

## **Executive Summary**

### **Merced County Workforce Investment Board Retreat Package**

In June 2002, the Merced County Workforce Investment Board (WIB) began a three-part strategic planning process that would take the WIB from a start-up operation to the next level of high performance and excellence.

The first phase was a WIB retreat held at Castle Airport on June 12, 2002. The goals of the retreat were:

- To reaffirm the WIB's vision
- To re-examine the WIB's structure and align it to current WIB functions
- Examine Board members current satisfaction with WIB's functionality
- Identify strategic areas of focus for the next two years

The retreat was facilitated by Ms. Lori Strumpf. At the end of the day, the following strategic directions set our areas of focus and priority for the next two years:

- Respond to business needs by targeting 3-5 of the area's industries and work with those specific industries to develop emerging and current worker skills, and assist the industries to develop worker retention strategies. Also assist the specified industries with developing plans to expand and attract new workers.
- Establish the WIB as an economic development partner by developing workforce strategies aligned to community economic development initiatives.
- Influence the education system, through building formal relationships, to become responsive to business skill needs, and work to design and implement strategies that promote student achievement and graduation.
- Become an active advocacy voice and take political action on workforce development issues at the local, state and national level.

See attachment 1 for additional information.

The second phase of the strategic planning process was a WIB Executive Committee Retreat held on July 10, 2002, at the Mansion House in Merced, CA. The purpose of this retreat was to develop an action plan for the strategic directions/areas of focus; restructure WIB committees and staff units as necessary to support new work; and define WIB operating principles with regard to goals and strategies identified.

The Executive Committee Retreat was facilitated by Mr. Bob Lanter, Assistant Director, California Workforce Association. The four-hour retreat reaffirmed the four strategic directions/areas of focus, and identified areas of success, strengths, weaknesses, benefits, and dangers within each of the four “goals”. Tentative timelines are to be developed by staff, and the Executive Committee will approve/modify these timelines at their August meeting, plus the WIB committee structure will be finalized.

See attachment 2 for additional information.

The third phase of the planning process will be a Community Forum/WIB Planning Session co-hosted by the WIB and the Merced County Economic Development Corporation (MCEDCO). Mr. Ed Barlow, President of Creating the Future, Inc., will be the keynote speaker/facilitator for the forum and planning session.

See attachment three for the proposed agenda.

**Retreat**  
**Merced County Workforce Investment Board**  
**June 12, 2002**

**Executive Committee Retreat  
Merced County Workforce Investment Board  
July 10, 2002**