

**TO: Executive Committee**

**DATE: 06/07/10**

**FROM: WIB Staff**

**For Discussion**

**For Action**

**For Information**

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

**PROPOSED MOTION(S): None. For Information Only.**

**DISCUSSION: The NAWB continues to provide technical assistance to the Merced WIB by offering system innovation through a planning method known as the “U-Process”. Representatives from NAWB worked with the Merced Ahead group and WIB Staff to convene community morning meetings on May 1 (Merced Senior Center) and May 15 (Atwater Community Center) with the focus on how to support local small businesses.**

**Through the “U-Process”, community members identified and voted on the following areas of interest:**

<b>Number of Votes</b>	<b>Area of Focus</b>
16	Education: connecting business with trainers and educators
7	Contracting between local business and government
7	Ombudsman
5	Contracting between local businesses
2	Clearing House
2	Peer to Peer Networks Consisting of Small businesses
1	Customer Service Certification
1	Micro Loans
0	How do we create a broader plan for E.D. in the County? Where are we headed? How do we address economic development in Merced?

**The May 15 event focused on creating initiatives that will support local small businesses. It is recommended that the Quality Employment Development (QED) Committee review the attached information and provide recommendation(s) to the WIB regarding further WIB involvement in supporting local small businesses.**

**A free report will be made at the July WIB meeting with a follow-up report-out session from community members in September. The NAWB will attend the September WIB meeting.**

**ATTACHMENT(S): Merced Ahead and Workforce Investment Board Meeting Outcomes**

## AREAS OF INTEREST

Each Person In This Group had 2 votes to use

No. of Votes	Areas of Interest	
5	Contracting between local businesses	
7	Contracting between local business and government	
16	Education: connecting business with trainers and educators	
1	Customer Service Certification	
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7	Ombudsman	
2	Peer to Peer Networks Consisting of Small businesses	
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0	How do we create a broader plan for E.D. in the County? Where are we headed? How do we address economic development in Merced?	

## **RE-INVENT MERCED**

- **Quality of Life**
- **Showcase with Community Events**
- **Transportation to link all of Merced**
- **Bring all of the eco-systems together**

**ACTION – CHANGE MOTTO**

## **PUBLIC-PRIVATE COLLABORATIONS**

- ❖ **System – help are “splintered” or “fractured”**
- ❖ **Have community advocacy groups publically report out to BOS and City Councils**
- ❖ **Have public sector allow private and non-profits take risks regarding innovation/change!**
- ❖ **Community needs to understand/appreciate the social enterprise value of small business**
- ❖ **TIME – cultural value difference**
- ❖ **“Kill” the programs that don’t work – find new ones**

## **NUTURING SMALL BUSINESS**

- ✓ **Ombudsman: Business and County**
- ✓ **Establish common ground, common culture**
- ✓ **Marketing existing small business helpers and advisors**
- ✓ **We need a middleman**
- ✓ **Small business orientation**
- ✓ **Better communicational the way around**

## GENERAL DESCRIPTION:

### To get Local Businesses to Buy from each Other.

#### Objectives:

1. Who sells what to whom/what types of buyers?
2. Who buys from who (externally) and why?
3. How can we make it profitable to buy locally?
4. Word-of-mouth Merced website
  - Positive comments can be posted about companies we deal with
  - Searchable
  - To Participate, have a rating system for consumer feedback

#### Project Impacts:

1. Consumers
2. Businesses
3. Local Economy

#### Fear:

1. It won't get used.
2. Not willing to share info due to competition.
4. Suspicion

#### Resources:

1. Internet
2. WIB
3. Chambers
4. Yellow Pages
5. Each Other
6. Time

#### Milestones:

- 45 Days
1. Business to Business Data Base Set-up, Programming and Links
  2. Create a survey on what they would want to see in a database? What would you buy locally if you could?
  3. Intro Script to project/elevator pitch
- 2 weeks
4. Short Survey:
    - List of Questions (What other business do you do business with? Is it Local? Is it in SJV? Is it in CA? In U.S.?)
    - Local Restaurants

20 Businesses Total : 5 Businesses EA: Paco, Cavanaugh, Vielka, Crystal

## EDUCATION

- **Important at all levels – Preschool ⇌ Post-Grad**
- **Public awareness of resources**
- **Private education**
- **Limited, dispersed resources**
- **Coordination of resources**
- **Private Sector Driven**

## **COLLABORATION BETWEEN BUSINESS AND POST SECONDARY EDUCATION**

- **Provide well trained motivated employees for local business**
- **Provide technical training specific to the job/career**
- **Business to provide internship training with relevance to the career/employment**



## **BEGIN BUSINESS INTEGRATION EARLIER WITH EDUCATION AND BUSINESS**

### **GOALS:**

- **Develop age appropriate job fairs (career fairs) local employers**
- **Develop bridges outside education and with education**
- **Re-create Jr. Achievement**
- **Saturday Job Info/Activity Days**
- **B.E.A.M. –**
  - A. Report regularly to community – we need to know what they are doing to prevent duplication of efforts**
  - B. Find out when they meet (Debbie); What they are Doing (Dennis); Can we help or build upon group?**
  - C. 80 Business are members of B.E.A.M.; Steve Kang of UC Merced is Chair of B.E.A.M.; they have a website but no funding**

**Next Meet: June 1 @ 7:00 PM @ Merced Adult School  
50 E. 20<sup>th</sup>**

**Debbie Glass/Paul 724-5981**

**Kai – 383-7384**

**Dennis Hank 617-6113 (Coord)**

**M. Allison 761-4549**

Project Brainstorming

Group Name: Public Contract for Local Contractors

Project Name: Top 10 Ways to Increase Local Contracting by Public Agencies

Author: Stergios (Steve) Roussos, sroussos@acrd.us, 209-489-9913, NOTE: Steve was the taker for the group, not the sole producer of this work. All errors seen here are probably Steve's.

Broad Goal: To increase the amount of local contractors who are successful at getting contracts available for projects from public agencies in the county of Merced (e.g., schools, public agencies)

Project Goal: To identify the major ways that can immediately, easily and dramatically increase the number of local contractors that get contracts from public agencies.

Activities

Next 30 days	Next 60 days	Next 90 days
Notes are distributed Group meets to outline action plan with details (determine scope and scale too) Project workforce organized and prepared	Conduct interviews with agencies and contractors. Interviews will identify the Top 10 barriers and Top 10 contributors to successful contracting as reported by A) Decision makers of contracts from the major public agencies in Merced County and B) Contractors representing various industries and "size/capacity" in Merced County	Complete interviews Establish details (location, date, etc) for a public forum to share results and outline helpful next steps to reach Project Goal Summarize findings and disseminate in as many ways to as many people as possible

Measurable Milestones and Indicators of Accomplishing the Goal

Short-term (3 months)	Intermediate (6 months)	Longer term (1 year)
Interviews completed Conference is well attended (#s to be defined) Practical plan developed and disseminated widely (#s to be defined)	By October 2010, more local contractors are requesting RFAs from public agencies than in October 2009 (assuming RFA's released in September, this will vary)  By December 2010, more local contractors have submitted RFAs from public agencies than in December 2009 (assuming RFA's due in December, this will vary)	By June 2011, more local contractors have received a contract from public agencies than in June 2010 (assuming funding released in June, this will vary)

Anticipated Barriers/Challenges:

Steve must find and organize the original group that came up with this project.  
 The group must organize and manage people to implement this project, for free.