

**Workforce Investment Board  
Executive Committee  
1880 W. Wardrobe Ave  
Monday, November 7, 2005, 7:30-9:00 a.m.  
Meeting Agenda**



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1. Call to Order/Roll Call.....
  2. Approval of Agenda .....
  3. Approval of October 3, 2005 Minutes .....
  4. Public Opportunity to Speak.....
  5. Action Agenda
    - a. Financial Support for Marketing Seminar ..... Andrea Baker
    - b. Strategic Scorecard ..... Dave Davis
  6. Information Agenda .....
  - a. Implications for Action .....
  7. Director Comments.....(5 min)
  8. Chair Comments .....(5 min)
  9. Next Meeting – December 5, 2005 .....
  10. Adjourn .....

**Workforce Investment Board  
Executive Committee  
1880 W. Wardrobe Ave  
7:30-9:00 a.m., October 3, 2005  
Meeting Minutes**



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

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**Members Present:**

Kathleen Crookham	Nellie McGarry	Albert Montejano	Rick Osorio
Mike Smith	Mike Sullivan		

**Others Present:**

Andrea Baker	Dave Davis	Dee Knight	Joanne Presnell
Jackie Walther-Parnell			

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1. Call to Order/Roll Call: The Vice Chair Mike Sullivan called the meeting to order at 7:38. A sign-in sheet was used in lieu of roll call.
  2. Approval of Agenda: It was *M/S/C Crookham/Osorio* to approve the agenda as written.
  3. Approval of Minutes: It was *M/S/C Smith/Montejano* to approve the July 25, 2005 minutes.
  4. Public Opportunity to Speak: None.
  5. Action Agenda
    - a. Addition of PY 04/05 Carryover Monies to Youth Contracts: Staff noted that since the WIA reauthorization has not occurred, the Youth Council agreed to approve the addition of carryover monies to the Younger Youth and Out-of-School Youth contracts. This will allow Merced County Office of Education (MCOE) to continue to serve their contracted customers.

It was *M/S/C Osorio/Crookham* to approve the addition of carryover monies to MCOE's present contracts.
  6. Information Agenda
    - a. Update on Recertification of Worknet Employment Resource Center: Mr. Albert Montejano noted the Site Visit was conducted on Tuesday, September 27, 2005, and went very well. The Worknet staff was prepared for the visit and partner representatives were very knowledgeable. The Recertification results will be presented to the and Workforce Investment Board in November.
    - b. Workforce Housing Taskforce Meeting Notice: The first meeting is scheduled on Wednesday, Oct 5, 2005. This will be a get acquainted and charge meeting, and to identify a place and regular time that the Taskforce would meet. The Board of Supervisors appointed the Taskforce, which was a recommendation from the Workforce Investment Board.
    - c. Healthcare Focus Group will meet on Friday, Oct 7, 2005. The Program Planning and Development Committee directed that this Focus Group be formed to concentrate on the workforce needs (excluding RNs and LVNs) of local healthcare providers.

7. Director Comments: Ms. Andrea Baker noted there would be a Northern California and Southern California WIB Chair/Vice Chair meeting in February 2006. It was asked if there would be a Central Valley Regional WIB meeting to exchange ideas to get Central Valley issues recognized at the State level. Ms. Baker said she would work with her counterparts to have a meeting after the February 2006 statewide meetings. The WIA reauthorization could still happen this year due to extended Congressional session. She will keep everyone informed so letters of influence can be written if needed.

There is also a request at the State level to support changing legislation to extend The Enterprise Zone designation from 15 years to 25 years.

8. Chair Comments: The Chair noted she had the opportunity through the Association of Schools Administrators to meet with the superintendents and some of the principals of Merced County at UC Merced. She informed them about the WIB and the P-16 Council. She is going to Fresno today to help put together a P-16 Conference that will be held in March 2006 at UC Merced.

9. Next Meeting: November 7, 2005, Dept of Workforce Investment Small Conference Room, 1880 W. Wardrobe Ave.

10. Adjourn: The meeting was adjourned 8:14 a.m.

**TO: WIB Executive Committee**

**DATE: 11/07/05**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: Financial Support of Marketing Seminar with Nationally Recognized Expert Jay Conrad Levinson**

**PROPOSED MOTION(S): That the Workforce Investment Board (WIB) provide \$5,000 financial support for a marketing seminar focused on local businesses on February 25, 2006, at Merced College.**

**DISCUSSION: On October 27, 2005, a workgroup was formed from the Program Planning & Development Committee to discuss financial support of bringing Mr. Jay Conrad Levinson to Merced College to share marketing techniques/strategies to local businesses in a full day seminar format. Mr. Levinson has authored numerous books promoting his successful Guerrilla Marketing strategies to small business owners as well as large corporations, and is known as one of the foremost business-marketing experts in the world. Dr. Anne Newins provided information regarding Mr. Levinson's schedule of fees and presentation summary. Members of the workgroup shared positive comments regarding Mr. Levinson and his Guerrilla Marketing information. The group agreed that this information is very valuable for local businesses regardless of size.**

**This seminar is in line with the WIB's vision of keeping pace with the emerging economy and meeting the ever-changing needs of employers. The total cost of having Mr. Levinson conduct a full day seminar is \$30,000. The Merced Sun-Star has committed \$15,000 in print ads, which will feature WIB/Worknet as a sponsor. Radio Merced has committed \$7500 in advertising, also mentioning the sponsors for the event. Merced College will be charging \$25 for tickets that will include lunch, and is reasonable for this type of top-notch marketing information. Additionally, the WIB will receive 12 tickets for sponsorship. Requests are now in process for other organizations. Below are amounts committed by local organizations:**

<b>County Bank</b>	<b>\$15,000</b>
<b>TransCounty Title</b>	<b>\$ 5,000</b>
<b>Merced Sun Star (in advertising)</b>	<b>\$15,000</b>
<b>Radio Merced (in advertising)</b>	<b>\$ 7,500</b>

**The source of the WIB's \$5,000 will be WIA Title I Admin funds.**

**ATTACHMENTS: To be distributed at meeting.**

**TO: Executive Committee**

**DATE: 11/0705**

**FROM: WIB Staff**



**For Action**



**For Information**



**For Discussion**

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

**PROPOSED MOTION(S): Review and discuss those measures assigned to the Executive Committee through the WIB Strategic Scorecard.**

**DISCUSSION: The WIB Strategic Scorecard was formally adopted October 25, 2004, and updated April 29, 2005. The Executive Committee has responsibility for the following measurements:**

**Customer Perspective**

- **Workforce Development Advocacy/Awareness**

**Learning and Innovation**

- **Workforce Housing**

**ATTACHMENT(S):  
Strategic Scorecard**

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

**WIB GOALS**

**Goal # I** Train and attract adaptable workers to fill industry needs.

**Goal # II** Influence the K-12 education system to design and implement strategies that provide students knowledge of employee skills and attitudes and develop metrics to assure success.

**Goal # III** Become an active advocacy voice and take political action on workforce development issues at the local, state, and national levels.

**Measurement Category: Customer Perspective**

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
1. Business Customer Satisfaction				
a. Employer Needs Are Being Met	80% Satisfaction  Rate & Increase in the # of Employers using Worknet Services	Face to face 10 Question Survey of 30 Employers (Coordinated with Econ. Dev., Chambers, etc and conducted during regular visit with employer & include WIB members)	Annually (July)	QA & BSU
b. Are the Right Industries Targeted  • Economic Development Targeted Industries  • Growth Industries	Compare targets and adjust industry focus, if necessary	Review Industries adopted from the 2003 MCEDSP and LMI (Growth Industries & Early Warning Data (in development))	Biannually	PP&D & the Economic Development Action Team
2. Job Seeker Customer Satisfaction				
a. Job Seeker Needs Are Being Met	90%	Customer Satisfaction Surveys	Monthly	QA
b. Input from Customers Is Used To Improve Services	Rating to meet or exceed	One Stop Management	Annually (Jan)	QA

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

3. Workforce Development Advocacy/Awareness	<p># Of Face to Face Meetings compared to previous year</p> <p># Of Written Communications compared to previous year</p> <p>Voting record of Legislators</p> <p>Positive impact to Support Local Control</p> <p>Stable or increased WIA Funding</p>	<p>Meetings with Legislators</p> <p>Written Communication with Legislators (requesting a response from them)</p> <p>Invitations to WIB Meetings</p> <p>Invitations to Worknet, i.e., for a tour, Chamber Mixer, etc.</p>	Biannually	Executive

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

Measurement Category: Internal Operations/Organizational Effectiveness

Measure/Indicator	Metrics	Method	How Often Review	Responsible WIB Committee
1. Program Accountability:				
a. Plan vs. Actual Participant Activity				
<ul style="list-style-type: none"> <li>Numbers</li> </ul>	Planned vs. Actual	Participant Reports	Quarterly	QA
<ul style="list-style-type: none"> <li>Demographics  <b>White – 46.7%</b>  <b>Hispanic – 32.4%</b>  <b>Asian - 6.8%</b>  <b>African Amer _ 3.8%</b>  <b>Amer Indian _ 1.2%</b>  <b>Pacific Isl _ 0.2%</b>  <b>Others _ 8.9%</b> </li> </ul>	Participants vs. Merced Co. Demographics	Participant Reports	Biannually (Jul/ Jan)	QA
<ul style="list-style-type: none"> <li>Performance Measures</li> </ul>	Attain 80% level on Goals	Performance Reports	Quarterly (1-Nov 2-Feb 3-May 4-Oct)	QA
b. Report Results:				
<ul style="list-style-type: none"> <li>Audits</li> </ul>	Zero Findings	County Audit	Annually ( <b>May</b> )	QA
<ul style="list-style-type: none"> <li>Monitoring</li> </ul>	Zero Findings	EDD Monitoring WI Monitoring	Annually Biannually	QA
<ul style="list-style-type: none"> <li>Youth Quarterly Program Reports</li> </ul>				
Out-of-School Youth	Acceptable Progress based on contract timeline	Report from MCOE	Quarterly	YC
Younger Youth	Acceptable Progress based on contract timeline	Report from MCOE	Quarterly	YC

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

c. Resources are Allocated Appropriately: <ul style="list-style-type: none"> <li>• Pilot Program in a specific Industry cluster (offering career ladders or move up strategy)</li> <li>• Quality Controls</li> <li>• Productivity</li> </ul>	Review results of training job and placements in the industry	Identify and select an Industry cluster	Biannually	PP&D
	Improved Scores	Customer Satisfaction Data	Yearly	QA
	Attainment	Performance Measures	Yearly	QA

**Measurement Category: Financial/Market Perspective**

Measure/Indicator	Metric	Method	How Often Review	Responsible WIB Committee
1. Expenditures including: <ul style="list-style-type: none"> <li>• Obligations</li> <li>• Accruals (Expenses)</li> <li>• Encumbrances</li> <li>• By funding source</li> <li>• By service</li> <li>• Plan vs. Actual</li> </ul>	80% of Current Year Allocation Obligated by End of the Year  70% Expended of Available Funds (Carryover plus Allocation) by the End of the Year	Fiscal Reports	Monthly	Finance
2. Revenue & Resources: <ul style="list-style-type: none"> <li>a. Grants</li> <li>b. Revenue Generation</li> </ul>	#s Applied for and Source  #s Received and \$\$ Amounts  # of Sources and Amount of \$\$	WI Report  WI Report  WI Report	Quarterly  Quarterly  Quarterly	Finance  Finance  Finance

MERCED COUNTY WORKFORCE INVESTMENT BOARD STRATEGIC SCORECARD

**Measurement Category: Learning and Innovation**

<b>Measure/Indicator</b>	<b>Metric</b>	<b>Method</b>	<b>How Often Review</b>	<b>Responsible WIB Committee</b>
1. Progress in Preparation for Worknet Recertification	On Schedule	Report from Worknet LT on Time Line	Bimonthly	QA
2. Influence the Workforce Investment System				
a. Education	Report on Activity	Participate on the P-16 Council	Quarterly	PP&D
b. Economic Development/Castle Development	New Jobs Created	Reports by MCEDCO, BEO and EDAC.	Quarterly	PP&D
	Jobs Lost	Reports on Rapid Response activity		
c. Workforce Housing	# of New Units Built # of building permits issued for workforce housing	Support the WIB Policy on Workforce Housing	Yearly	Executive

**Glossary**

**BSU - Dept. of WI Business Services Unit**

**Executive - WIB Executive Committee**

**Finance - WIB Finance Committee**

**PP&D - WIB Program Planning & Development Committee**

**QA - WIB Quality Assurance Committee**

**YC - Youth Council**

**TO: WIB Executive Committee**

**DATE: 11/07/05**

**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 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 met again November 2, 2005. Mr. Don Hutchins, Gustine City Manager, was selected as the Taskforce Chair, with Ms. Deidra Kelsey selected as Vice Chair. The Taskforce discussed best practices in Workforce Housing and then heard a presentation from Mr. Rollie Smith, Field Director of the Department of Housing and Urban Development, concerning a regional approach to developing a strategy for workforce housing. The Taskforce will next meet December 7, 2005.**

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