

TO: WIB

DATE: 11/13/03

FROM: WIB Executive Committee

For Action

For Information

For Discussion

SUBJECT: 2003-2004WIB Goals

PROPOSED MOTION(S): N/A

DISCUSSION: New goals were established by the WIB at their Strategic Planning Retreat on October 2, 2003. The Executive Committee assigned the goals to the WIB Committees for further development and implementation. Listed are the committees and assigned goals.

Program Planning and Development Committee

Goal 1: Train and attract adaptable workers to fill industry needs.

- Focus initially on a single industry; do a pilot project which will focus on understanding and addressing its needs.
- Develop a focus group for that industry to identify needs.
- Formulate a plan to address the needs of that single industry.
- Implement the plan.

Youth Council, Program Planning and Development, and Quality Assurance

Goal 2: 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.

How?	influence K-12 education system...
What?	to design & implement strategies that...
To Whom?	provide students...
Providing What?	knowledge of employee skills & attitudes
How Measure Progress?	develop metrics to score success.

Executive Committee

Goal 3: Become an active advocacy voice and take political action on workforce development issues at the local, state and national levels.

- Create the story with a talking piece, an agenda platform of the issues.
- Develop a tiered strategy for public awareness for students and parents, business, and local and state elected officials.
- Public awareness and engagement.

ATTACHMENT(S): 10/02/03 Strategic Planning Session Notes

WIB Strategic Planning Session Notes October 2, 2003

WIB Accomplishments

Focus of the Board

- **Strategic Issues focus is working; last meeting was excellent**

Worknet improvements

- Worknet ERC One-Stop Certification process developed and implemented
- Served more Worknet customers than last year
- Worknet Leadership Team partnership for Worknet oversight

Sectoral Work – Health Care

- Expanded RN and LVN Programs

Youth

- Partnership between education and business with the Youth Employability Card
- Able to recruit and serve the desired number Out-of-School youth

Reflecting on context for our work

- Concern about vulnerable population
- More of a focus on high-risk youth is needed
- High-risk youth are not thinking about their future and careers
- Affordable/livable housing is still an issue
- Large minorities, working poor who are disenchanting and alienated from the power structure
- Chasm in the ability of the system to prepare job seekers for career ladders
- System does not prepare for entry-level jobs
- Need to understand the issues and needs of the top 100 employers and identify where they have difficulty in filling positions, identify job openings
- Should promote entrepreneurship, micro-enterprise, and business creation
- MCOE's collaboration with Foster Farms, with School-to-Career
- Desire to understand the Unemployment Rate in Merced, to determine the cause and solution

Issues we need to face/forces we need to understand

- **High Unemployment Rate**
- Where are the jobs?
- Entrepreneurship/Economic Development
- **At risk youth**
- Complacency/lack of urgency (collectively)
- Skills training for current jobs
- Understanding the labor force

What other successful WIBs are doing

- **Catalyst, convener, researcher**
- Connect Workforce Development and Economic Development
- Build coalitions and partnerships
- **Tackle major community issues**
- **Broader focus on One-Stops than mandatory partners**
- Community audits conducted
- State of the Workforce Report
- Focus on Industry clusters
- Workforce information and community strategic planning bring people and knowledge together

Common Themes of Successful WIBs

- **Initiator of innovation**
- Broad community issues
- **Information Brokers**
- Neutral convener, coalition builder
- Very high quality staff
- Very clear focus
- Strong WIB members

Outcome Expectations- where do we want to see change, what is the impact

- Decrease the High School Drop-Out Rate
- Decrease in the Teen Pregnancy Rate
- More people employed
- Lower Unemployment Rate

- **Every student graduates with a career plan**
- Fill skilled workforce needs of current employers with local job seekers
- Improve economic per capita output rates
- Better paying jobs/people making more money
- Decreased poverty
- Attitude change about work and choices
- Ability to adapt

Goals: Broad Focus

- **Target Industries**
- Partnership with Economic Development
- Education
- Advocacy

Goals for 2003-2004 to be assigned to WIB Committees and/or workgroups to develop objectives and action plan.

Goal 1: Train and attract adaptable workers to fill industry needs.

- **Focus initially on a single industry; do a pilot project which will focus on understanding and addressing its needs.**
- **Develop a focus group for that industry to identify needs.**
- **Formulate a plan to address the needs of that single industry.**
- **Implement the plan.**

Goal 2: 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.

How?

Influence K-12 education system...

What?

... to design & implement strategies that...

To Whom?

... provide students...

Providing What?

... knowledge of employee skills & attitudes

Skills:

- Plan-every student has a plan

- Read-every student can read to level “plan” requires
- Math-every student can read to level “plan” requires
- Think-K-12 teaches student to “think”

Attitudes:

- Confidence in self-teach self-sufficiency
- Save-plan for future adversity and changes in plans
- Invest in self-continue to learn and improve self & skill set
- John Fowler – tomorrows jobs do not exist – so teach attitudes, ability to adopt.
- Mike Sullivan – wants a tighter focus, single industry as focus of program.

How Measure Progress?

... develop metrics to score success.

- Does every student has an achievable, realistic plan.
- Are we filling the needs of Merced County Employers?
- Have we decreased the teen pregnancy rate?
- Have instilled an attitude and skill set that makes students employable?

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- **Develop a tiered strategy for public awareness for students and parents, business, and local and state elected officials.**
- **Public awareness and engagement.**