

**Workforce Investment Board
Program Planning and Development Committee
Merced Chamber of Commerce Conference Room
690 W. 16th Street, Merced, CA
September 22, 2004, 3:00 – 4:30 P.M.
Meeting Minutes**



Members Present: Andrea Baker, Don Bergman, Sharon Cresswell, Phil Flores, Peter Fluetsch (Vice Chair), John Fowler, Scott Galbraith, Anne Newins, Thomas Tsubota

Members Absent: Paul Alderete, Carol Greenberg, Rick Osorio (Chair), Al Romero

Others Present: Elaine Craig, Eddie Harding, Dee Knight, Joanne Presnell
Debbie Glass, Merced Adult School

1. Call to Order and Roll Call: The Vice Chair called the meeting to order at 3:04 p.m. A sign-in sheet was used in lieu of roll call.

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

3. Approve Minutes (August 25, 2004): It was *M/S/C Galbraith/Bergman* to approve the August 25, 2004 minutes as written.

4. Public Opportunity to Speak: None.

5. Action Agenda:

a. Workforce Investment Board Marketing Plan: Staff noted the language presented would be added to the Marketing Plan. This is in response to an Opportunity for Improvement (OFI) from the Certification Feedback Report. The OFI is for a tool to be used, which currently is the Day Pass, to measure the effectiveness of marketing. This language is noting that as being accomplished, and will now be integrated into the marketing plan. A concern was noted that there was currently no mechanism in place to track the marketing effectiveness for businesses. There are employer surveys, however, that do solicit how they heard about Worknet, and there will be a specific survey for 30 businesses to complete through Business Services.

It was *M/S/C Galbraith/Bergman* to approve adding the language to the WIB Marketing Plan, and when the committee reviews the Marketing Plan after the first of the year 2005, additional language will be added for tracking businesses.

b. and c. Eligible Training Provider List – Merced Adult School Clinical Medical Assistant/Merced Adult School Medical Billing: Ms. Debbie Glass, Merced Adult School, provided information on Boston Reed College and the two medical courses. Boston Reed College provides the curriculum, instructors and the externship, and Merced Adult School provides the classroom space.

It was *M/S/C Galbraith/Bergman* that the two courses be approved for addition to the Eligible Training Provider List.

d. Individual Training Account (ITA) Policy: Staff noted the current ITA cap is \$2,500, and it is recommended that the cap be changed to \$4,500. This is because the exception to the policy has been used a great deal and was applied to 7 of our last 10 customers.

It was *M/S/C Fowler/Galbraith* to approve the new ITA cap of \$4,500.

6. Workforce Investment Board Strategic Scorecard: Staff noted the Quality Assurance Committee was asked to develop a WIB Strategic Scorecard, which is now being reviewed by each applicable committee.

It was *M/S/C Galbraith/Bergman* to approve the applicable sections of the Program Planning and Development Committee with the following changes:

a. Customer Perspective – Item 1.a. Method, recommended to add “conducted during regular visits with existing employers”.

b. Customer Perspective – Item 1.b. Method, add “Review industries adopted from the 2003 Merced County Economic Development Strategic Plan”. Responsible WIB Committee, add the Economic Development Action Team.

7. Chair’s Comments: None.

8. Next Meeting Date/Time: Next meeting is October 27, 2004, 3:00-4:30 p.m., in the Merced Chamber of Commerce Conference Room, 690 W. 16th Street, Merced.

9. Other Comments: Staff reminded everyone of the WIB meeting on Tuesday, September 28, 2004, 7:30 a.m., at Merced County Office of Education, Bldg “M”, 632 W. 13th Street, Merced.

10. Adjourn: The meeting adjourned at 3:50 p.m.

Minutes prepared by Devilla D. Knight.