

**TO: Executive Committee**

**DATE: 01/04/2010**

**FROM: WIB Staff**

**For Action**

**For Information**

**For Discussion**

**SUBJECT: National Association of Workforce Boards (NAWB) Recommendations**

**PROPOSED MOTION(S): Have the WIB participate in a 1.5 day seminar in January and/or February of 2010 to help confirm or redevelop strategic initiatives to enhance performance in the workforce system.**

**DISCUSSION: NAWB is looking for 3-5 WIBs who will help them learn how a new technical assistance offering "System Innovation" can help WIBs nationwide.**

**There is a cost of \$1500 to cover the cost of travel, lodging and documenter fees for the time spent on preparation and follow-up. NAWB also asks that the WIB participate in their annual conference in March to describe the WIB's experience in the seminar.**

**ATTACHMENT(S):  
Letter from NAWB**



*Where Business Helps America Work*

Andrea Baker  
Merced County Workforce Investment Board  
1880 West Wardrobe Avenue  
Merced, CA, 95340

Dear Member,

WIBs are experiencing unprecedented pressure with unemployment in double digits and WIA reauthorization on the horizon. If there is a silver lining in this recession, it is the demand to re-think our assumptions and find new ways to do our work.

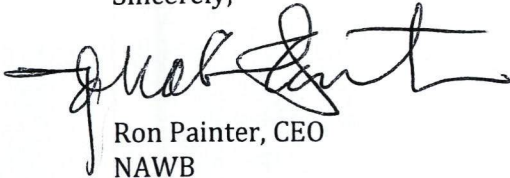
Yet, how do we re-invent a workforce system, which often feels unwieldy and certainly not under our control? Having worked as a director at the local level for 10 years I am well aware that changing a system is much easier said than done. In this light, I'm seeking your help to prototype NAWB's new technical assistance offering "System Innovation". We have had several conversations with Virginia Hamilton at the CA Workforce Association who believes that this kind of approach will build on much of the strategic work that you and CWA have been working on. ***We are seeking 3-5 WIBs who will help us learn how this is most helpful to other member WIBs nationwide. We are planning to design and facilitate these seminars in January and February 2010 and share the results at the NAWB Forum in March ([www.nawb.org/forum/](http://www.nawb.org/forum/)).***

System Innovation is a 1.5 day seminar designed to address systemic blind spots and offer the opportunity to confirm or redevelop strategic initiatives to enhance performance. Utilizing systems-based assessment, the format has its roots in the work of MIT researchers Otto Scharmer, Peter Senge and others, who have developed a step-by-step sequence for reconnecting with mission and creating system wide innovations called the U Process. This work has been utilized by leaders from Fortune 500 companies to small community based organizations and is well-suited for the complex nature of WIBs.

NAWB is happy to offer this prototyping at cost: the travel, lodging and documenter fees for the time spent on preparation and follow-up, which are expected to be \$1500. We also ask that you participate in a workshop at NAWB's annual conference in March to describe your board's experience in the seminar. **Please contact Tim Aldinger by December 15 with your questions and interest: [aldingert@nawb.org](mailto:aldingert@nawb.org).**

I sincerely appreciate your time and consideration and look forward to working with you to strengthen and further the impact of workforce boards.

Sincerely,



Ron Painter, CEO  
NAWB