

TO: WIB

DATE: 9/28/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Workforce Development Advocacy

PROPOSED MOTION(S): That WIB members would support and advocate for the concept of local control. Have individual WIB members send letters advocating local control of Workforce Development. Additionally, staff will take appropriate action to promote and enhance WIB advocacy.

DISCUSSION: In light of the California Performance Review (CPR) it is vitally important and crucial for WIB members to send letters to advocate for local control of Workforce Development. The letters should be addressed to Victoria Bradshaw, the CPR Commission, Senator Denham and Assembly Person Matthews. The letters should be on your own business letterhead. Please provide a copy of your letter to WIB Staff, so that they can be forwarded to the California Workforce Association as they support our local effort.

ATTACHMENT(S):
Sample Letter from John Heading
Addresses for the letters



**WORKFORCE
INVESTMENT BOARD**
MERCED COUNTY

John Heading, Chair
Nellie McGarry, 1st Vice Chair
Mike Sullivan, 2nd Vice Chair
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August 26, 2004

CPR Commission
Office of the Governor
Constituent Affairs, State Capitol
Sacramento, CA 95814

Dear Commissioners:

I have had a career as a hospital administrator and presently work as a pharmacist, business owner, and adjunct professor. I have been a member of the Merced County Workforce Investment Board (WIB) for five years. For two years, I served as the WIB's Vice Chairman and am currently in my second year as the Chairman.

I am writing to express my concern with and objection to the California Performance Review's (CPR) recommendation that the Governor reduce the number of Workforce Investment Boards in the state from 50 to between 20 and 30 (Section GG23 of the CPR Report). The overall purpose of CPR, as I understand it, was to look for ways to make government more efficient and effective, objectives I agree with. However, this recommendation is at odds with what is best for customers, businesses and communities, and misses critical context and the purpose of California's local workforce investment system. Furthermore, making Workforce Boards less locally based would result in a loss of local funds leveraged to support workforce and economic development efforts, and the loss of engagement of businesses around the state that value the connection their WIBs have with their communities.

The Merced County WIB serves as a cogent force for the alignment of public, private, civic and human capital—resources instrumental to addressing a broad range of economic and workforce development issues in our area. Our Board's deployment of Business Services professionals to develop relationships with our local Economic Development offices, Chambers of Commerce and businesses is critical to the implementation of a comprehensive economic strategy for our County. Our WIB's involvement in the Merced County Office of Education's Preschool-Post Secondary Education Council provides an educational focus that is relevant to key businesses and industry sectors, and therefore future job opportunities.

I serve on the WIB because there I can affect my community in ways that improve the business climate, improve the bottom-line for companies like mine, and ensure the economic vitality of Merced County. I also serve because I care about my community—I live there, I am a business owner and parent, I want to sustain a great quality of life in Merced, and I also want the best education system for my family, one that prepares them for tomorrow's jobs.

This local connection will be lost by the establishment of fewer, larger Workforce Investment Areas whose boundaries are drawn in Sacramento as the CPR recommendation suggests. This is certainly not the right answer for all communities in this geographically, demographically and economically diverse state. The design and delivery of local workforce systems—systems that are genuinely responsive to business demands and the needs of jobseekers—must occur at the local level.

Respectfully,



John Heading, Chairman
Merced County Workforce Investment Board

"Merced County's Workforce Investment system will keep pace with the new growth, the emerging economy, and the ever changing needs of the employers by creating a better educated, highly skilled workforce, that's capable, and prepared, and thoroughly knowledgeable."

Addresses for CPR Advocacy Letters

**CPR Commission
Office of the Governor
Constituent Affairs, State Capitol
Sacramento, CA 95814**

**Victoria Bradshaw, Secretary of Labor
California Labor & Workforce Development Agency
801 K Street, Suite 2101
Sacramento, CA 95814**

**Senator Jeff Denham
State Capitol, Rm 4062
Sacramento, CA 95814**

**Assemblyperson Barbara Matthews
State Capitol, Rm 5155
Sacramento, CA 95814**