

**Workforce Investment Board of Merced County
Program Planning and Development Committee
Dept of Workforce Investment – Large Conference Rm
1880 W. Wardrobe Avenue, Merced, CA
Thursday, October 27, 2005, 3:00–4:30 p.m.
Meeting Agenda**



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

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1. Call to Order and Roll Call
 2. Approve Agenda
 3. Approve Minutes (August 25, 2005)
 4. Public Opportunity to Speak
 5. Information Agenda
 - a. Healthcare Industry Cluster – Pilot Program Update Alfredo Mendoza
 - b. Frontline Workforce Development Alfredo Mendoza
 - c. Healthcare Focus Group Alfredo Mendoza
 - d. Implications for Action Update Alfredo Mendoza
 6. Chair Comments
 7. Next Meeting Date/Time—November 24, 2005 (?), 3:00-4:30 p.m., Department of Workforce Investment, 1880 W. Wardrobe Ave/Large Conference Room
 8. Adjourn

“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.”

**Workforce Investment Board
Program Planning and Development Committee
Dept of Workforce Investment – Large Conference Room
1880 W. Wardrobe Ave, Merced, CA
Thursday, August 25, 2005, 3:00 – 4:30 P.M.
Meeting Minutes**



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

Members Present: Don Bergman, Sharon Cresswell, Ernie Flores, Phil Flores, Peter Fluetsch (Vice Chair), John Fowler, Al Romero, Mike Sullivan (Chair), Thomas Tsubota

Members Absent: Andrea Baker, Nicholas Benjamin, Scott Galbraith, Carol Greenberg, Anne Newins,

Others Present: Dave Cramer, Dave Davis, Debby Hoban, Sandy Lemas, Alfredo Mendoza, Bob Molmen, Joanne Presnell

1. Call to Order and Roll Call: The Chair called the meeting to order at 3:10 p.m. Roll call was taken.

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

3. Approve Minutes (July 28, 2005): It was *M/S/C Fluetsch/Flores* to approve the July 28, 2005, minutes with amendment to add Don Bergman as an absent member.

4. Public Opportunity to Speak: None

5. Action Agenda:

a. Self-Sufficiency Wage Waiver: Staff noted the Workforce Investment Board (WIB) directed that the self-sufficiency wage be reassessed at least once a year. The Program Planning & Development Committee approved the limits for self-sufficiency at the last meeting. RN and LVN applicants were waived from the policy limits. Other individuals employed in Healthcare tend to fall outside of the policy limits and cannot receive our services.

It was *M/S/C Bergman/Fluetsch* that applicants who are employed within the Healthcare Industry cluster and are seeking upgrade services or other Healthcare employment will be exempt from this policy.

b. Economic Development Action Team: Economic Development is a key activity in the WIB's Implications for Action as published in the 2004 State of the Workforce. An implication for action that needs attention concerns "Ensure the complete implementation of the Merced County Economic Development Strategic Plan by reviewing status and recommending action."

Five (5) members of the Program Planning & Development Committee and WIB staff recently reviewed the action during an Economic Development "Brown Bag" meeting and felt the Strategic Plan should undergo an update and that the WIB would want to participate.

It was *M/S/C Bergman/Fluetsch* that the Program Planning & Development Committee reestablish its Economic Development Action Team with focus on working with key Economic Development organizations to review and update the status of the Merced County Economic Development Strategic Plan.

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Don Bergman, Peter Fluetsch, and Phil Flores volunteered and Carol Greenberg was appointed to the Economic Development Action Team.

c. Healthcare Forum: During the July 28, 2005, meeting of the Program Planning & Development Committee, it was directed that planning begin on a Healthcare Forum. After a discussion, recommendation was made for staff to meet with Human Resources personnel from hospitals, health centers, and residential and skilled nursing centers. It was suggested specific questions be asked of the three different categories of healthcare, have them prioritize their concerns, and then have the results presented to the committee at the next meeting, or when available.

6. Information/Discussion Agenda:

a. Update on Implications for Action: Staff stated this item will be included in every committee to keep track of the three Implications for Action, and to keep the committees informed on what everyone is doing.

7. Chair Comments: The Chair requested the meeting date be changed to September 29, 2005, so members of the committee and staff could attend "*Frontline Workforce Development: Promoting Partnerships and Emerging Practices in Health and Health Care*" sponsored by the Robert Wood Johnson Foundation. The workshop is scheduled for September 22, 2005, in San Francisco.

8. Next Meeting Date/Time: The next meeting is September 29, 2005, 3:00-4:30 p.m., Department of Workforce Investment, 1880 W. Wardrobe Ave, Large Conference Room.

9. Adjourn: The meeting adjourned at 4:10 p.m.

Minutes prepared by Debby Hoban.

TO: Program Planning and Development

DATE: 10/27/05

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Healthcare Industry Cluster Project Update

PROPOSED MOTION(S): Information Only

DISCUSSION: In May 2005 the Program Planning & Development Committee chose to focus on understanding and addressing local Healthcare needs. The following events have occurred in keeping with this goal:

- A. The Business Services Unit has added a full-time staff member to work directly with the healthcare industry employers. Staff has introduced upgrade On the Job Training (OJT) to Mercy Hospital and is reviewing additional upgrade OJTs.**
- B. On 7/27/05, staff hosted a four-county action-planning meeting between Santa Cruz, San Mateo, Stanislaus and Merced County to conduct a regional study that can be used both locally and statewide to address the feasibility of consistency in medical assistant training and building a lattice to the nursing program.**
- C. On 8/25/05 the Program Planning & Development Committee approved recommending the WIB approve the expansion of the self-sufficiency wage waiver to include applicants who are employed within the Healthcare Industry Cluster and are seeking upgrade services or other Healthcare employment. This action will go to the WIB on November 10, 2005.**
- D. Upon direction of the Program Planning & Development Committee, WIB staff attended the Frontline Workforce Development: Promoting Partnerships and Emerging Practices in Health and Health Care Conference on 9/22/05. The conference introduced “employer-provided” education in which work-based learning is key to enhancing the healthcare industry and recognizes the educational value of experience in practice. Work-based learning is entirely relevant and responsive to the changing healthcare needs while being rigorous enough to be validated by educational institutions.**
- E. On 10/07/05 at the request of the Program Planning & Development Committee, a healthcare focus group convened to discuss the workforce needs of the local healthcare organizations. On October 5, 2005, representatives from New Bethany Rehabilitation (Los Banos), Golden Valley Health Centers (Merced and Stanislaus Counties) and Horizons Unlimited Healthcare (Gustine & Livingston) met for a focused conversation. The organizations shared that most new-hires required extensive in-house re-training and lacked soft-skills, and that external trainings varied considerably in quality.**

ATTACHMENT(S): N/A

TO: Program Planning and Development

DATE: 10/28/05

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Frontline Workforce Development

PROPOSED MOTION(S): For Information Only

DISCUSSION: On September 22, 2005, Workforce Investment Board (WIB) staff attended the Robert Wood Johnson (RWJ) Foundation Frontline Workforce Development: Promoting Partnerships and Emerging Practices in Health and Healthcare Conference. The frontline workforce encompasses five areas: Mental Health/Substance Abuse, Clinical/Technical, Public Health, Community/Social Assistance and Support (see Attachment A). These positions are considered a vulnerable population due to the high number of aging workers and the 2003 median annual wage being \$27, 856. Frontline workers also have a high level of direct impact on direct patient care, and play a major role in the quality and cost of care and services although possessing minimal opportunities to direct and enhance their own career paths. The frontline workforce is generally underrepresented.

Frontline workforce growth projections show that 75% of frontline occupations are growing faster than the average relative to all occupations through 2012. These frontline occupations have high rates of turnover/vacancy, poor visibility and recognition as well as low wages and access to benefits. Emerging technologies will require expansion of skill sets. According to RWJ, these skill sets can be accumulated by having entry routes, certification opportunities, career ladders and professional certification leading up to “employer provided education” to effectively support frontline workers.

RWJ envisions a win-win model by 1) employees receiving promotions, wage increases and career development 2) employers receive higher skilled employees, increased retention and productivity gains and 3) the community wins by having access to jobs with career plans and higher wages. RWJ proposes providing “work-based learning” training on release time (paid by employers) for frontline workers who would otherwise be unable to advance their skills and careers. Work-based learning recognizes the educational value of experience in practice, which is entirely relevant and responsive to the changing healthcare needs while being rigorous enough to be validated by educational institutions.

ATTACHMENT(S): Healthcare Frontline Occupations

Attachment A: Healthcare Frontline Occupations

Mental Health/Substance Abuse

Counseling (Mental, Substance Abuse, Behavioral)
Psych Technician/Aide
Social Worker (Mental/Substance Abuse)

Public Health

Health Educator
Occupational Health
Social Worker (Medical/Public Health)

Clinical/Technical

EMT/Paramedic
Clinical/Medical Lab Technician
Medical Record
Medical Transcriptionist

Support

Medical Assistant
Pharmacy Aide
Human Services Assistant

Community/Social Assistance

Social & Human Services Assistant
Community & Social Service Specialist
Social Worker (Child/Family/School)

Source: Robert Wood Johnson Foundation

TO: Program Planning and Development

DATE: 10/27/05

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Healthcare Focus Group Report

PROPOSED MOTION(S): Information Only

DISCUSSION: A healthcare focus group met on October 7, 2005, to discuss the workforce needs of the local healthcare organizations. Representatives from New Bethany Rehabilitation (Los Banos), Golden Valley Health Centers (Merced and Stanislaus Counties) and Horisons Unlimited Healthcare (Gustine & Livingston) participated. The organizations shared that most new hires required extensive in-house retraining, and lacked softskills, and that external trainings varied considerably in quality.

Medical Assistants

- **Medical Assistants required the most skills retraining and were the least consistent in their skill sets.**
- **Many lacked the practical skills in immunizations, pediatrics, taking vitals accurately and computer skills.**
- **Many newly hired workers were deficient in understanding holistic concepts of billing systems.**
- **The organizations encountered resistance in moving MAs from front-office to back-office positions.**
- **The organizations indicated that external trainings varied considerably among providers.**

Certified Nurse Assistants

- **Certified Nurse Assistants required more training in time management due to the increase in patient care. Generally, in training they care for two patients, but in the workplace they must learn to care for 2-8 patients.**

Medical Billing

- **Competent, computer savvy individuals are difficult to hire and retain.**
- **Generally, individuals applying to advertised positions do not exceed the requirements.**
- **Individuals hired for billing need focus on Medicare/Medical billing requirements, especially long-term care billing.**

ATTACHMENT(S): N/A

TO: Program Planning & Development Committee

DATE: 10/27/05

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Implications for Action Update – Education & Workforce Housing

PROPOSED MOTION(S): Information Only

DISCUSSION: The Workforce Investment Board (WIB) presented three Implications for Action as a part of the 2004 State of the Workforce for Merced County. The Implications for Action were offered as “... opportunities and recommendations to be considered and supports the following actions that need to happen as any action plans are framed around the Regional Strategic Issues.”

Education: The Chair of the WIB, Ms. Nellie McGarry, has been selected to be Vice Chair of the P-16 Council. The Council is now meeting on a monthly basis.

Workforce Housing: The Workforce Housing Taskforce had its first meeting October 5, 2005. Topics included briefing members on the charge of the taskforce, the Housing Voucher and Public Housing programs, the Central California Fair & Affordable Housing Conference & Expo, and a future presentation concerning the economic future of Merced County. The Taskforce will meet again November 2, 2005, from 12:00–1:00 p.m., in the Department of Workforce Investment Large Conference Room.

ATTACHMENT(S): N/A