

TO: Workforce Investment Board

DATE: 01/14/2010

FROM: Executive Committee

For Action

For Information

For Discussion

SUBJECT: National Association of Workforce Boards (NAWB) Recommendations

PROPOSED MOTION(S): Ratify the Executive Committee's decision from January 4, 2010 to approve to have the WIB participate in a systems innovation process consisting of 4 sessions in 2010 to help confirm or redevelop strategic initiatives to enhance performance in the workforce system for a cost of \$1,500.

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.

The project would use the application of the "U" process to determine the best ways to innovate Workforce Development for the Merced WIB which could lead to the establishment of new goals, projects and language for performing at new levels. This process will take 6-12 months with meetings every 2-3 months.

The secondary purpose is to inform the policy dialogue as to the best innovations to recommend for WIA reauthorization.

There is a cost of \$1,500 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. WIB members will report findings/outcomes to the Executive Committee and/or the WIB.

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



Merced WIB Systems Innovation

As WIA reauthorization discussion begins in Washington, the National Association of Workforce Boards (NAWB) is shaping the debate through representing and serving its member WIBs. A critical piece of this work is the development and implementation of innovative strategies to meet the extraordinary challenges of this economy and strengthen the capacity of WIBs to address them.

WIBs are uniquely positioned to respond to these challenges in a systemic manner. One promising approach is to collaboratively assess and transform system performance through a social technology known as the "U Process". This technique developed out of the work of MIT researchers Otto Scharmer, Peter Senge and others, who conducted over 150 interviews with some of the world's leading entrepreneurs, scientists, and artists. The U Process has typically been applied in organizational and multi-stakeholder settings, including: Shell, Synergos, Unilever, Rabobank, General Mills, Oxfam, World Wildlife Fund, Starbucks and Sysco.

NAWB is currently prototyping the application of the U Process at several CA WIBs to refine its approach to innovating in the workforce and economic development spaces. The U Process is being offered at cost for these initial CA WIBs. Expenses will be \$1,500. Based on these initial results, NAWB will then offer the U Process at a national level.

The secondary purpose of this project is to inform the policy dialog in Washington. NAWB's director, Ron Painter, will use the insights created by the U Process to develop the best recommendations for WIA Reauthorization.

Based on initial conversations with Andrea Baker about the unique challenges facing Merced, several possibilities for the application of the U Process arose at both the organizational level and the workforce systems level. We would appreciate the opportunity to discuss the U Process further with Board members. In this conversation, we would establish a shared understanding of the U Process and determine the best methodology for the Merced WIB. Regardless of whether the U Process is applied at the systems or organizational level, the process will take 6-12 months with meetings every 2-3 months. Upon completion, the stakeholders will have new goals, projects and language for performing at new levels.

We look forward to working with you and building upon the strong tradition of the workforce development system in Merced.

Sincerely,

Tim Aldinger and Julian Roberts