in the Higher Education and Workforce Development portion of the proposal. There are two goals in the plan that WIBs will be asked to support and achieve:**

- **Create a demand-driven workforce investment system that targets clusters: 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.**
- **Develop a college-going culture in the San Joaquin Valley; more specifically, determine needed areas of expansion of vocational education.**

**All the WIBs in the San Joaquin Valley have been asked to provide letters of support to accompany the Strategic Action Proposal submission.**

**ATTACHMENT(S):**

**Draft Letter of Support**



# **DRAFT**

**Governor Arnold Schwarzenegger  
State Capitol Building  
Sacramento, CA 95814**

**Dear Governor Schwarzenegger:**

**The Merced County Workforce Investment Board is pleased to express our enthusiastic support for the California Partnership for the San Joaquin Valley (Partnership) and its Strategic Action Proposal.**

**Merced County is right in the middle of the San Joaquin Valley, and is truly representative of the entire Valley. The Valley is the eight-county region in the exact center of California. With over 60 cities and 3.7 million people, it is the fastest growing region in the state. But, by every social and economic measure, the San Joaquin Valley is the poorest region in the state.**

**Our valley has the worst, chronic unemployment in the nation. The poverty rates are among the highest in the nation, and are more than twice the national average. The per capita income in the San Joaquin is 32% less than the state average. Our air is dirty, in fact, the San Joaquin Valley is one of the two dirtiest air basins in the United States. Lastly, the region's education rates are among the lowest in the state.**

**The Merced County Workforce Investment Board is proud to be associated with the California Partnership for the San Joaquin Valley. We fully support the Partnership's proposal, and feel strongly that the many problems of today's San Joaquin Valley can be solved by the acceptance and application of the Partnership's Strategic Action Proposal.**

**Sincerely,**

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Dept of WI/Central Valley Opportunity Center Joint Application**

**PROPOSED MOTION(S): Information Only**

**DISCUSSION: On April 26, 2003, the Department of Workforce Investment submitted a joint funding application with Central Valley Opportunity Center (CVOC) for the Dislocated Worker Additional Assistance Project. Merced County LWIA was awarded \$175,000 to provide core, intensive and training services to 35 dislocated workers from five major layoffs—Michael’s Cooperage Co, Toys R Us, Office Max, Unilever and Dole Packaged Frozen Foods. The Dept of WI and CVOC will jointly provide core and intensive services to affected workers.**

**Training services provided will be based on growth industries, and will be consistent with the vocational aptitudes. Dislocated workers will receive training critical to reentry into gainful employment.**

<b>Planned Enrollments:</b>	<b>35</b>
<b>Cost Per Participant:</b>	<b>\$5000.00</b>

**The funding was added to Subgrant R692484 as modification number seven for Program Year 2005-06 into grant code 537.**

**ATTACHMENT(S): N/A**

**TO: Workforce Investment Board**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Quebecor Expansion Update**

**PROPOSED MOTION(S): Information Only**

**DISCUSSION: The Workforce Investment Board was informed at its July 13, 2006 meeting of a funding request by the Department of Workforce Investment to the Employment Development Department (EDD) to assist in the expansion efforts of Quebecor World Merced. The request was approved by the EDD. Dept of WI will provide support in the outreach, screening, hiring and training of up to 120 workers. Dept of WI has received \$174,843 in WIA 25% Dislocated Worker funding, and \$250,000 in WIA 15% Adult funding.**

**The positions that are being targeted for direct placement, on-the-job training and upgrade skills training are high wage and high skill positions such as maintenance mechanic, press operator, stacker and material handler. The funding is expected as modification number eight to Subgrant R692484 for Program Year 2005-06.**

**ATTACHMENT(S): N/A**

**TO: Workforce Investment Board**

**DATE: 9/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Dept of Workforce Investment (Dept of WI)/Regional Occupation  
Program (ROP) Construction Trades Career Fair**

**PROPOSED MOTION(S): Information only.**

**DISCUSSION: A Construction Day Careers Fair presenting apprenticeship opportunities in the construction trades is scheduled to be held on October 20, 2006, from 10:00 a.m.-2:00 p.m., at the Automotive Training Center, Castle Airport Aviation & Development Center.**

**The Merced County Office of Education/ROP, Workplace Learning Academy and Dept of WI are coordinating the project along with the San Joaquin Area Apprenticeship Committee. As of August 2, 2006, nine unions have registered for the event, and expect a minimum of 20 unions to be signed up by October 9, 2006. The unions are funding the event to include the costs for lunch, handout materials, transportation and other program costs in support of the day's activities. No Workforce Investment Act funds will be required. Approximately 200 youths are expected to attend the function.**

**ATTACHMENT(S): N/A**

**TO: Workforce Investment Board**

**DATE: 9/14/06**

**FROM: WIB Staff**

For Action

For Information

For Discussion

**SUBJECT: Manufacturing A Career (MAC) Proposal**

**PROPOSED MOTION(S): Information only.**

**DISCUSSION: In an effort to assist employers in finding trained manufacturing workers in the San Joaquin Valley, the California Partnership for the San Joaquin Valley is proposing “Manufacturing A Career (MAC)”. This Partnership brings together:**

- **8 Local Workforce Investment Areas**
- **8 Community Colleges**
- **Employers (Manufacturing Council)**
- **Fresno Regional Jobs Initiative Advanced Manufacturing and Food Processing Clusters**
- **Regional Occupational Programs (ROP)**

**The Partnership is seeking \$1,494,979.20 to augment funding for this innovative program that is designed to develop a pipeline of Advanced Manufacturing workers. The local workforce does not possess the skills needed to be employable for the high tech automated systems currently used in manufacturing. A gap analysis will be performed to develop a competency-based/industry-driven curriculum. The curriculum will use “modular distance learning” systems through the community colleges. The following individuals may be enrolled in the pipeline:**

- **Students enrolled appropriate 2+2 courses referred by ROP;**
- **Adult and Dislocated Workers referred by Workforce Investment Boards (WIB);**
- **Incumbent workers needing upgrade skills training referred by manufacturers.**

**The goal for the MAC program is to build a sustainable and replicable model that leverages resources (currently \$2 million) to train 600 workers spanning a 300-mile corridor serving 80 sectors in manufacturing. Merced County WIB is committed to co-enrolling 9 manufacturing participants per year, beginning year 2, for a total of 18.**

**ATTACHMENT(S): N/A**

**TO: WIB**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Funding Request to Employment Development Dept (EDD) for Rapid Response Special Project Grant**

**PROPOSED MOTION(S): Information only.**

**DISCUSSION: The Department of Workforce Investment will submit a request to the State for “California Rapid Response Special Project Funding”. The Department is projecting three (3) distinct projects to address the local conditions:**

**a. Community Business-Education Alliance**

- **Heighten the Merced and regional business community’s awareness of the positive economic impacts, educational benefits and long-term social returns of quality education.**
- **Support the link between quality education and the community’s economic interests, student success in the K-16 system and a strong workforce.**

**b. Targeted Job Fairs**

- **Formalize a targeted job fair process through development of policies and procedures to streamline and expedite the hiring process.**
- **Coordinate and host four to six targeted job fairs in the next 12-18 months, develop marketing materials for each job fair hosted.**

**c. “Baby Boomer” Retirement Survey**

- **Merced County businesses surveyed to measure impact of impending retirements.**
- **Community Symposium to address comprehensive long-term strategy to address this issue.**

**The request is for \$225,000, and would begin October 1, 2006 and end September 30, 2007.**

**ATTACHMENT(S): N/A**

**TO: Workforce Investment Board**

**DATE: 09/14/2006**

**FROM: Quality Assurance**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Local Workforce Investment Area (LWIA) Performance Goals for PY  
2005/06**

**PROPOSED MOTION(S): Information only.**

**DISCUSSION: Merced County LWIA has finally received last year's Workforce Investment Act performance goals. In March 2006, the Workforce Investment Board finished negotiations with the State concerning State proposed program performance for Merced County. Finally, two months after the end of the 2005/06 Program Year, the State has agreed to the negotiated performance levels. It is expected that sometime in October of this year, that our actual performance against these standards will be released.**

**ATTACHMENT(S):**

**Performance Standards, PY 2004/05 & PY 2005/06**

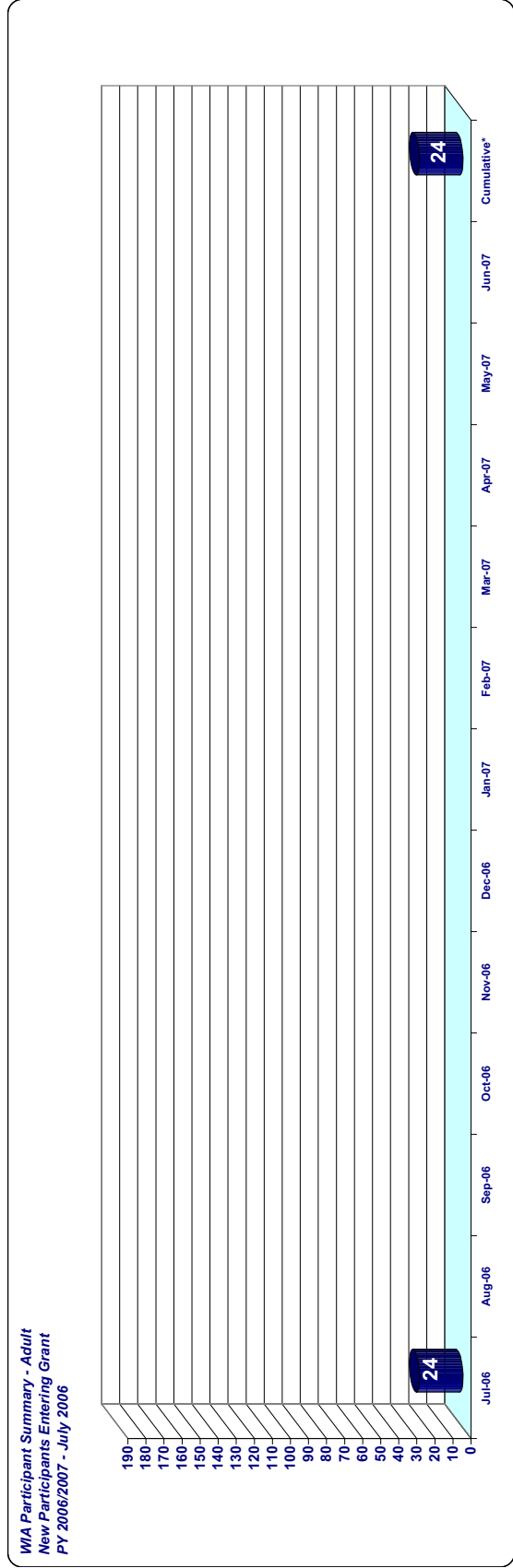
<b><u>PERFORMANCE STANDARDS</u></b>	<b><u>2004/05</u></b>	<b><u>2005/06</u></b>
<b><u>Entered Employment</u></b>		
Adult	72.0%	73.0%
Dislocated Worker	75.4	76.4
Older Youth	56.8	63.8
<b><u>Retention</u></b>		
Adult	79.0%	76.0%
Dislocated Worker	85.2%	82.2%
Older Youth	70.1%	73.0%
Younger Youth	55.5%	63.8%
<b><u>Earnings Change</u></b>		
Adult	\$3400	\$3540
Older Youth	\$2960	\$3384
<b><u>Earnings Replacement</u></b>		
Dislocated Worker	96.0%	96.0%
<b><u>Employment &amp; Credential</u></b>		
Adult	55.0%	56.0%
Dislocated Worker	58.0%	66.0%
Older Youth	30.0%	38.0%
<b><u>Younger Youth</u></b>		
Skills Attainment	78.7%	84.7%
Diploma or Equivalent	53.8%	66.0%



WIA PARTICIPANT SUMMARY REPORT - ADULT  
 PY 2006/2007 - July 2006  
 Report Range 07/2006 to 06/2007

	ADULT												Part. Plan		% of Plan
	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Cumulative*	PY 06/07	
<b>Total Participants</b>	217												217	393	55.2%
Participants Carried In	193												193	235	82.1%
New Participants Entering Grant	24												24	158	15.2%
<b>Total Participants Exiting WI</b>														97	0.0%
Entered Unsubsidized Employment														72	0.0%
Training Related														37	0.0%
Entered Military Service															
Entered Qualified Apprenticeship Program															
Entered Post-Secondary Education															
Entered Advanced Training															
Attained Recognized Certificate/Diploma/Degree															
Attained High School Diploma/GED															
Returned to Secondary School (Youth Only)															
Exits Excluded from Performance															
Other Exits														82	0.0%

Enrolled															
<b>Program Activities/Services Summary</b>	217														
Core Services (Registered)													217	341	63.6%
Intensive Services	166												166	292	56.8%
Training Services	105												105	155	67.7%
Youth Services	0												0		
Concurrent Program Participants	32												32		
Individual Training Accounts	8												8		
Goals Set (Younger Youth Only)	0												0		



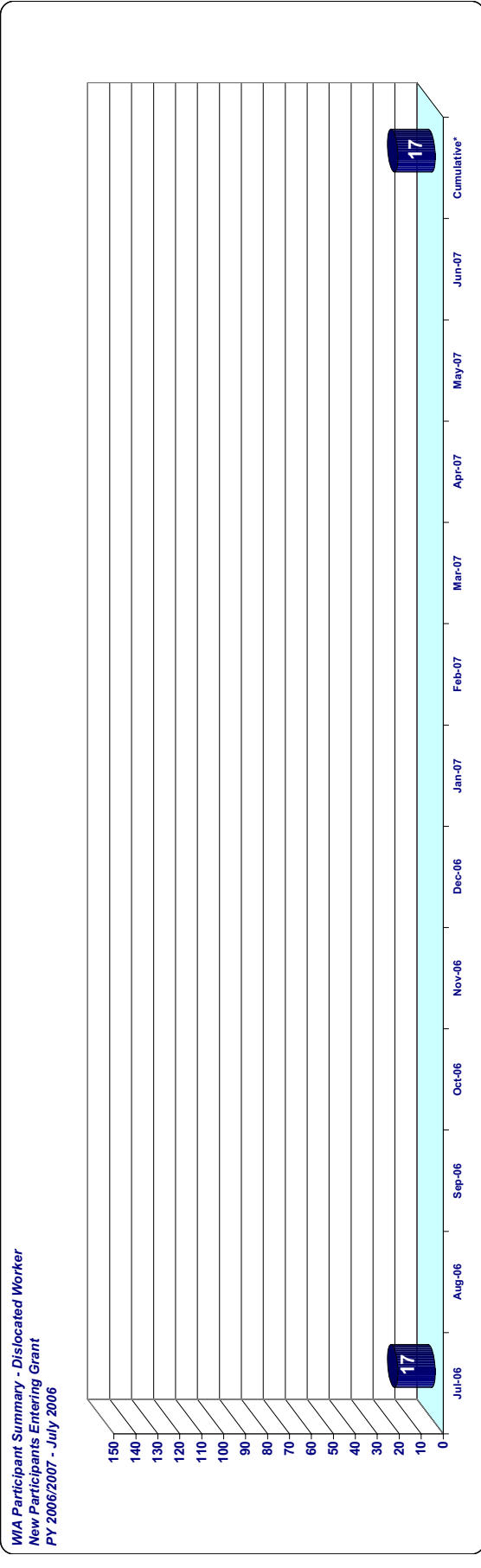
Monthly totals are produced on the 20th of the following month and are not updated on a monthly basis. Late data entry are not updated for previous months, see cumulative totals for current total.

\*Cumulative total reflect totals from first of fiscal year to current report range and will not total monthly totals.

WIA PARTICIPANT SUMMARY REPORT - DISLOCATED WORKER  
 PY 2006/2007 - July 2006  
 Report Range 07/2006 to 06/2007

	DISLOCATED WORKER												Part. Plan		% of Plan
	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Cumulative*	PY 06/07	
<b>Total Participants</b>	116												116	306	37.9%
Participants Carried In	99												99	177	55.9%
New Participants Entering Grant	17												17	129	13.2%
<b>Total Participants Exiting WI</b>														71	0.0%
Entered Unsubsidized Employment														65	0.0%
Training Related														24	0.0%
Entered Military Service															
Entered Qualified Apprenticeship Program															
Entered Post-Secondary Education															
Entered Advanced Training															
Attained Recognized Certificate/Diploma/Degree															
Attained High School Diploma/GED															
Returned to Secondary School (Youth Only)															
Exits Excluded from Performance															
Other Exits														77	0.0%

	Enrolled														
<b>Program Activities/Services Summary</b>	113												113	231	48.9%
Core Services (Registered)	89												89	218	40.8%
Intensive Services	41												41	74	55.4%
Training Services	0												0		
Youth Services	25												25		
Concurrent Program Participants	3												3		
Individual Training Accounts	0												0		
Goals Set (Younger Youth Only)															



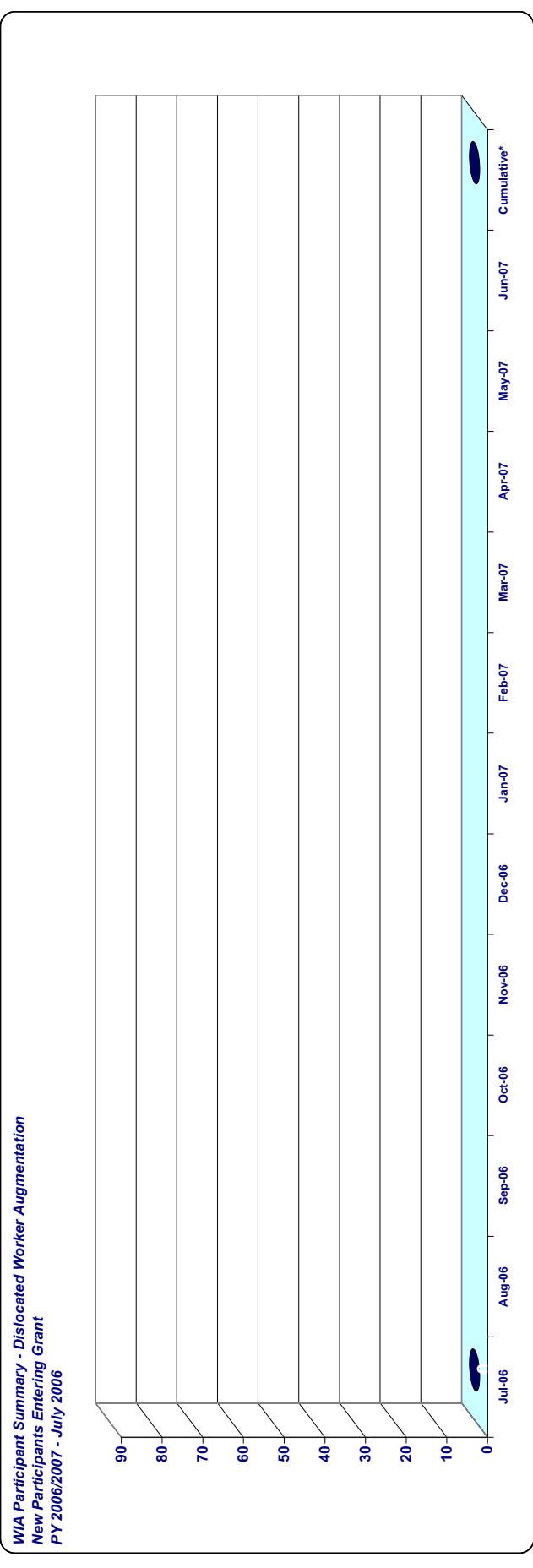
Monthly totals are produced on the 20th of the following month and are not updated on a monthly basis. Late data entry are not updated for previous months, see cumulative totals for current total.

\*Cumulative total reflect totals from first of fiscal year to current report range and will not total monthly totals.

**WIA PARTICIPANT SUMMARY REPORT - DISLOCATED WORKER AUGMENTATION**  
 PY 2006/2007 - July 2006  
 Report Range 07/2006 to 06/2007

	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Cumulative*
<b>Total Participants</b>													
Participants Carried In	24												24
New Participants Entering Grant	0												0
<b>Total Participants Exiting WI</b>													
Entered Unsubsidized Employment													
Training Related													
Entered Military Service													
Entered Qualified Apprenticeship Program													
Entered Post-Secondary Education													
Entered Advanced Training													
Attained Recognized Certificate/Diploma/Degree													
Attained High School Diploma/GED													
Returned to Secondary School (Youth Only)													
Exits Excluded from Performance													
Other Exits													

	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Cumulative*
<b>Program Activities/Services Summary</b>													
Core Services (Registered)	20												20
Intensive Services	19												19
Training Services	10												10
Youth Services	0												0
Concurrent Program Participants	13												13
Individual Training Accounts	0												0
Goals Set (Younger Youth Only)	0												0



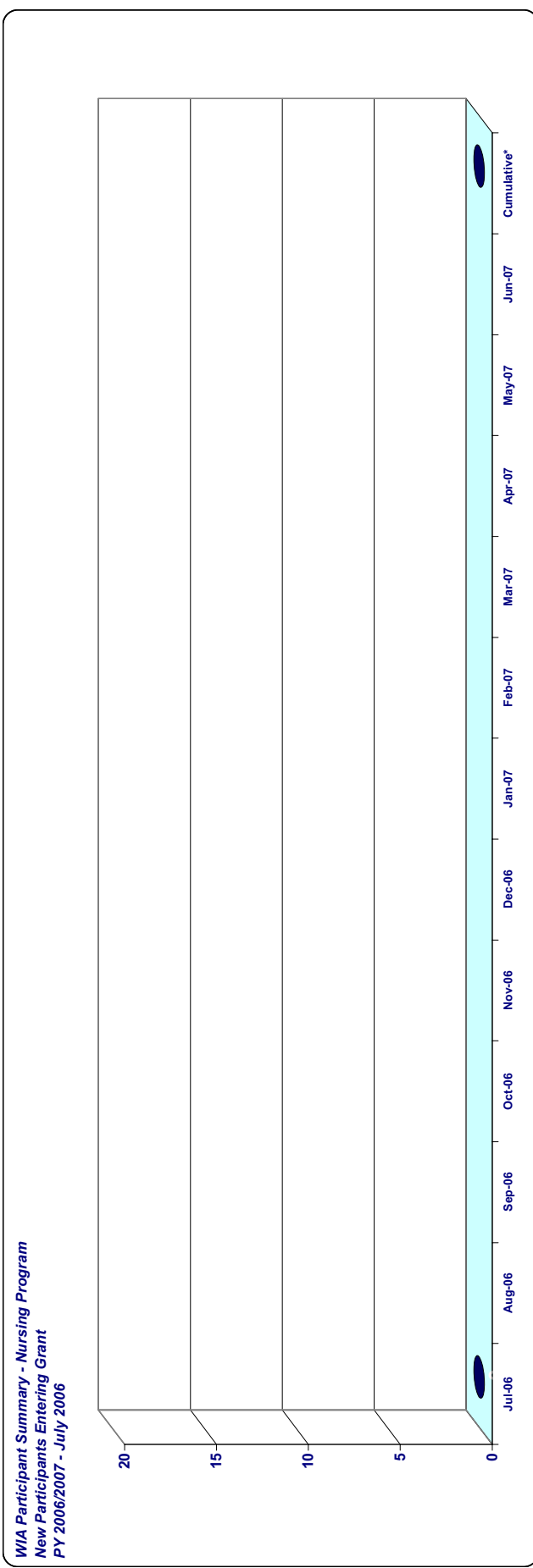
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**WIA PARTICIPANT SUMMARY REPORT - Nursing Program**  
**PY 2006/2007 - July 2006**  
**Report Range 07/2006 to 06/2007**

	Nursing Program												Cumulative*	
	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07		
<b>Total Participants</b>	39													39
Participants Carried In	39													39
New Participants Entering Grant	0													0
<b>Total Participants Exiting WI</b>														
Entered Unsubsidized Employment														
Training Related														
Entered Military Service														
Entered Qualified Apprenticeship Program														
Entered Post-Secondary Education														
Entered Advanced Training														
Attained Recognized Certificate/Diploma/Degree														
Attained High School Diploma/GED														
Returned to Secondary School (Youth Only)														
Exits Excluded from Performance														
Other Exits														

	Enrolled													
<b>Program Activities/Services Summary</b>														
Core Services (Registered)	28													28
Intensive Services	35													35
Training Services	26													26
Youth Services	0													0
Concurrent Program Participants	6													6
Individual Training Accounts	1													1
Goals Set (Younger Youth Only)	0													0



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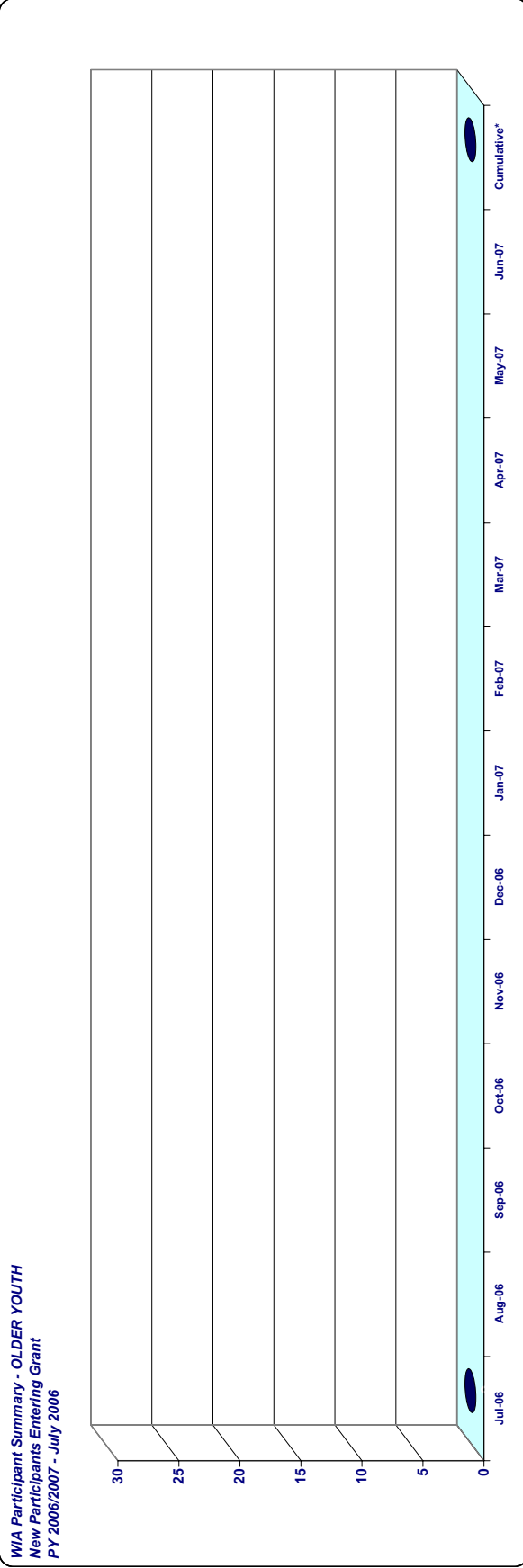
\*Cumulative total reflect totals from first of fiscal year to current report range and will not total monthly totals.

WIA PARTICIPANT SUMMARY REPORT - OLDER YOUTH  
 PY 2006/2007 - July 2006  
 Report Range 07/2006 to 06/2007

	OLDER YOUTH												Part. Plan PY 06/07	% of Plan Attained	
	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07			Cumulative*
<b>Total Participants</b>	134												134	165	81.2%
Participants Carried In	134												134	135	99.3%
New Participants Entering Grant	0												0	30	0.0%
<b>Total Participants Exiting WI</b>														30	0.0%
Entered Unsubsidized Employment														35	0.0%
Training Related														10	0.0%
Entered Military Service															
Entered Qualified Apprenticeship Program														42	0.0%
Entered Post-Secondary Education														5	
Entered Advanced Training														10	0.0%
Attained Recognized Certificate/Diploma/Degree															
Attained High School Diploma/GED														10	0.0%
Returned to Secondary School (Youth Only)															
Exits Excluded from Performance															
Other Exits														42	0.0%

Program Activities/Services Summary		Enrolled													
Core Services (Registered)															
Intensive Services	114													114	
Training Services	89													89	
Youth Services	132													132	
Concurrent Program Participants	51													51	
Individual Training Accounts															
Goals Set (Younger Youth Only)															

WIA Participant Summary - OLDER YOUTH  
 New Participants Entering Grant  
 PY 2006/2007 - July 2006



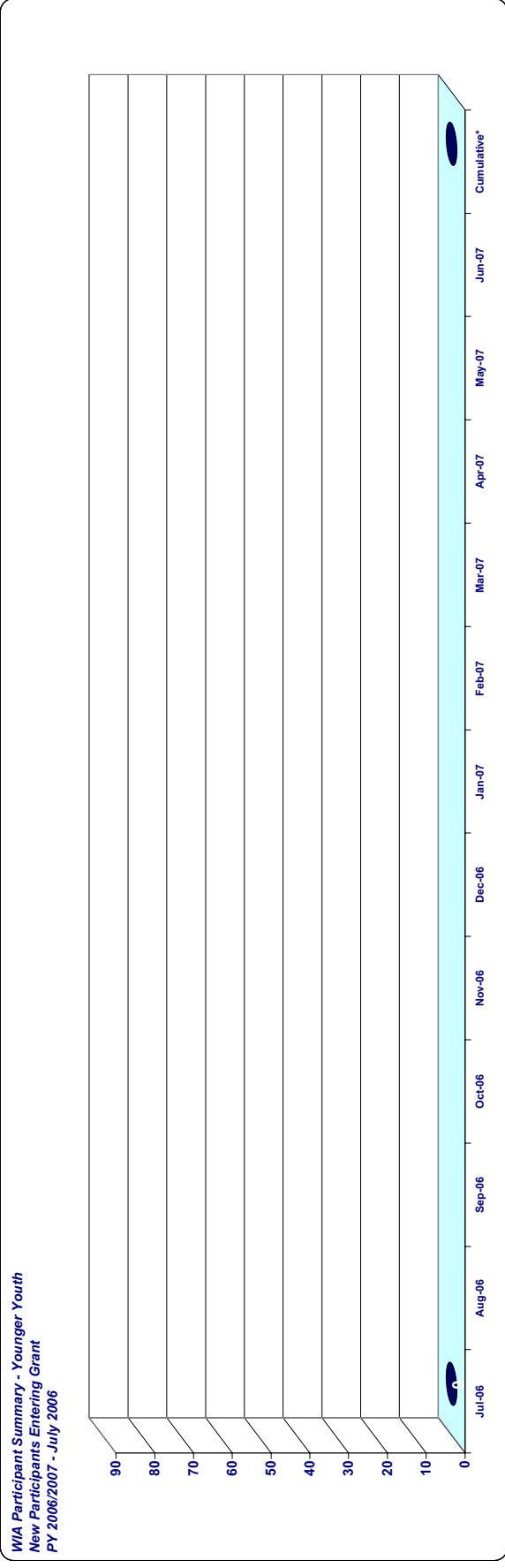
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WIA PARTICIPANT SUMMARY REPORT - YOUNGER YOUTH  
 PY 2006/2007 - July 2006  
 Report Range 07/2006 to 06/2007

	Younger Youth												Part. Plan PY 06/07	% of Plan Attained	
	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07			Cumulative*
<b>Total Participants</b>	455												455	510	89.2%
Participants Carried In	455												455	440	103.4%
New Participants Entering Grant	0												0	70	0.0%
<b>Total Participants Exiting WI</b>														220	0.0%
Entered Unsubsidized Employment														20	0.0%
Training Related														5	0.0%
Entered Military Service														3	0.0%
Entered Qualified Apprenticeship Program														110	0.0%
Entered Post-Secondary Education														2	0.0%
Entered Advanced Training															0.0%
Attained Recognized Certificate/Diploma/Degree															0.0%
Attained High School Diploma/GED														200	0.0%
Returned to Secondary School (Youth Only)														10	0.0%
Exits Excluded from Performance															0.0%
Other Exits														19	0.0%

	Enrolled												
	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Cumulative*
<b>Program Activities/Services Summary</b>	0												0
Core Services (Registered)	84												84
Intensive Services	62												62
Training Services	455												455
Youth Services	283												283
Concurrent Program Participants	0												0
Individual Training Accounts	4												4
Goals Set (Younger Youth Only)													370
													1.1%



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WIA PARTICIPANT SUMMARY REPORT - Activities

Source: State JTA, Extraction Date: 8/21/2006

RejCode	Description	Adult		Youth		Dislocated Worker		Totals	
		New	Carry Over	New	Carry Over	New	Carry Over	New	Carry Over
	10 FOLLOW UP SRVCS CNSLNG	37	7			21	6	58	13
	11 STAFF ASSIST JOB DEVELOP	5				7	4	12	4
	12 STAFF ASSIST JOB REFER	30	2			18	10	48	12
	13 STAFF ASSIST JOB SRCH	22	17			23	16	45	33
	14 STAFF ASSIST WRKSHIP	4				1		5	
	15 OTHER CORE SERVICES	16	2			15	1	31	3
	16 NON WIA FUNDED SERVICES								
	17 CO-ENROLLED CORE SERVICES								
	20 HURRICANE KATRINA								
	30 CASE MGMT FOR PARTIC	76	46	45	141	45	19	166	206
	31 COMPREHENSIVE ASSESSMNT	11	1			12		23	1
	32 DEVELOP INDIV EMPL PLAN	28	1			19		47	1
	33 GROUP COUNSELING								
	34 EMPL EXPERIENCE			10	13			10	13
	35 INDIV CNSLNG CAREER PLAN								
	36 OUT OF AREA JOB SEARCH								
	37 RELOCATION EXPENSES								
	38 SHORT TERM PREVOC SRVCS								
	39 INTERNSHIPS								
	40 OTHER INTENSIVE SRVCS					5	2	5	2
	41 NONWIA FUND INTENS SRVCS								
	42 CO-ENROLLED INTENSIVE SER								
	50 ADULT EDUCATION			3	21			3	21
	51 CUSTOMIZED TRAINING		1						1
	52 ENTREPRENEURIAL TRAINING								
	53 JOB READINESS TRAINING			3	2			3	2
	54 OCCUP SKILLS TRAINING	28	23	19	44	17	4	64	71
	55 ON THE JOB TRAINING	29	1		1	6		35	2
	56 PRIVATE SECTOR TRAINING								
	57 SKILL UPGRADING RETRNG								
	58 WRKPLCE TRNG AND COOP ED								
	59 OTHER TRAINING SRVCS								
	60 NON-WIA FUNDED TRNG SRVCS	21	15			18		39	15
	61 CO-ENROLLED TRAINING SERV								
	70 SUMMER RELATED			1				1	
	71 EDUCATNL ACHVMNT SRVCS			122	367			122	367
	72 EMPLOYMENT SERVICES			46	132			46	132
	73 CITIZEN LEADERSHIP SRVCS								
	74 OTHER YOUTH SERVICES								
	75 NONWIA FUNDED YOUTH SRVC								
	76 CO-ENROLLED YOUTH SERVICE								
	80 OTHER JTPA								
	81 SUPPORTIVE SERVICES	128	47	2	9	65	12	195	68
	82 NEEDS RELATED PAYMENT								
	83 BREAK IN SERVICE								
	84 NON-WIA FUNDED MISC								
	85 CO-ENROLLED MISCELLANEOU								
	86 BRK IN SERV - HEALTH/MED					1		1	
	TOTAL	435	163	251	730	273	74	959	967
									1926

\*Cumulative total reflect totals from first of fiscal year to current report range and will not total monthly totals.

WIA PARTICIPANT CHARACTERISTICS SUMMARY  
 Report Period: 7/2006 to 06/2007

	ENROLLED											
	ADULT		DISLOCATED WORKER		DW AUGMEN		NURSING PROGRAM		OLDER YOUTH		YOUNGER YOUTH	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	217	100.0%	116	100.0%	24	100.0%	39	100.0%	134	100.0%	455	100.0%
<b>Female</b>	146	67.3%	57	49.1%	14	58.3%	31	79.5%	97	72.4%	236	51.9%
<b>Male</b>	71	32.7%	59	50.9%	10	41.7%	8	20.5%	37	27.6%	219	48.1%
<b>Age</b>												
14-18	4	1.8%	0	0.0%	0	0.0%	1	2.6%	0	0.0%	455	100.0%
19-21	30	13.8%	6	5.2%	0	0.0%	3	7.7%	134	100.0%	0	0.0%
22-29	83	38.2%	21	18.1%	1	4.2%	19	48.7%	0	0.0%	0	0.0%
30-44	67	30.9%	40	34.5%	12	50.0%	13	33.3%	0	0.0%	0	0.0%
45-54	28	12.9%	35	30.2%	6	25.0%	3	7.7%	0	0.0%	0	0.0%
55-61	4	1.8%	13	11.2%	5	20.8%	0	0.0%	0	0.0%	0	0.0%
62-64	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
65 and over	0	0.0%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Race/Ethnicity</b>												
American Indian / Alaskan Native	2	0.9%	4		1		0		2		7	
Asian	18	8.3%	13	11.2%	2	8.3%	2	5.1%	23	17.2%	95	20.9%
Black / African American	14	6.5%	12	10.3%	4	16.7%	1	2.6%	11	8.2%	37	8.1%
Hawaiian Native / Other Pacific Islander	10	4.6%	4	3.4%	1	4.2%	1	2.6%	1	0.7%	2	0.4%
White	74	34.1%	38	32.8%	6	25.0%	22	56.4%	16	11.9%	74	16.3%
Ethnicity Hispanic or Latino	104	47.9%	51	44.0%	10	41.7%	14	35.9%	83	61.9%	269	59.1%
<b>Labor Force Status</b>												
Employed	101	46.5%	3	2.6%	1	4.2%	23	59.0%	25	18.7%	14	3.1%
Unemployed	116	53.5%	113	97.4%	23	95.8%	16	41.0%	109	81.3%	441	96.9%
UI Claimant	19	8.8%	83	71.6%	20	83.3%	1	2.6%	2	1.5%	1	0.2%
UI Exhaustee	7	3.2%	25	21.6%	4	16.7%	0	0.0%	1	0.7%	0	0.0%
<b>Barriers to Employment</b>												
Disabled	5	2.3%	1	0.9%	0	0.0%	1	2.6%	7	5.2%	119	26.2%
Limited English Proficiency	10	4.6%	4	3.4%	0	0.0%	0	0.0%	12	9.0%	32	7.0%
Single Parent	64	29.5%	18	15.5%	2	8.3%	14	35.9%	23	17.2%	15	3.3%
Work Profiling / Reemployment Services Referral	3	1.4%	12	10.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Low Income	112	51.6%	37	31.9%	5	20.8%	19	48.7%	132	98.5%	439	96.5%
Displaced Homemaker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%
Offender	14	6.5%	5	4.3%	1	4.2%	2	5.1%	8	6.0%	30	6.6%
Homeless	2	0.9%	0	0.0%	0	0.0%	0	0.0%	6	4.5%	4	0.9%
Runaway Youth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	7	1.5%
Pregnant / Parenting Youth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	39	29.1%	31	6.8%
Youth Needing Additional Assistance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	133	99.3%	450	98.9%
Basic Literacy Skills Deficient	80	36.9%	47	40.5%	8	33.3%	9	23.1%	123	91.8%	423	93.0%
Substance Abuse	2	0.9%	1	0.9%	0	0.0%	0	0.0%	3	2.2%	16	3.5%
Foster Youth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	13	2.9%

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WIA PARTICIPANT CHARACTERISTICS SUMMARY  
 Report Period: 7/2006 to 06/2007

EXITED

	ADULT		DISLOCATED WORKER		DW AUGMENTATION		NURSING PROGRAM		OLDER YOUTH		YOUNGER YOUTH	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Total</b>	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
<b>Female</b>	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Male</b>	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
<b>Age</b>							0					
14-18	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
19-21	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
22-29	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
30-44	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
45-54	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
55-61	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
62-64	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
65 and over	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Race/Ethnicity</b>												
American Indian / Alaskan Native	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Black / African American	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Hawaiian Native / Other Pacific Islander	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
White	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Ethnicity</b>												
Hispanic or Latino	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Labor Force Status</b>												
Employed	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Unemployed	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
UI Claimant	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
UI Exhaustee	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Barriers to Employment</b>												
Disabled	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited English Proficiency	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Single Parent	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Work Profiling / Reemployment Services Referral	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Low Income	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Displaced Homemaker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Offender	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homeless	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Runaway Youth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pregnant / Parenting Youth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Youth Needing Additional Assistance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Basic Literacy Skills Deficient	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Substance Abuse / Foster Youth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

\*Cumulative total reflect totals from first of fiscal year to current report range and will not total monthly totals.



# The Quick Look

## A Merced County Labor Market Review - June 2006

Welcome to the Merced County labor market review. The Quick Look 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 West Wardrobe Avenue, Merced, CA 95340. Telephone (209) 724-2042. Email: [pitd26@co.merced.ca.us](mailto:pitd26@co.merced.ca.us)

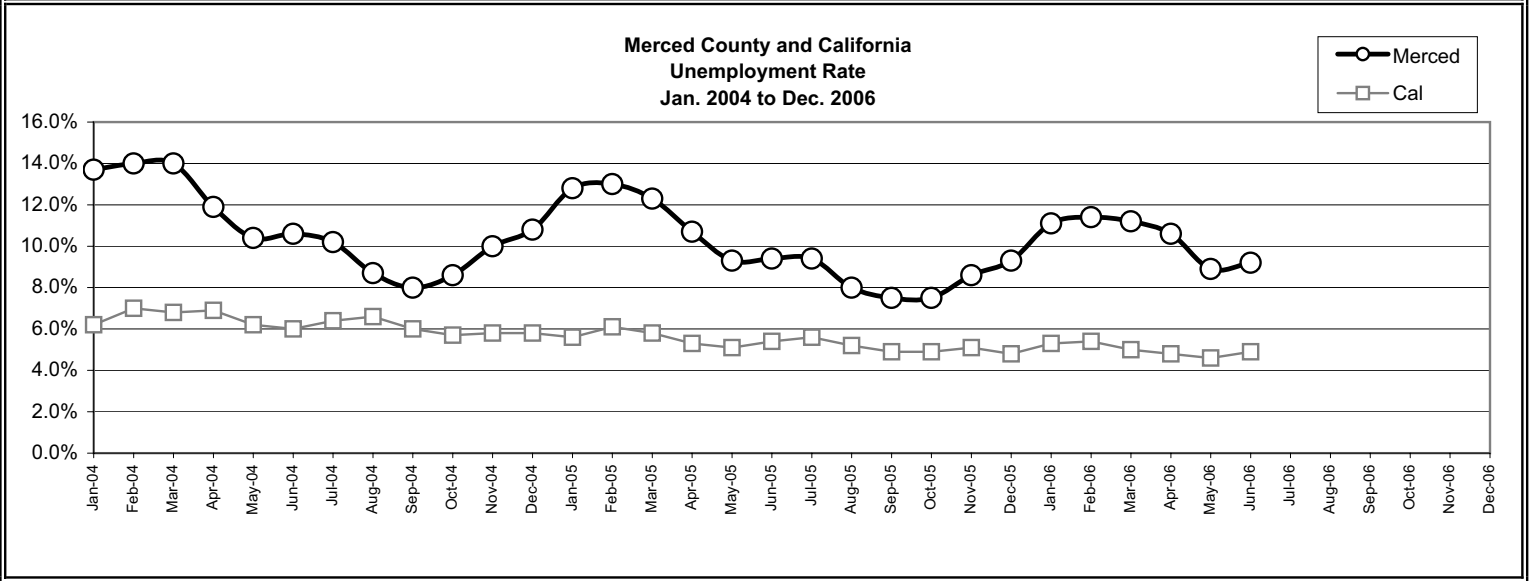
Merced County Data not adjusted for Seasonality	Labor Force and Industrial Employment						
	March 2005 Benchmark						
	Jun 05	Apr 06	May 06	Jun 06 Prelim.	Percent Change		
					Month	Year	
Civilian Labor Force	101,700	98,800	98,200	100,700	2.5%	-1.0%	
Civilian Employment	92,200	88,300	89,400	91,500	2.3%	-0.8%	
Civilian Unemployment	9,500	10,500	8,700	9,200	5.7%	-3.2%	
Civilian Unemployment Rate	9.4%	10.6%	8.9	9.2%			
(CA Unemployment Rate)	5.0%	4.8%	4.6%	4.9%			
(U.S. Unemployment Rate)	5.2%	4.5%	4.4%	4.8%			
Total, All Industries	71,400	67,800	69,500	71,400	2.7%	0.0%	
Total Farm	11,700	8,600	10,000	11,300	13.0%	-3.4%	
Total Nonfarm	59,700	59,200	59,500	60,100	1.0%	0.7%	
Total Private	45,100	43,900	44,200	44,500	0.7%	-1.3%	
Goods Producing	15,300	14,300	14,500	14,700	1.4%	-3.9%	
Natural Resources and Mining	0	0	0	0	0.0%	0.0%	
Construction	3,500	3,300	3,400	3,400	0.0%	-2.9%	
Manufacturing	11,800	11,000	11,100	11,300	1.8%	-4.2%	
Durable Goods	1,900	1,700	1,700	1,700	0.0%	-10.5%	
Nondurable Goods	9,900	9,300	9,400	9,600	2.1%	-3.0%	
Food Man & Beverage & Tobacco	7,800	7,100	7,200	7,400	2.8%	-5.1%	
Residual - Textile Mills	1,900	2,200	2,200	2,200	0.0%	15.8%	
Service Providing	44,400	44,900	45,000	45,400	0.9%	2.3%	
Private Service Producing	29,800	29,600	29,700	29,800	0.3%	0.0%	
Trade, Transportation and Utilities	10,800	11,100	11,100	11,100	0.0%	2.8%	
Wholesale Trade	1,500	1,500	1,500	1,500	0.0%	0.0%	
Retail Trade	7,500	7,400	7,400	7,400	0.0%	-1.3%	
Food and Beverage Stores	1,400	1,400	1,400	1,400	0.0%	0.0%	
General Merchandise Stores	1,700	1,800	1,800	1800	0.0%	5.9%	
Residual - Miscellaneous Store Retailers	4,400	4,200	4,200	4,200	0.0%	-4.5%	
Transportation, Warehousing and Utilities	1,800	2,200	2,200	2,200	0.0%	22.2%	
Information	1,700	1,500	1,500	1,500	0.0%	-11.8%	
Financial Activities	1,800	2,000	2,000	2,000	0.0%	11.1%	
Finance and Insurance	1,100	1,300	1,300	1,300	0.0%	18.2%	
Real Estate and Rental and Leasing	700	700	700	700	0.0%	0.0%	
Professional and Business Services	3,400	3,300	3,300	3,400	3.0%	0.0%	
Educational and Health Services	5,500	5,500	5,500	5,500	0.0%	0.0%	
Leisure and Hospitality	4,900	4,500	4,600	4,600	0.0%	-6.1%	
Food Services and Drinking Places	4,100	3,800	3,900	3,900	0.0%	-4.9%	
Residual - Arts, Entertainment, and Recreation	800	700	700	700	0.0%	-12.5%	
Other Services	1,700	15,300	1,700	1,700	0.0%	0.0%	
Government	14,600	15,300	15,300	15,600	2.0%	6.8%	
Federal Government	800	800	800	800	0.0%	0.0%	
State Government	900	1,300	1,300	1,400	7.7%	55.6%	
Local Government	12,900	13,200	13,200	13,400	1.5%	3.9%	

The County continues with one of the highest unemployment rates in the State, ranking 56th out of 58 counties in the month of June. The preliminary result is an increase of .3 percentage point in the unemployment rate from the May rate. For year ago data, this preliminary figure is a decrease of 0.2 percentage point from the unemployment rate.

Overall, the County's Civilian Labor Force increased by 2500 persons over last month's figure and an decrease of 1,000 persons over year ago figures. Industrial employment increased by 1,900 jobs in June over May's figure and is equal to the year ago figure.

## The Quick Look

### A Merced County Labor Market Review - June 2006

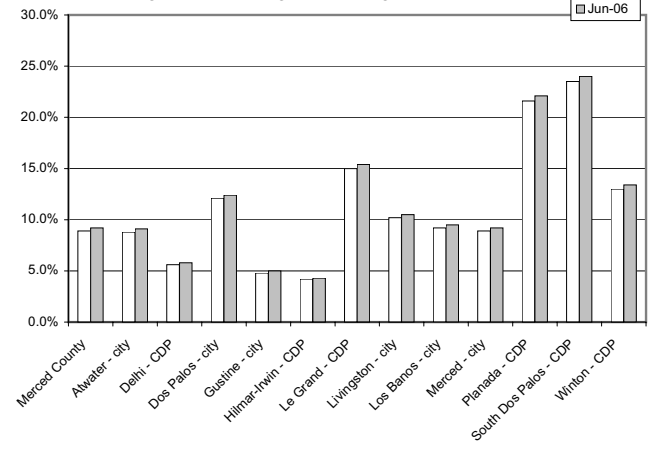


### Sub County average unemployment rates for the county, cities, and municipalities.

Area Name	Labor Force	Employment	Unemployment	
			Number	Rate
Merced County	100,700	91,500	9,200	9.2%
Atwater City	11,900	10,800	1,100	9.1%
Delhi CDP	3,900	3,700	200	5.8%
Dos Palos City	1,900	1,700	200	12.4%
Gustine City	2,400	2,300	100	5.0%
Hilmar-Irwin CDP	2,700	2,600	100	4.3%
Le Grand CDP	700	600	100	15.4%
Livingston City	4,900	4,400	500	10.5%
Los Banos City	12,500	11,300	1,200	9.5%
Merced City	29,800	27,100	2,700	9.2%
Planada CDP	1,700	1,300	400	22.1%
South Dos Palos CDP	400	300	100	24.0%
Winton CDP	3,700	3,200	500	13.4%

CDP - Census Designated Place

### Merced County - Community Unemployment

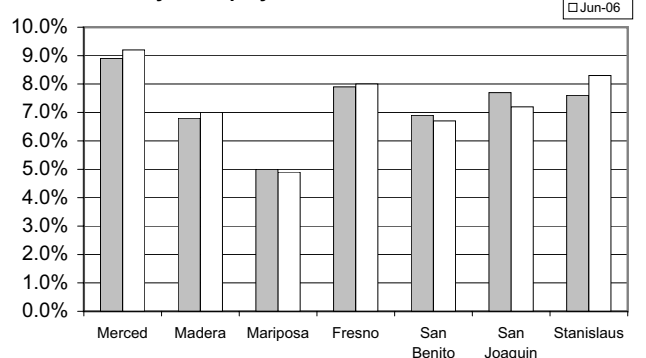


Merced County's workforce has grown over the past 20 years reflecting improvement of the County's economic well being; however, unemployment remains a consistent barrier to greater prosperity. Average unemployment has fluctuated from an annual low of 9.7 percent to an annual high of 17.1 percent.

### Seven County Quick Look

County	Rank	Labor Force	Employ	Unemployed	Rate
Merced	56	100,700	91,500	9,200	9.2%
Madera	42	62,300	57,900	4,300	7.0%
Mariposa	20	9,340	8,880	460	4.9%
Fresno	49	407,400	374,700	32,700	8.0%
San Benito	39	24,600	22,900	1,600	6.7%
San Joaquin	45	288,800	267,900	20,900	7.2%
Stanislaus	52	229,400	210,500	19,000	8.3%

### Seven County Unemployment Rate



**TO: Finance Committee**

**DATE: 09/14/06**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT:** End-of-Year Fiscal Report for FY 2005/06

**PROPOSED MOTION(S):** None. Information Only.

**DISCUSSION:** Attached is the Final Fiscal Report for Fiscal Year 2005/06 covering July 1, 2005 through June 30 2006. This report shows all WIA funds available for Fiscal Year 2005/06, accrued expenditures through June 30, 2006, and obligations through June 30, 2006. It does not include commitments for contracts or ITAs beginning July 1, 2006 or later, nor does it cover any commitments for FY 2006/07, which started July 1, 2006. Staff will be present at the meeting to answer questions.

**ATTACHMENT(S):**

FY 2005/06 Fiscal Report

**MERCED COUNTY DEPARTMENT OF WORKFORCE INVESTMENT  
FISCAL REPORT FOR FINANCE COMMITTEE  
For Fiscal Year 2005/06  
July 1, 2005 - June 30, 2006  
Through 06/30/06**

**Target 100.00%**

AVAILABLE FUNDS			BUDGET				ACTUAL			OBLIGATIONS			COMMITTED - AVAILABLE		
	Carryover Funds From 04/05	Appropriation FY 05/06	Planned for New Funds Based on Plan Mod 7/1/05 to 6/30/06	Budget for Available Funds	Budget Adjustments	Revised Budget	Accrued Expense	Available	Percent Expended to Date	Total Obligated Funds	Available after Obligations	Percent Spent + Obligated	Total Committed Funds	Available after Obligations	Pct Spent + Obligated + Committed
							FY to Date								
<b>ADULT</b>			Core A \$ 417,733	\$ 565,434	\$ (18,514)	\$ 546,920	\$ 494,286	\$ 52,635	90.38%	\$ 52,635	\$ -	100.00%	\$ -	\$ -	100.00%
05/06 Allocation		\$ 1,661,856	Core B \$ 504,998	\$ 683,554	\$ (23,800)	\$ 659,754	\$ 603,890	\$ 55,864	91.53%	\$ 55,864	\$ -	100.00%	\$ -	\$ -	100.00%
PY Cash Balances 6/30/05			Intensive \$ 124,332	\$ 168,293	\$ (30,156)	\$ 138,137	\$ 129,519	\$ 8,618	93.76%	\$ 8,618	\$ -	100.00%	\$ -	\$ -	100.00%
- Health Link (Nurse) Grant (693)	\$ 342,758		Training \$ 448,608	\$ 607,226	\$ 59,273	\$ 666,499	\$ 637,508	\$ 28,991.67	95.65%	\$ 188,987	\$ (159,995)	124.01%	\$ -	\$ (159,995)	124.01%
- Adult Formula Funds	\$ 587,596		Other \$ -	\$ 342,758	\$ -	\$ 342,758	\$ 305,558	\$ 37,200	89.15%	\$ 73,835	\$ (36,635)	110.69%	\$ -	\$ (36,635)	110.69%
	\$ 930,354	\$ 1,661,856	<b>Total</b> \$ 1,495,671	\$ 2,367,266	\$ (13,197)	\$ 2,354,069	\$ 2,170,761	\$ 183,307	92.21%	\$ 379,938	\$ (196,631)	108.35%	\$ -	\$ (196,630)	108.35%
<b>DISPLACED WORKER</b>			Core A \$ 412,311	\$ 516,364	\$ (44,557)	\$ 471,807	\$ 434,460	\$ 37,347	92.08%	\$ 37,347	\$ -	100.00%	\$ -	\$ -	100.00%
05/06 Allocation		\$ 1,447,654	Core B \$ 486,212	\$ 608,916	\$ (15,098)	\$ 593,818	\$ 555,996	\$ 37,822	93.63%	\$ 37,822	\$ -	100.00%	\$ -	\$ -	100.00%
- Grant 511 Supplement		\$ 72,156	Intensive \$ 203,525	\$ 254,888	\$ (84,667)	\$ 170,221	\$ 164,644	\$ 5,577	96.72%	\$ 5,577	\$ -	100.00%	\$ -	\$ -	100.00%
PY Cash Balances 6/30/05	\$ 383,549		Training \$ 265,781	\$ 332,855	\$ 134,539	\$ 467,394	\$ 448,491	\$ 18,903	95.96%	\$ 124,747	\$ (105,844)	122.65%	\$ -	\$ (105,844)	122.65%
	\$ 383,549	\$ 1,519,810	<b>Total</b> \$ 1,367,829	\$ 1,713,023	\$ (9,783)	\$ 1,703,240	\$ 1,603,591	\$ 99,649	94.15%	\$ 205,493	\$ (105,844)	106.21%	\$ -	\$ (105,844)	106.21%
<b>YOUTH</b>			In School \$ 1,137,183	\$ 1,818,345	\$ (178,286)	\$ 1,640,059	\$ 1,247,874	\$ 392,185	76.09%	\$ 248,433	\$ 143,752	91.23%	\$ -	\$ 143,752	91.23%
05/06 Allocation		\$ 1,805,052	Out of School \$ 487,364	\$ 779,291	\$ 178,286	\$ 957,577	\$ 859,228	\$ 98,349	89.73%	\$ 98,349	\$ -	100.00%	\$ -	\$ -	100.00%
PY Cash Balances 6/30/05	\$ 1,081,210		Other \$ 35,715	\$ 35,715	\$ -	\$ 35,715	\$ 35,715	\$ -	0.00%	\$ -	\$ -	100.00%	\$ -	\$ -	100.00%
High-C Eligible Youth Grant (648)		\$ 35,715	<b>Total</b> \$ 1,660,262	\$ 2,633,351	\$ -	\$ 2,633,351	\$ 2,142,817	\$ 490,534	81.37%	\$ 346,782	\$ 143,752	94.54%	\$ -	\$ 143,752	94.54%
	\$ 1,081,210	\$ 1,840,767	<b>Total Admin</b> \$ 498,671	\$ 703,907	\$ -	\$ 703,907	\$ 391,253	\$ 312,654	55.58%	\$ 23,007	\$ 289,646	58.85%	\$ -	\$ 289,646	58.85%
<b>All Programs</b>	\$ 2,395,113	\$ 5,022,433	<b>Total</b> \$ 5,022,433	\$ 7,417,546	\$ (22,980)	\$ 7,394,566	\$ 6,308,422	\$ 1,086,144	85.31%	\$ 955,220	\$ 130,924	98.23%	\$ -	\$ 130,924	98.23%
<b>* RAPID RESPONSE</b>			Rapid Resp. \$ 211,238	\$ 211,238	\$ -	\$ 211,238	\$ 211,238	\$ -	100.00%	\$ -	\$ -	100.00%	\$ -	\$ -	100.00%
05/06 Allocation		\$ 211,238	Spec. Project \$ 158,692	\$ 158,692	\$ -	\$ 158,692	\$ 158,692	\$ -	100.00%	\$ -	\$ -	100.00%	\$ -	\$ -	100.00%
PY Cash Balances 6/30/05	\$ 158,692		<b>Total</b> \$ 211,238	\$ 369,930	\$ -	\$ 369,930	\$ 369,930	\$ -	100.00%	\$ -	\$ -	100.00%	\$ -	\$ -	100.00%
	\$ 158,692	\$ 211,238													
<b>INCENTIVE AWARDS</b>			Incentive \$ 11,651	\$ 31,397	\$ -	\$ 31,397	\$ 7,595	\$ 23,802	24.19%	\$ -	\$ 23,802	24.19%	\$ -	\$ 23,802	24.19%
05/06 Award		\$ 11,651	<b>Total</b> \$ 11,651	\$ 31,397	\$ -	\$ 31,397	\$ 7,595	\$ 23,802	24.19%	\$ -	\$ 23,802	24.19%	\$ -	\$ 23,802	24.19%
PY Cash Balances 6/30/05	\$ 19,746														
	\$ 19,746	\$ 11,651													

\* RAPID RESPONSE: Funding term end date extended to 6/30/2006 for special project, same as base allocation.

**BUDGET:** Includes all funds available for fiscal year based on Plan submitted to EDD  
Formula Administrative Funds lose their identity upon appropriation.  
High-C Eligible Youth Grant (648) adds \$35,715 in FY05/06, all of which is obligated by contract.  
Health Link (Nurse) Grant (693) Carryover represents the FY05/06 portion of the grant  
\$72,156 Dislocated Worker Funds added to CY Appropriation by Grant 511.  
(\$22,980) Negative Budget Adjustment Balance Due to Federal Rescissions.

**OBLIGATIONS:** Includes funds obligated in contracts and ITA's, some to be met with future year funds  
Does NOT include funds committed for operations or contracts beginning July 1, 2006 or later.

**COMMITTED:** Includes projected staff personnel and overhead costs

**AVAILABLE:** Balance after expenditures and obligations

**Youth Expenditures %'s to date**  
In-School Youth 59.22%  
Out-of-School Youth 40.78%