

**TO: Executive Committee**

**DATE: 04/05/10**

**FROM: WIB Staff**

For Discussion

For Action

For Information

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

**PROPOSED MOTION(S): For Information Only**

**DISCUSSION:** The NAWB continues to provide technical assistance to the Merced WIB by offering system innovation through the application of the “U-Process”. Representatives from NAWB have been working with the Merced Ahead group as well as WIB Staff to convene a community meeting on May 1<sup>st</sup> (tentatively set at the Merced Senior Center) and May 15<sup>th</sup> (location to be determined) from 9am-1pm. At this event, NAWB representatives will honestly and boldly ask how community members, service agencies and business leaders can create and sustain economic vitality in Merced. This event is a continuation of an earlier convening held in January 2010 by Merced Ahead, in which participants identified economic development as a critical and urgent concern. Now the community will take the opportunity to create projects and initiatives that meet the economic challenges in the community.

NAWB representatives plan to accomplish this work through identifying the leverage points in the community where a positive difference can be made for small businesses. All WIB members are encouraged to attend. An invitation letter is being developed with the goal of utilizing local Chamber of Commerce email mailing lists, Merced Ahead Economic Development Interest mailing list, and other lists will be used for the invitation.

The first day of the event will be focused on identifying leverage points and areas for change. The second day will be focused on creating initiatives based on the shared understanding developed on the first day.

**ATTACHMENT(S): None**