

**Workforce Investment Board Strategic Planning Session**  
**July 12, 2000**

Introduction and Welcome – Terry Tatum welcomed the group and explained the purpose of the WIB strategic planning session.

Roll call was done by Donna Ornelas

Members Present:

|                   |                 |                |
|-------------------|-----------------|----------------|
| Richard Becker    | Harry Dull      | Anne Newins    |
| Nicholas Benjamin | Ben Duran       | Rick Osorio    |
| Don Bergman       | Ernie Flores    | Grover Omyer   |
| Bob Bittner       | Peter Fluetsch  | Leslie Peeler  |
| Rosie Boudreau    | John Fowler     | Al Peterson    |
| Jeff Braga        | Carol Greenburg | David Riordan  |
| George Brown      | Brian Griffin   | Dick Shipley   |
| Bill Cahill       | Robert Harmon   | Mike Smith     |
| Bob Carpenter     | Charlie Lambert | Terry Tatum    |
| Elaine Craig      | Tom May         | Steve Tinetti  |
| Doreen Crawford   | Nellie McGarry  | Elaine Trevino |
| Kathleen Crookham | Ned Miller      | James White    |

Members Absent:

|            |              |                |
|------------|--------------|----------------|
| Chuck Dean | Jack Mobley  | Al Romero      |
| Jeff Knapp | Judy Steinke | Helen Sullivan |

Others Present:

|                 |              |               |
|-----------------|--------------|---------------|
| Andrea Baker    | Don Gormly   | Becky Lincoln |
| Joanne Presnell | John Kasnick | Donna Ornelas |
| Carol Roberds   |              |               |

Opening remarks by Terry Tatum, and introduction of Lori Strumph, consultant and facilitator of the session. Copies of the executive summary of Strategic Choices by CSUS Center for Public Policy Studies were distributed.

Lori Strumph noted that she has been working with Merced County for last several months during transition from JTPA to WIA.

Lori gave her overview of the agenda and objectives for today. It was basically to develop a strategic direction for the WIB. Additionally it was to identify the potential committee structure for the WIB to best carry out the strategic direction.

Lori solicited questions from the board on the purpose of the WIB, as well as gave her opinion of the charge of the board.

- Q1. Define universal v. targeted?
- A1. Under WIA, legislation is no longer targeted to economically disadvantaged, or unemployed. The act is attempting to create a more strategic plan in developing the workforce. Core services, intensive services, and training services. All the services are to be universally available. If resources are limited the WIB can target intensive and training services; however, core services must remain available universally. Resources included financial and human resources.
- Q2. What is the role of organized labor?
- A2. It is the role of the labor representatives to communicate and bring their point of view.
- Q3. Provide examples core, intensive and training services.
- A3. The intent of the act is to reorganize the infrastructure and realign resources. It is the theory that customers will be able to access core services through mandatory partners which will hopefully be paid through existing funding streams. Intensive services are on a continuum and not specifically described in the legislation. Currently Merced is offering intensive services at the One-Stop that has been designated by the Board of Supervisors and the Interim WIB.
- Q4. Do we have models on paper that shows other one-stops – what does the structure look like?
- A4. It was noted that there are such models, however the board must determine what their work will be prior to determining their structure.
- Q5. What have other WIBs done to broaden horizons and tap other resources.
- A5. Creating alliances with the chambers, examples of WIB in North Carolina, where they have enlisted community for certifiable quality, skill standards, and skill sets.
- Q6. Clarification on the authority of local officials and the WIB at the state level.
- A6. Legislation has parameters; however, usually very broad. Law very clear that the local elected officials have to coordinate with the state on performance measures. Legislation key role is to create customer satisfaction with both participants and employers. Clarification from Bob Carpenter, who is an appointed member of the State Workforce Investment Board. Mr. Carpenter noted that he concurs with Lori's definition of the system/processes. His perception is that the state WIB would like to have the local boards to have more authority and is currently facing opposition with state bureaucrats.
- Q7. How do the representatives from this board create communication between other partners.
- A7. Each member appointed based on representation of constituency group. The representation point of view is based on that. Additionally, the members are expected to take back information from WIA to their board sessions and body of constituents.

Booklets, Creating Effective Workforce Investment Boards were distributed to each member. The booklet is intended to serve as a guidebook.

Lori noted that the board needs to look at the vision and the mission. She defined them as follows:

Vision – What You Want to Be  
Mission – What You Want to Do

There was discussion on workforce development impact. Some of the things that were noted are as follows:

- access
- skills development
- poor quality jobs
- job creation
- retention/wage progression

There was discussion the definition of workforce development. Lori offered the following:

Workforce Development includes all of the public 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.

There was discussion on the vision of the WIB as defined by the three strategic goals that are part of the 5-year strategic plan.

After much discussion there was consensus on final WIB Goals

- Improve the economic performance of Merced County to exceed the average of the San Joaquin Valley.
- Improve the educational job skills of the local workforce including youth to exceed the average of the San Joaquin Valley and to meet the needs of the San Joaquin Valley and to meet the needs of the employers.
- Align and coordinate strategic plans and goals with that of education, economic development organizations and other community workforce development organization.

The following were defined in relation to the goals:

“Economic Performance” – standard set of economic measures (to be chosen)  
“San Joaquin Valley” – 8 county area (Kern – San Joaquin)

In the vision statement, is there a need to define customers? Should the vision be changed to include youth. Some members noted that it was felt that the language incorporates youth. Other members feel the need to include additional information to focus on youth. Anticipate with WIA, the Board will need to create the link with education even more now than ever. The population of Merced County is already defined as one of the youngest in the nation. This would indicate that the youth are the workforce. There was a recommendation that all customers be listed in the workforce in the vision. It is anticipated that these strategic goals will be used in moving forward in the Five-Year Plan around local area.

There was discussion on who “customers” were defined as. The group listed the following as some considered customers:

All employees  
All potential and current participants  
Youth/New Entrants  
Transitional/Unemployed  
Incumbent/Presently Working

The question was raised as to whether or not the goals were set too high. After discussion it was concluded that since the goals are not one year goals that they did not seem out of reach in the scope of a five year plan.

The WIB was divided into three groups based upon each members selection of the goal to review. Each group began development of an action plan for the goals (see attached).

There was discussion about potential committee structure. Lori noted that due to the size of most of the Workforce Investment Boards, many have opted to meet quarterly as a body and have active committees meeting more frequently. There was discussion on the different models for the committee structure. These are some of the models Lori shared.

Model 1

Research & Evaluation Committee  
Business Services Committee  
Finance Committee  
Human Resources Committee  
Operations Committee  
Field & Marketing Committee  
Executive Committee  
Youth Council

Model 2

Quality Assurance Committee  
Finance Committee  
Youth Council  
Executive Committee

The following was discussed as potential structure for Merced County Workforce Investment Board.

Marketing Committee  
Executive Committee

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Education & Employer Committee  
Youth Council  
Standards & Certifications Committee  
Planning & Policy Development Committee

Lori has submitted two options for WIB discussion (attached)  
There was discussion on the need for a by-laws committee. The following people volunteered to sit on the committee.

Mike Smith  
Nellie McGarry  
Tom May, Chair  
Don Gormly

Next meeting

Thursday, August 17, 2000

2:30 p.m. – 5:00 p.m.

Location – Merced Ag. Extension Bldg, 2145 W. Wardrobe Ave., Merced, CA 95340

Future Meeting

Follow-Up Strategic Planning Session

September 27, 2000

8:00 a.m. – 5:00 p.m.

Location TBA

Meeting Adjourned

4:00 p.m. – Reception Followed

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