

MEMO

To: Merced WIB Members
From: Lori Strumpf
RE: *A Framework for Discussing the Potential Committee Structure of the Work Force Investment Board*
Date: July 15, 2000

At the strategic planning session on July 12, 2000, the Board identified two potential committee structures. I agreed to write them up so that you could review them for discussion at the next meeting. I have taken the liberty to put them in a framework based on information presented to you and discussed at the meeting.

FRAMEWORK

In developing any structure for a board or organization the starting place is to ask the question what is the work that needs to get done? The structure outlined is in response to the WIBs goals and draft Strategic Action Plan that begins to answer what your workforce board will do. This framework outlines that work and then a possible structure for overseeing that work.

THE WORK OF A WORK FORCE DEVELOPMENT BOARD

Part of the work of the WIB is driven by the definition of workforce development. This definition was presented at the strategic planning session.

Workforce Development includes all of the public and private investments and activities undertaken to ensure that individuals are both employable and have jobs while simultaneously ensuring that companies can achieve the skilled workforce they need to be successful in the world marketplace.

This definition speaks to:

- ! a comprehensive focus beyond targeted populations and programs;
- ! inclusion of all public programs with a goal related to workforce development;
- ! a focus on how well the labor exchange mechanisms function, whether searching for a job, an employer, or an employee;
- ! inclusion of all the public and private investments made in company-specific training to ensure a competitive workforce;
- ! inclusion of all youth and adults;
- ! inclusion of economic development.

The *business* of integrated workforce development is seen as **strengthening the connection between responding to employer needs and providing qualified job seekers**. Integration of services is seen as a way to respond to customers=expectations that access to jobs and qualified

applicants should be convenient and user friendly.

It its broadest sense then, workforce development is about:

- C Ensuring a **K-12 education system** that equips students with skills to excel
- C Developing a system of **training providers** that respond effectively to employer needs
- C Ensuring a **postsecondary education** system that works closely with business
- C Promoting the importance of **lifelong learning**
- C Increasing **employer-sponsored training and education** opportunities for workers, and
- C Doing a better job of **attracting people to the region.**

The new Workforce Investment Act identifies three *General Responsibilities* for Boards with LEOs:

- C Develop and enter into an MOU with one-stop partners
- C Certify one-stop operators
- C Conduct oversight to the one-stop delivery system in the local area

POTENTIAL PRODUCTS of the Board

- ! Customer Satisfaction Data Collection Tools (related to collecting data on customer satisfaction which is a performance standard for WIA)
- ! Consumer Reports (related to helping customers make informed choices when choosing training providers)
- ! Quality Standards (related to certifying one-stops and affiliate sites to inform consumers of quality in the workforce system)
- ! Skill Standards (to speak the language of the business community across education and training curriculum and assessments)
- ! A Common “look and feel” to Workforce Development in the Region.

TWO POTENTIAL STRUCTURES TO GOVERN THE WORK

Given the work as you identified it through the strategic goals, two potential committee structures were identified and briefly discussed.

Option A:

The description of each committee describes the work they would set policy for and lead.

Planning and Policy Development Committee – Gathers customer data and uses it for continuous process improvement and planning. Investigates how money is spent in relationship to results produced. Continually researches best practices and benchmarks current practice for program effectiveness. Develops the yearly consumer report card. Develops policy positions for the WIB to

promote at the national and state level.

Education and Employer Committee – Facilitates communication between the education sector and employers.

Standards and Certification Committee - Develops the Quality Standards used in the certification process. Develops the process for becoming certified, either as a full service one-stop or an affiliate. Reviews applications and renewals. Validates industry-based skill standards. Potential to develop a portable credential that employers recognize as certification of industry-based skill standards.

Marketing and Partnerships Committee - Designs the logo that denotes certification as a one-stop or affiliate site. Develops the marketing message to customers, constituents and stakeholders. Markets new products and services. Oversees the Partnership commitments to the workforce development system through the MOU among the partners and with the WIB.

Finance Committee - Develops new sources of funds to carry out the work of the Board. Oversees the financial stability of the organization. Monitors the allocation of resources to the one-stops and affiliate sites. Considers the formula for determining the worth of an Individual Training Account.

Youth Council – the Workforce Investment Act requires a Youth Council. YC's may have two primary roles. First, to focus on the development of programs and strategies designed to meet the needs of WIA eligible youth. Second to take the lead in building system capacity on an area-wide and regional level. The duties described in the Act include recommending to the Board program providers that have been identified through a competitive process. The Council also provides oversight to youth program providers.

Executive Committee - Made up of officers and the committee chairs. Empowered to take action as specified in the bylaws for the whole Board. Provides leadership and connectivity for all the work. Manages WIB operations.

Option B:

The description of each committee describes the work they would set policy for and lead.

Finance Committee - Develops new sources of funds to carry out the work of the Board. Oversees the financial stability of the organization. Monitors the allocation of resources to the one-stops and affiliate sites. Considers the formula for determining the worth of an Individual Training Account.

Policy Committee – Develops the strategic policies for the system to operate under, including services to target populations, working with incumbent workers, relationship with economic development, etc. Develops policy positions for the WIB to promote at the national and state level.

Operations Committee - Develops the “blueprint” for the infrastructure needs of a world-class one-stop system. Develops the Quality Standards required to become certified as a one-stop or an affiliate. Designs the process for becoming certified as either a one-stop or an affiliate. Reviews applications and renewals. Insures that facilities meet the quality standards before being certified as a one-stop or affiliate site.

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Executive Committee - Made up of officers and the committee chairs. Empowered to decide for the whole Board. Provides leadership and connectivity for all the work. Manages WIB operations.

I hope that this framework provides a platform from which to continue your discussion on the structure of the WIB. I look forward to seeing you all soon.