



PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board Meeting

Hartnell College, East Campus, 1752 E. Alisal St, Room C-212, Salinas, CA 93905

Wednesday, August 3, 2011 - 7:30 am

Erik Cushman,
WIB & Executive Chair

Joanne Webster,
WIB 1st Vice Chair

Anthony Aniello
WIB 2nd Vice Chair

David Bernahl, II,
WIB Past Chair

WIB Members:

Mark Bastis
Wendy Brickman
Diana Carrillo
Maria Castillo
Al Davis
Rick Deraiche
David Dwyer
Dr. Douglas Garrison
Rich Gillis
Scott Grover
Hunter Harvath
Neil Heckman
Phoebe Helm
Cesar Lara
Mary Ann Leffel
Maggie Melone-Echiburu
Salvador Munoz
Lupe Palacios
Dave Potter
Judith Profeta
Elliott Robinson
Ralph Rubio
Ken Scherpinski
Larry Silva
Teresa Sullivan
Brian Turlington
Mark Verbonich
Robert Weakley
Andrea Zeller-Nield

Monterey County
Workforce Investment
Board (WIB)

Loyanne Flinn,
Acting Executive Director
730 La Guardia Street
Salinas, CA 93905
(831) 759-6644
flinnlg@co.monterey.ca.us
www.montereycountywib.org

AGENDA

CALL TO ORDER/INTRODUCTIONS	Erik Cushman, <i>Chair</i>
CHANGES TO THE AGENDA	
PUBLIC COMMENT – For items not listed on the agenda. Limited to 3 min.	
7:30am BUSINESS MEETING	
1. Action: Approve the minutes of the June 6, 2011 Workforce Investment Board meeting.	Erik Cushman
APPOINTMENTS & RESIGNATIONS	Erik Cushman
2. Action: Concur with the May 15, 2011 Executive Committee action to approve the reappointment of Rick Deraiche representing One-Stop partners for a three-year term.	
3. Action: Concur with the May 15, 2011 Executive Committee action to approve the reappointment of Patricia Carter representing Parent of WIA Youth for a two-year term.	
BUSINESS MEETING	
Director's Report: Summary of workforce development issues and considerations.	Loyanne Flinn
OTHER BOARD MATTERS	
Board Member Comments and Referrals: The Chair shall receive requests for information from board members for items not appearing on the agenda.	
4. Action: Review and approve the Six County Consortium MOU.	Stephanie Shonley
5. Action: Accept \$ 54, 467 California New Start funds.	Loyanne Flinn
6. Action: Accept \$1,128,000 National Emergency Grant – Multi Sector funds	Marleen Esquerra
7. Action: Approve the new WIB On the Job training policy. (<i>handout will be provided at the meeting</i>)	Marleen Esquerra
8. Information: Presentation on adult programs by the Office for Employment Training.	Rod Powell
9. Information: Presentations on adult programs by Shoreline Workforce Development Services and Turning Point.	Wil Moore/Deborah Carrillo
10. Action: Review and approve the Adult Subcontracts for PY 2011-12.	Loyanne Flinn
11. Information: Presentation on youth programs by the Office for Employment Training.	Rod Powell
12. Information: Presentations on youth programs by Turning Point and the Santa Cruz Office of Education.	Deborah Carrillo/ Joanne Allen
13. Action: Review and approve the Youth Subcontracts for PY2011-12.	Loyanne Flinn
14. Action: Approve the Final WIB Local Plan Modification for PY2011-12.	Loyanne Flinn
15. Information: Presentation by Workforce 2.0 regarding an agency needs assessment of the One-Stop System.	Abraham Jankans/Ian Connell
16. Information: Discussion of the Economic Development Opportunity Department's presentation to the Board of Supervisors on August 30, 2011	Loyanne Flinn
17. Information: Discussion on California Workforce Association (CWA) Meeting of the Minds Conference in Monterey.	Erik Cushman
18. Information: Presentation and mentorship opportunities by of the Academies of Social Entrepreneurship.	Kristen Magnuson
19. Information: Discussion of the 2011 WIB Strategic Planning meeting which will be held on October 5, 2011	Loyanne Flinn
ANNOUNCEMENTS OF EVENTS OR SERVICES	Erik Cushman
Upcoming Subcommittee Meetings:	Upcoming WIB Meetings:
<ul style="list-style-type: none"> ■ Executive: 8/17/11 ■ Planning: 9/1/11 ■ Oversight: 8/11/11 ■ Youth Council: 8/9/11 	<ul style="list-style-type: none"> ■ October 5, 2011 – <i>Strategic Planning Meeting</i> ■ December 7, 2011-TBD
ADJOURN	Erik Cushman

If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. For information, please call (831) 796-6434 or visit our website at www.montereycountywib.org.



Erik Cushman,
WIB & Executive Chair

Joanne Webster,
WIB 1st Vice Chair

Anthony Aniello,
WIB 2nd Vice Chair

David Bernahl, II,
WIB Past Chair

Monterey County
Workforce Investment
Board (WIB)

Loyanne Flinn,
Acting Executive Director

168 W. Alisal St, 2nd floor
Salinas, CA 93901
(831) 759-6644
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www.montereycountywib.org



Monterey County Workforce Investment Board (WIB)

Contact Information

Loyanne Flinn, WIB Acting Executive Director

Economic Opportunity
168 W. Alisal Street, 2nd Floor, Salinas, CA 93901
Phone: (831) 759-6644
Email: flinnlg@co.monterey.ca.us
Website: www.montereycountywib.org
General Phone: (831) 796-6434

WIB STAFF:

Manley Bush, (831) 796-6414, bushm@co.monterey.ca.us
Marleen Esquerra, (831) 796-6412, esquerraml@co.monterey.ca.us
Flor Galvan, (831) 796-6434, galvanf@co.monterey.ca.us
Stephanie Shonley, (831) 796-6410, shonleys@co.monterey.ca.us
Gloria Torrez, (831) 796-6434, torrezg@co.monterey.ca.us

Monterey County One-Stop Career Center Operators

Contact Information



Office for Employment Training (OET)

Barbara Verba, Deputy Director
Phone: (831) 796-1520
Email: verbab@co.monterey.ca.us
Website:
<http://mcdses.co.monterey.ca.us>

CalWORKs Employment Services (CWES), Community Action Partnership (CAP), Monterey County Child Care Planning Council (CCPC)

Barbara Verba, Deputy Director
Phone: (831) 796-1520
Email: verbab@co.monterey.ca.us
Website:
<http://mcdses.co.monterey.ca.us>

Employment Development Department (EDD)

Yuko Duckworth
Phone: (831) 796-3632
Email:
DuckworthY@co.monterey.ca.us
Website:
www.edd.ca.gov

Monterey County One-Stop Career Center Locations

Salinas One-Stop

Salinas Airport Business Park
730 La Guardia Street
Salinas, CA 93905
(831) 796-3600

Seaside One-Stop

University Plaza Shopping Center
1760 Fremont Blvd, Ste. D-2
Seaside, CA 93955
(831) 899-8236

King City One-Stop

Towne Square Shopping Center
200 Broadway Street, Ste. 62
King City, CA 93930
(831) 386-6801

UNADOPTED

Minutes of the Monterey County Workforce Investment Board

Wednesday, June 1, 2011, 7:30 A.M.

La Scuola Restaurant, 411 Central Avenue Salinas, CA. 93901

MEMBERS PRESENT	REPRESENTING
Erik Cushman, <i>Chair</i>	Business
Joanne Webster, <i>Vice Chair</i>	Business
Wendy Brickman	Business
Scott Grover	Business
Phoebe Helm	Economic Development
Dave Potter	Monterey County Board of Supervisors, 5th District
Diana Carrillo	Migrant Seasonal Farm Worker Programs
Rick Deraiche	EDD
Ken Scherpinski	Labor Organizations
Ralph Rubio	Labor Organizations
Maria Castillo	Labor Organizations
Teresa Sullivan	Older American Programs
Elliott Robinson	Department of Social and Employment Services
Cesar Lara	Labor Organizations
Salvador Munoz	Business
Brian Turlington	Business
Steve MacArthur	Labor Organizations
Maggie Melone-Echiburu	Business
Neil Heckman	Business
Andrea Zeller-Nield	Economic Development
Larry Silva	Business
Mark Verbonich	Business
David Dwyer	Department of Rehabilitation
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio member
MEMBERS ABSENT	REPRESENTING
David Bernahl, II, <i>Past WIB Chair</i>	Business
Anthony Aniello, <i>2nd Vice Chair</i>	Business
Mary Ann Leffel	Economic Development
Doug Garrison	Post-Secondary Education
Judith Profeta	Business
Al Davis	Community Based Organization (CBO)
Robert Weakley	Business
Lupe Palacio	Community Based Organization (CBO)
Hunter Harvath	Economic Development Agencies
Rich Gillis	Business
OTHERS PRESENT	REPRESENTING
Jerry Hernandez	Housing and Redevelopment
Doug Orlando	EDD
Wil Moore	Shoreline
Chris Berthiaume	OET
Harry Gamotan	OET
Jim Cook	Housing and Redevelopment
Machell Sterbick	Monterey County Business Council
Rosie Chavez	Turning Point
Manley Bush	WIB Staff
Miguel Banda	WIB Staff
Gloria Torrez	WIB Staff

CALL TO ORDER/INTRODUCTIONS: Mr. Cushman called the meeting to order at 7:46am. He welcomed those in attendance and called for introductions. A quorum was established.

CHANGES TO THE AGENDA: None.

PUBLIC COMMENT: None.

1. Action: Approve the minutes of the April 6, 2011 WIB meeting.

Motion: Ms. Webster moved to approve the minutes as stated.

Second: Mr. Deraiche

Motion passed unanimously

2. Action: Accept the resignation of Mark Bastis, representing Business.

Mr. Cushman stated that Mr. Bastis will be relocating out of the area. He thanked Mr. Bastis for his time and dedication to the WIB.

Motion: Ms. Carrillo moved to approve the minutes as stated.

Second: Mr. Webster

Motion passed unanimously

3. Information: Welcome Neal Heckman and Andrea Zeller-Nield to the WIB.

Mr. Cushman welcomed both Mr. Heckman and Ms. Zeller-Nield to the WIB.

Director's Report:

Ms. Flinn stated that in the consent calendar there is the approval to negotiate the WIB subcontracts as well as a transfer of funds from dislocated worker to adult. Ms. Webster stated the WIB staff and the HART ad-hoc advisory committee met with community health leaders and Bill Monning. She added that the assemblymen's office will be working on new initiatives with the help of those in attendance.

CONSENT CALENDAR

Motion: Mr. Potter moved to approve the consent calendar as stated.

Second: Ms. Webster

Mr. Robinson recused himself from the discussion and abstained from the vote on the consent calendar because of conflict of interest related to item C-4. Three proposals were submitted for each RFP, including proposals from the Office for Employment Training, a branch of the Department of Social and Employment Services of which Mr. Robinson is the Director.

Motion passed

C-1: Action: Concur with the April 20, 2011 Executive Committee action to approve the Final Monitoring Report for Shoreline's PY2010-11 On-the-Job Training (OJT) program.

C-2: Action: Concur with April 20, 2011 Executive Committee action to approve the Final Monitoring Report for Turning Point's PY 2010-11 OJT program.

C-3: Action: Concur with the April 20, 2011 Executive Committee action to approve payments in the amount of \$5,712.50 for outreach and recruitment services presented by the Building Trades Council.

C-4: Action: Concur with the May 20, 2011 Executive Committee action to approve the March 29, 2011 Request for Proposal (RFP) Evaluation Team funding recommendations for WIA Title I Adult services totaling \$630,000 and WIA Title I Youth Services totaling \$337,000.

C-5: Action: Concur with the May 20, 2011 Executive Committee action to approve WIB Policy 2011-04 - Individual Training Accounts.

C-6: Action: Concur with the May 20, 2011 Executive Committee action to approve the Transfer of WIA Title I Formula Funds from Dislocated Worker to Adult programs in the amount of \$750,000.

STRATEGIC PLAN UPDATES

4. Information: Update on Small Business Organizations and Castroville Paint Project. Jerry Hernandez, Chris Berthiaume, Wil Moore, and Lyanne Flinn.

Ms. Flinn stated that Mr. Berthiaume and Mr. Moore had identified a small business aptitude assessment for use in the One-Stop system. She stated that a link to the assessment would be available on the WIB website.

Mr. Hernandez presented the Castroville paint project and the positive outcomes in Castroville. As part of the project Housing and Redevelopment staff and OET staff surveyed residents and business owners. The results of the surveys helped direct the efforts. A matrix of small business serving organizations will be added to the WIB website. WIB members were encouraged to support the efforts of business and property owners in Castroville.

5. Information: Update Summer Youth Enrichment Program 2011

Mr. Cushman stated that the OET staff was hosting eligibility orientations. He added that WIB and OET staff was promoting Hire Two Youth: We'll Pay for One. He added that this was setting up a broader coordinated program for next summer in collaboration with Community Alliance for Safety and Peace, Boys and Girls Clubs of Monterey County and United Way Monterey County.

6. Information: Discussion and review of the WIB Strategic Workplan.

Ms. Flinn reviewed the strategic plan as provided in the packet and referenced the fact that the 25 items from the Annual Plan for 2011-12 had been added under the five strategies in the workplan.

7. Action: Consider and approve the WIB Draft Annual Plan for Program Year 2011-12.

Ms. Flinn stated that the local plan is a requirement of the state. She continued to say that it is open for public comment. She added that the plan is available on the WIB website. Mr. Cushman suggested that board members would find the plan to be readable and informative.

Motion: Ms. Webster moved to approve the action as stated.

Second: Mr. Munoz

Motion passed unanimously

8. Information: Review board member attendance from July 2010 to May 2011

Ms. Torrez reviewed the attendance as provided in the packet. She stated that WIB staff is committed to postponing meeting if we know there won't be a quorum, so it is important to notify staff of availability before meetings.

9. Information: Update on the Department of Labor's WIA Funding.

Ms. Flinn stated that WIA funds were reduced for PY2011-12. She added that the reduction in funding will affect the One-Stop, subcontracts and the WIB budget.

10. Information: Discussion and update on key issues for Economic Development Department and the Workforce Investment Board's transition to the Economic Development Department.

Ms. Flinn stated that the Economic Development Committee met the previous night to discuss the new department's role within the County structure. She added that the recruitment for the WIB/Economic Development Director will be closed on June 17, 2011.

ANNOUNCEMENTS:

Ms. Sterbick, Director of Competitive Clusters invited board members to be a part of the cluster meetings. She added that a calendar of meeting dates will be forward to WIB staff for distribution. Mr. Cook stated that he is working with members of the Economic Development Committee on industry advisory ad-hoc groups.

ADJOURNMENT:

Motion: Ms. Webster moved to adjourn the meeting.

Second: Mr. Deraiche

Motion Passed Unanimously

Mr. Cushman adjourned the meeting at 10:20am

MEMORANDUM

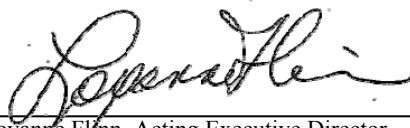
TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR
SUBJECT: CONCUR WITH THE MAY 15, 2011 EXECUTIVE COMMITTEE ACTION TO APPROVE THE REAPPOINTMENT OF RICK DERAICHE REPRESENTING ONE-STOP PARTNERS FOR A THREE YEAR TERM BEGINNING JULY 12, 2011
DATE: AUGUST 3, 2011

RECOMMENDATION:

It is recommended that the Workforce Investment Board concur with the May 15, 2011 action approve the reappointment of committee member Rick Deraiche, representing One-Stop partners a three-year term. Mr. Deraiche's reappointment was approved by the Monterey County Board of Supervisor (BOS) on July 12, 2011

SUMMARY:

The WIB bylaws state that the term of membership for all Local Workforce Investment Board (LWIB) Youth Council members shall be for two years. The two-year term limit was enacted with the approval of the original WIB bylaws by the BOS on May 29, 2001.



Loyanne Flinn, Acting Executive Director Date
Monterey County Workforce Investment Board

This report was written by: Manley Bush, WIB Management Analyst
Updated by Gloria Torrez

06/09/2011

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR
SUBJECT: CONCUR WITH THE MAY 15, 2011 EXECUTIVE COMMITTEE ACTION TO APPROVE THE YOUTH COUNCIL REAPPOINTMENT OF PATRICIA CARTER REPRESENTING, PARENT OF WIA YOUTH, FOR A TWO YEAR TERM BEGINNING JULY 12, 2011
DATE: AUGUST 3, 2011

RECOMMENDATION:

It is recommended that the Workforce Investment Board concur with the May 15, 2011 Executive Committee to approve the reappointment of Youth Council member Patricia Carter, representing Eligible Youth Parent for a two-year term. Ms. Carter's reappointment was approved by the Monterey County Board of Supervisor (BOS) on July 12, 2011.

SUMMARY:

The WIB bylaws state that the term of membership for all Local Workforce Investment Board (LWIB) Youth Council members shall be for two years. The two-year term limit was enacted with the approval of the original WIB bylaws by the BOS on May 29, 2001.



Loyanne Flinn, Acting Executive Director
Monterey County Workforce Investment Board
This report was written by: Manley Bush, WIB Management Analyst
Updated by Gloria Torrez

Date

7/26/2011

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR
SUBJECT: CONSIDER AND APPROVE THE AMENDED MOU BETWEEN THE FIVE COUNTIES IN THE WORKFORCE COLLABORATIVE OF CALIFORNIA'S CENTRAL COAST (W4C)
DATE: AUGUST 3, 2011

RECOMMENDATION:

It is recommended that the Monterey County Workforce Investment Board, consider and approve the amended Memorandum of Understanding (MOU) between the five counties in the Workforce Collaborative of California's Central Coast (W4C).

DISCUSSION:

The original W4C MOU, which included the Counties of: Monterey, San Luis Obispo, Santa Barbara and Ventura, was approved by the WIB in April 2009. The amended MOU includes two additional counties, San Benito and Santa Cruz, excludes San Luis Obispo County. Multiple projects and much collaboration already include all five of counties. The Director's feel by officially including the two additional counties, the W4C could potentially increase its opportunities for future funding.

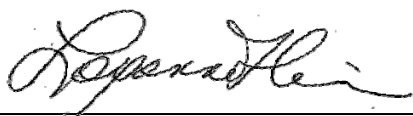
The purpose of the MOU is to establish a cooperative and mutually beneficial relationship among the Local Workforce Investment Boards and bring regional workforce funding opportunities to realization by aligning and leveraging Workforce Investment Act (WIA) funds to improve the workforce systems on the Central Coast.

FINANCING:

There is no impact on the Monterey County General Fund. The Monterey County Counsel has reviewed and approved this agreement.

ATTACHMENTS:

5a. Workforce Collaborative of California's Central Coast (W4C) MOU



Loyanne Flinn, Acting Director Date
Monterey County Workforce Investment Board

This report was written by: Stephanie Shonley, WIB Management Analyst

07/14/2011

**MEMORANDUM OF UNDERSTANDING
AMONG
THE WORKFORCE INVESTMENT BOARDS OF
MONTEREY COUNTY
SAN BENITO COUNTY
SANTA BARBARA COUNTY
SANTA CRUZ COUNTY
VENTURA COUNTY
(Amended July 2011)**

WHEREAS, the local Workforce Investment Boards of the Central Coast counties of Monterey, San Benito, Santa Barbara, Santa Cruz and Ventura believe that a regional approach to the acquisition of funding is valuable;

WHEREAS, they agree to create the **Workforce Collaborative of California's Central Coast** (WCCCC) to promote collective efforts to obtain funding;

WHEREAS, they agree to pursue workforce development opportunities to ensure effective and efficient delivery of employment and training services to the region, where regional efforts are appropriate;

WHEREAS, they also agree that this Memorandum does not compromise the individual freedom of each WIB in any other respect.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. PURPOSE

The purpose of this MOU is to establish a cooperative and mutually beneficial relationship among the undersigned parties. Participation in WCCCC will bring regional workforce funding opportunities to fruition by aligning and leveraging workforce investment funds to improve the workforce systems on the Central Coast. This MOU sets forth the responsibilities of the parties as they relate to this regional effort to plan and implement a collaborative workforce funding effort.

2. TERM OF THE AGREEMENT

This agreement will be operational as of the date of the last signature attached to it and will continue until it is terminated by any of the several parties to it. This Collaborative will continue to exist only as long as its members want it to exist, and any member may withdraw from it upon proper notice. Such notice will have two conditions: (1) Any party or parties wishing, for whatever reason, to withdraw from the Collaborative will give 90 days' notice to the other partners; (2) Any expenses associated with terminating this MOU will be paid in full by the party or parties owing the expenses. Failure to abide by this MOU is a cause for termination by the other parties.

3. DECISION-MAKING PROCESS

The parties will work collaboratively for this regional approach to workforce issues and funding mechanisms. All parties agree to cooperate through WCCCC to carry out the responsibilities of this MOU. In recognition of this basic principle, the parties agree as follows:

- a. The Steering Committee of the Collaborative will consist of the Directors of the several WIBs or their designated representatives. Meetings will be held monthly, or at appropriate times, and may be conducted by telephonic or electronic means.
- b. The Steering Committee will make all decisions that the WIBs are authorized by law to delegate to their respective Directors, and these decisions will normally be made by consensus.
- c. Disputes over major policy matters relating to the allocation of funds or to the development and implementation of grants will be settled, wherever possible, by consensus.
- d. If consensus cannot be reached, unresolved issues may be decided by a majority vote of all the parties, by and through each County's WIB, if designated by its Board of Supervisors as the local grant sub-recipient under Title 42, Section 2832(d)(3)(B)(i)(II) of the United States Code or, if the WIB has not been so designated, then by and through the County's Board of Supervisors. Each party has one vote. A quorum for the conduct of business will be a majority of the voting parties to the agreement.
- e. For a proposal or project to be represented as the WCCCC, four of the five parties will agree to be included. If it is determined that a group of less than four is the best option, a particular proposal or project will be independent of the WCCCC. Any party may decide not to participate in a particular proposal or project. Once any party has committed to a project, it is incumbent on that party to abide by all the terms of any grant in which it participates.

4. OPERATIONAL PRINCIPLES

The day-to-day management of the Collaborative will be conducted like a consulting relationship among peers. Each county will be held individually responsible for managing the grant dollars entrusted to it and also any performance measures stipulated in the funding opportunity. Pursuant to these two general principles, the parties further agree as follows:

- a. The division of funds will be determined anew on the joint application for each grant proposal.
- b. The chief grant recipient will be determined on the occasion of each grant application and will continue in that role through the end of the grant.

- c. The WCCCC will take no action that requires expenditures or involvement by any WIB that is a party to this agreement without prior approval from the named WIBs or Boards of Supervisors, as appropriate.
- d. The Collaborative will not have a separate staff. Existing staff on each WIB will be charged jointly with the research and writing of proposals and with their joint implementation if proposals are successful. No county will be called upon to subsidize the Collaborative with funds beyond those normally granted by WIA core funds. Each party will fund and implement its share of agreed-upon activities of WCCCC with either in-kind or cash contributions.
- e. All parties agree to respect each other's organizational practices and management structures.
- f. This MOU does not restrict the parties from the individual or collective pursuit of any policy, action, or funding mechanism that is open to WCCCC itself. But any such party or parties will make reasonable efforts to provide advance notice of their action to the other parties and allow them to comment upon, or join in, their anticipated action.
- g. All parties agree that employees of parties receiving compensation for work performed under this agreement will in no way be considered employees of WCCCC.
- h. The parties agree to abide by all applicable State and Federal laws, rules and regulations.
- i. Despite the agreement to work together to achieve common goals, the parties are not legally "partners" to the extent that the term implies joint and several liability. Each party under this MOU is responsible for its own employees, representatives, agents and subcontractors.

5. PROCEDURES FOR AMENDMENT

This agreement and any amendments to it will remain in effect until terminated by the parties. Parties may request, in writing, an amendment to this MOU; or agreement to amend may be reached by consensus. At least four of the parties must agree to the changes. If any provision of the MOU is held invalid, the remainder of the MOU will not be affected.

6. EXECUTION

This MOU may be executed and delivered in any number of copies ("counterparts") by the parties, including by means of facsimile. When each party has signed and delivered at least one counterpart to the MOU, each counterpart will be deemed an original; and

all of them, taken together, will constitute one and the same MOU, which will be binding and effective on all parties.

PER SIGNATURE, WE AGREE TO THE PROVISIONS OF THIS MOU.

Chair, Workforce Investment Board of
Ventura County

_____ Date

Executive Director, Workforce Investment Board of
Ventura County

_____ Date

Chair, Workforce Investment Board of
Santa Barbara County

_____ Date

Executive Director, Workforce Investment Board of
Santa Barbara County

_____ Date

Chair, Workforce Investment Board of
Monterey County

_____ Date

Acting Director, Workforce Investment Board of
Monterey County

_____ Date

Chair, Workforce Investment Board of
Santa Cruz County

_____ Date

Director, Workforce Investment Board of
Santa Cruz County

_____ Date

Chair, Workforce Investment Board of
San Benito County

_____ Date

Executive Director, Workforce Investment Board of
San Benito County

_____ Date

MEMORANDUM

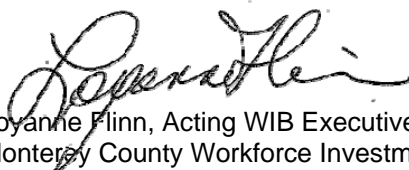
TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: ACCEPT \$ 54,467.00 IN CALIFORNIA NEW START FUNDS
DATE: AUGUST 3, 2011

RECOMMENDATION:

It is recommended that the Monterey County WIB accept California New Start funds in the amount of \$54,467.00.

DISCUSSION:

Monterey County received \$54,476 from a collaborative effort between the state Workforce Investment Board and the California Department of Corrections and Rehabilitation to serve parolees who have returned to Monterey County. The KickStart program offered at the Salinas One-Stop Career Center will be supported with these funds. The KickStart team offers an intensive week-long program at least monthly following the Parole and Community Team (PACT) meetings in Salinas where staff has the opportunity to partner with local parole staff and provide information to recently returned parolees.


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

07/26/2011
Date

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD

FROM: LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR

SUBJECT: ACCEPT \$1,128,000 NATIONAL EMERGENCY GRANT – MULTI SECTOR RE EMPLOYMENT FUNDS. REQUEST A PLAN FROM DSES-OET FOR PROGRAM FUNDS OF \$1,015,200. PREPARE A PLAN FOR DEO-WIB FOR \$56,400 FOR PROJECT MANAGEMENT. SOUTH BAY WIB TO RECEIVE \$56,400 TO ADMINISTER GRANT WITH FEDERAL DEPARTMENT OF LABOR.

DATE: AUGUST 3, 2011

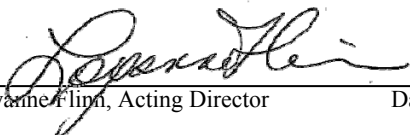
RECOMMENDATION:

It is recommended that the Workforce Investment Board accept \$1,128,000 National Emergency Grant – Multi Sector Re-employment funds. Request a plan from DSES-OET for Program Funds of \$1,015,200. Prepare a Plan for DEO-WIB for \$56,400 for project management. South Bay WIB to receive \$56,400 to administer grant with federal Department of Labor.

DISCUSSION:

The full award would be for \$1,128,000 National Emergency Grant – Multi Sector Re-employment funds. DSES-OET Program Funds would be \$1,015,200 to serve 141 dislocated workers over two years. DEO-WIB total would be \$56,400 for project management. South Bay WIB would receive \$56,400 to administer grant with federal Department of Labor.

The U.S. Department of Labor (DOL) announced a \$45,080,077 National Emergency Grant to provide re-employment services to about 5,880 workers affected by layoffs from a number of private and public sector employers located in 20 California counties. The Monterey County Workforce Investment Board was one of 21 WIBs awarded. DOL has released 40% of the funds for this project. For Monterey County that would be \$451,200 (40%) of the \$1,128,000 total. Additional funding up to the amount approved will be made available as the grantees demonstrate a continued need for assistance. Monterey County will contract with the South Bay Workforce Investment Board, which serves 9 cities north of Los Angeles and is headquartered in Hawthorne, CA. South Bay WIB put together this comprehensive application and will hold the contract with DOL. The application was submitted in February 2011, and we are working to update the sectors to be served and the service delivery plan with the DSES Employment Services Branch Director and DSES OET Program Manager. The Department of Economic Opportunity staff are preparing a plan for project management and evaluation as well as a contract with South Bay WIB. This information will be presented to the Monterey County Board of Supervisors for concurrence and contract approval.


Lorraine Flinn, Acting Director

Date

07/14/2011

MEMORANDUM

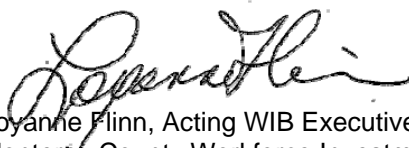
TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: APPROVE THE NEW WIB ON THE JOB TRAINING POLICY.
DATE: AUGUST 3, 2011

RECOMMENDATION:

It is recommended that the Workforce Investment Board review and approve the new WIB On the Job Training Policy

DISCUSSION:

A handout of the new policy recommendation will be provided at the meeting.


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

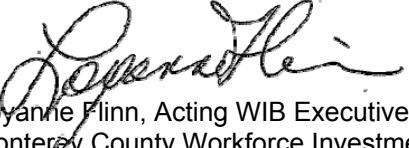
07/26/2011
Date

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: PRESENTATION ON ADULT PROGRAMS BY THE OFFICE
FOR EMPLOYMENT TRAINING.
DATE: AUGUST 3, 2011

INFORMATION:

Presentation by Rod Powell regarding the Office for Employment Training adult programs for PY 2011-12.


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

07/26/2011

Date

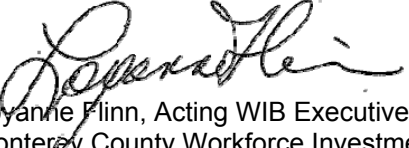
MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: PRESENTATIONS ON ADULT PROGRAMS BY SHORELINE WORKFORCE DEVELOPMENT AND TURNING POINT.
DATE: AUGUST 3, 2011

INFORMATION:

Presentations of the PY 2011-12 adult programs by:

- Wil Moore from Shoreline
- Deborah Carrillo from Turning Point.


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

07/26/2011
Date

MEMORANDUM

ACTION # 10

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: REVIEW AND APPROVE THE ADULT SUBCONTRACTS FOR PY 2011-12
DATE: AUGUST 3, 2011

RECOMMENDATION: It's recommended that the Monterey County Workforce Investment Board (WIB) review and approve the adult subcontracts for Program Year 2011-12.

SUMMARY: The Monterey County Workforce Investment Board (WIB) approved issuance of contracts to successful bidders for adult services that target specialized populations and geographic areas at their June 1, 2011 meeting. Successful bidders responded to a Request for Proposal (RFP) issued in February 2011. The total amount of funding available for contracted specialized services was initially anticipated to be \$900,000 for adult services. However, due to reductions in WIA Title I funding, the WIB reduced recommended contracts by 30% to \$630,000.

DISCUSSION: The RFP sought responsive bids from qualified organizations to prepare eligible adults for participation in the labor force through the utilization of training contracts. Services will be targeted to WIA eligible Monterey County adults (18 years of age and older) who face multiple barriers to employment, are low income based on the Lower Living Standard Income Level (LLSIL) guidelines, and are included in one or more of the following categories: veterans and their eligible spouses, disabled individual, homeless, offenders, and high school drop outs.

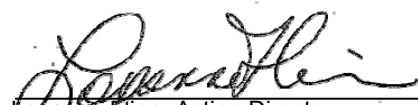
Over the past many years, the WIB has worked with community partners to improve access to workforce services by establishing a system of diverse programs and locations, while successfully leveraging other local resources. In establishing the recommended contracts, the WIB took steps to improve the local collaborative workforce investment system, by conducting community focus groups to obtain feedback on the workforce needs throughout the county. As a result, the WIB's RFP and recommended contracts target specific population and geographic areas, and require collaborative partners to support the comprehensive continuum of diverse public-private services in the workforce program delivery system.

The PY 2011-12 and 2010-11 WIA Title I adult subcontracts and funding recommendations are as follows:

ADULT SUBCONTRACTS	PY 2011-12		PY 2010-11	
	New Funding	New Enrollments	Funding	Enrollments
Shoreline Workforce Development Services	\$327,600	77	\$435,000	58
Turning Point of Central California	\$302,400	70	\$446,250	60
*Arbor, Inc.	n/a	n/a	\$18,750	0
TOTAL	\$630,000	147	\$900,000	118

*Arbor, Inc. did not submit a proposal for PY 2011-12, also provided adult services in previous years.

- Shoreline's proposal focuses on all targeting special populations (adult criminal offenders, adults with disability, veterans and their spouses, adults who dropped out of high school, and homeless adults) and leveraging the resources of their Neighborhood Career Centers in Salinas and in Marina. Additionally, they will make available services for North Monterey County residents of Pajaro and Las Lomas through their Watsonville Career Center and for South County residents through the San Luis Obispo and King City Career Centers. Shoreline Workforce Development Services has been an Adult services contractor since 2002. The WIB recommends funding this contract in the amount of \$327,600 for FY 2011-12 to serve 77 adults; the contract for FY 2010-11 was \$435,000 that served 58 adults.
- Turning Point's proposal focuses on individuals serving parole and probation. Turning Point leverages the resources of their Reentry Program on East San Luis Street in Salinas. They have been funded by the WIB and its predecessors since 1975. The WIB recommends funding this contract in the amount of \$302,400 for FY 2011-12 to serve 70 adults; the contract for FY 2010-11 was \$446,250 that served 60 adults.



Loyanne Flinn, Acting Director Date
Monterey County Workforce Investment Board

07/26/2011

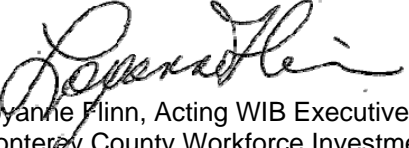
This report was prepared by: Marleen Esquerra, WIB Management Analyst

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: PRESENTATION ON YOUTH PROGRAMS BY THE OFFICE
FOR EMPLOYMENT TRAINING.
DATE: AUGUST 3, 2011

INFORMATION:

Presentation by Rod Powell regarding the Office for Employment Training youth programs for PY 2011-12.


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

07/26/2011
Date

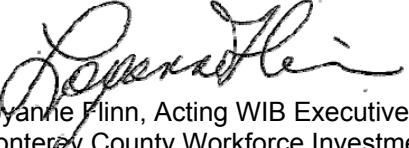
MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: PRESENTATIONS ON YOUTH PROGRAMS BY SANTA CRUZ OFFICE OF EDUCATION AND TURNING POINT.
DATE: AUGUST 3, 2011

INFORMATION:

Presentations of the PY 2011-12 youth programs by:

- Deborah Carrillo from Turning Point.
- Joanne Allen from Santa Cruz Office of Education


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

07/26/2011
Date

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: REVIEW AND APPROVE THE FINAL YOUTH SUBCONTRACTS FOR PY 2011-12
DATE: AUGUST 3, 2011

RECOMMENDATION: It is recommended that the Monterey County Workforce Investment Board (WIB) review and approve the final youth subcontracts for Program Year (PY) 2011-12.

SUMMARY: The Monterey County Workforce Investment Board (WIB) approved issuance of contracts to successful bidders for youth services that target specialized populations and geographic areas at their June 1, 2011 meeting. Successful bidders responded to a Request for Proposal (RFP) issued in February 2011. The total amount of funding available for contracted specialized services was initially anticipated to be \$468,000 for youth services. However, due to reductions in WIA Title I funding, the WIB reduced recommended contracts by 30% to \$327,600.

DISCUSSION: The RFP sought responsive bids that addressed each of the nine (out of ten) required youth program elements outlined in the WIA regulations. (Contracts exclude summer youth employment.) The nine-elements include tutoring, alternative secondary school, work experience, occupational skills training, leadership development, supportive services, youth mentoring, comprehensive guidance, counseling and follow-up. Services will be targeted to WIA eligible, Monterey County youth who are in and out-of-school, economically disadvantaged, and 16-21 years of age.

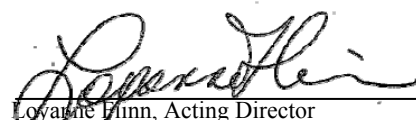
For many years, the WIB has worked with community partners to improve access to workforce services by establishing a system of diverse programs and locations, while successfully leveraging other local resources. In establishing the recommended contracts, the WIB took steps to improve the local collaborative workforce investment system, by conducting community focus groups to obtain feedback on the workforce needs throughout the county. As a result, the WIB's RFP and recommended contracts target specific population and geographic areas, and require collaborative partners to support the comprehensive continuum of diverse public-private services in the workforce program delivery system.

The PY 2011-12 and 2010-11 WIA Title I youth subcontracts and funding recommendations are as follows:

YOUTH SUBCONTRACTS	PY 2011-12		PY 2010-11	
	New Funding	New Enrollments	Funding	Enrollments
Turning Point of Central California	\$170,352	58	\$230,080	43
Santa Cruz County Office of Ed	\$157,248	60	n/a	n/a
Unity Care Group	n/a	n/a	\$132,920	32
Unity Care Group, follow-up only	n/a	n/a	\$105,000	*70
TOTAL	\$327,600	118	\$468,000	143

*In PY 2010-11, the basis of Unity Care's contract was to provide follow-up services only to these 70 enrollments.

- Turning Point's proposal focuses on serving at-risk youth who are on probation, in foster care, or homeless; many of whom also have a disability, receive CalWORKs, or have dropped out of school. Turning Point's youth services leverages the resources of their program at Rancho Cielo. They have been a Youth services contractor since 2003. The WIB recommends funding this contract in the amount of \$170,352 to serve 58 youth; the previous contract for PY 2010-11 was \$230,080, contracted to serve 43 youth.
- Santa Cruz County Office of Education's (SCCOE) proposal focuses on serving at-risk youth in North and West County (Monterey Peninsula) who are experiencing disability, homeless, probation involved, in foster care, or in families receiving CalWORKs. SCCOE's proposal leverages its Sueños Collaborative which includes the Monterey County Office of Education (MCOE), the Pajaro Valley Unified School District, CA State University Monterey Bay, Cabrillo Community College and other Santa Cruz based resources. The MCOE participation includes the recruitment assistance from the County Homeless Student and Foster Youth Liaisons, coordination with Alternative and Special Education, and the MCOE Media Center for Arts, Education and Technology. SCCOE has not previously held a contract with the WIB. Previously another youth provider, Unity Care Group, held two youth contracts with the WIB, but did not submit a proposal for PY 2011-12. The WIB recommends funding this contract with SCCOE in the amount of \$157,248 to serve 60 youth.


 Loyanne Flinn, Acting Director

Date

Monterey County Workforce Investment Board

This report was prepared by: Marleen Esquerro, WIB Management Analyst

07/26/2011

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: CONSIDER AND APPROVE THE FINAL WIB LOCAL PLAN FOR PY 2011-12
DATE: AUGUST 3, 2011

RECOMMENDATION: It's recommended that the Monterey County Workforce Investment Board (WIB) consider the Executive Committee's action to approve the final WIB Local Plan for Program Year (PY) 2011-12.

SUMMARY: The State of California issued a Directive on May 13, 2011 requiring all local WIB's to submit modifications to their Local Plan. This modification reflects the Program Year (PY) 2011-12 Workforce Investment Act (WIA) formula allocations to the County of Monterey to include Adult, Dislocated Worker and Youth programs, participant plans, performance measures and expenditure levels. This plan does not incorporate any Governor's Discretionary funding or special project grants. At its June 1, 2011 meeting, the WIB approved the submission of the draft Workforce Investment Act (WIA) Local Plan Modification for Program Year 2011-12 to the State EDD to meet the submission deadline of June 30, 2011.

DISCUSSION: A required 30-day public comment period began on May 12, 2011 with an ending date of June 10, 2011. No comments were received.

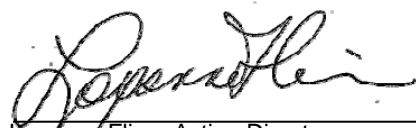
The State recognizes local approval of the plan may not be obtained by the due date because of the schedules of the various approval processes and bodies. Therefore, an unsigned plan was submitted to the state by the June 30, 2011 indicating that the approved and signed plan modification would follow. Upon concurrence by the Board of Supervisors, the signed copy of the plan shall be forwarded to EDD as required.

FISCAL, PROGRAM, AND MANAGEMENT INFORMATION (MIS) ISSUES OR IMPACTS:

The total WIA participant plan for PY 2011-12 is 1,900 a decrease of 129 or 6% from the PY 2010-11 actual enrollments of 2,029. The total WIA formula funds for the PY 2011-12 allocation of \$5,190,392 represents a decrease of \$890,200 or -15% from the PY 2010-11 funding of \$6,080,592. Available funds are affected by approximately \$1,166,000 in carry-in and the opportunity to transfer between adult and dislocated worker. Additionally, all partners in the system are pursuing a wide array of grant opportunities to meet business and workforce needs.

The PY 2011-12 WIA formula funds addressed in the local plan modification are as follows:

Agency Name	Adult	Dislocated Worker	Youth	Total
Office for Employment Training	\$910,915	\$1,896,012	\$1,425,865	\$4,232,792
Subcontractors	\$630,000	\$0	\$327,600	\$957,600
Total Funds	\$1,540,915	\$1,896,012	\$1,753,465	\$5,190,392
Office for Employment Training	553 (450 new)	750 (450 new)	332 (250 new)	1635 (1150 new)
Subcontractors	147	0	118	265
Total Participants	700	750	450	1,900



Loyanne Flinn, Acting Director
 Monterey County Workforce Investment Board

This report was written by: Marleen Esquerra, WIB Management Analyst

07/26/2011
 Date

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR
SUBJECT: PRESENTATION BY WORKFORCE 2.0 REGARDING AN AGENCY NEEDS ASSESSMENT OF THE ONE STOP SYSTEM.
DATE: AUGUST 3, 2011

PRESENTATION:

Abraham Jankans and Ian Connell will make a presentation of the agency needs assessment conducted by Workforce 2.0 and funded by the Employer Training Network.

BACKGROUND OF THE AGENCY NEEDS ASSESSMENT:

On Monday June 20, 2011, WIB staff requested the services of Workforce 2, a division of Launchpad Careers, Inc to provide Business Services process review and Development Training on the below listed dates:

- July 5, 2011 – WIB ANA Interviews
- July 11, 2011 – OET and Subcontractors ANA Interviews
- August 3, 2011 – ANA Report and Presentation to WIB Board

The entire process required three steps:

Step 1. Request for service of Workforce 2.0 through EDD Employer Training Network

Step 2. Obtain operational data from OET and Subcontractors consisting of:

- a. **Organizational Chart**
- b. **Agency Operational Data** (Eligibility, assessment, case management, Job development)
- c. **Agency budget by departments** (latest WIB budget)
- d. **Staff Activity Data** (Number of businesses outreached, Number of Resumes submitted to employers and Number of Candidates Interviews scheduled)
- e. **Business Leads Data** (Current business leads and related notes recruitment, OJT, WEX, etc)
- f. **Client Data** (Candidate profiles, preference and experience)
- g. **Placement Data** (Number of placements and number of companies that hired candidates)

Step 3. Scheduling Interviews (WIB, OET and Subcontractors)

After Agency Needs Assessment. Following the completion of ANA the consultants will review and analyze the interviews and supporting data, and generate an ANA report detailing the areas of opportunity and optimization for the agency.



Loyanne Flinn, Acting Executive Director
 Monterey County Workforce Investment Board
 This report was written by: Manley Bush, WIB Management Analyst
 Updated by Gloria Torrez

07/26/2011
 Date

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: ECONOMIC OPPORTUNITY PRESENTATION AT AUGUST 30, 2011
MEETING OF THE COUNTY BOARD OF SUPERVISORS
DATE: AUGUST 3, 2011

Summary and Discussion

A presentation at the August 30, 2011 County Board of Supervisors meeting will focus on the efforts of the Economic Development Committee (EDC) to guide development and implementation of the County-wide economic development strategy. To facilitate this effort, the County has retained a consultant, SRI International, to prepare an economic development strategy involving three primary phases. A report summarizing the results of the Phase One component focusing on existing conditions and opportunities in the County will be presented at the August EDC meeting. The following information summarizes a number of initiatives on economic development efforts that are being pursued in support of the county-wide effort.

Economic and Workforce Opportunity

The County of Monterey has an active program to promote development of the County workforce to support economic opportunities in the region. Policy guidance and direction on the workforce system is provided by a Workforce Investment Board with concurrence from the Board of Supervisors.

- To help facilitate efforts of the WIB to work in partnership with the Economic Development Committee, staff is moving forward to expand the SRI strategic planning effort to include a detailed **analysis of labor market conditions and emerging trends** in the region. It is anticipated that this work and report will be completed in August.
- To receive federal funds for workforce development the County must have a WIB, Youth Council, and **One-Stop Career Center**, as well as meet monitoring expectations and performance outcomes. In addition to the required One-Stop Career Center, the County **subcontracts for services with employment and training agencies and organizations** to increase outreach and access to target demographic and geographic groups. These partnerships expand career center services into the community and leverage additional expertise, funding and connections. The **WIB Annual Plan** summarizes the objectives and participant and budget plans for the system.
- Two subcontracts have been selected for youth services and two for adult services for the period July 1, 2011 through June 30, 2012. The contracts reflect a 30% reduction in funding and increased outcomes both in numbers and scope compared to previous years. Turning Point and Shoreline are long-standing partners. Santa Cruz County Office of Education (OED) is new partner. The proposals were evaluated by WIB and Youth Council members and funding recommendations and contract scopes were reviewed by the WIB Executive Committee and full WIB and will be recommended to the Board of Supervisors.
- The Monterey County WIB has received additional complete grant funds beginning July 1. A \$54,476 grant from CA New Start funds will support employment and training services to parolees and the innovative KickStart program at the One-Stop. A grant of up to \$1,128,000 under the NEG Multi-Sector Reemployment program to provide employment and training

services and support for individuals affected by layoff. Half of the funds will support training and support to directly benefit participants.

Development Set-Aside (DSA) Services

As part of the budget process, the County Board of Supervisors reserved an allocation of \$1.2 million for Development Set Aside (DSA) Agencies to support and promote economic development efforts that strengthen and broaden the County’s employment base through job creation, business retention and attraction: The Agreements include a six-month review by the EDC. Continued funding of the DSA Agencies will be based on their participation with the County’s economic development efforts and how the Agencies’ work supports the vision outlined by SRI.

- **Monterey County Convention and Visitors Bureau:** Develop and implement programs that will promote Monterey County as a leisure and business travel destination.
- **Arts Council for Monterey County:** Strengthen Monterey County’s economy and enrich the quality of life by nurturing and promoting artists and arts programs.
- **Monterey County Film Commission:** Develop and implement programs that promote the County as a filmmaking destination, and generate increased business, revenues, and jobs.
- **Monterey County Business Council:** Facilitate and implement all aspects of the Competitive Clusters Project.

Small Business Development

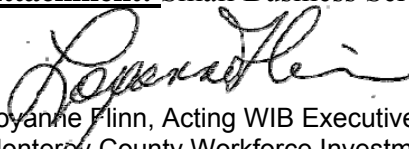
Over sixty-seven percent of the jobs created in the last fifteen years result from expansion of existing small businesses. In Monterey County we have a **rich array of small business development support** organizations and services that would increase their impact with a more coordinated network. A new approach is needed; one that coordinates service delivery providers and **tailors small business resources to the specific needs of the business** community.

Staff of the Workforce Investment Board and Redevelopment Agency, are moving forward to implement a new approach to small business development as summarized in the attached matrix. As part of the “living laboratory” one-on-one meetings with existing business owners in Castroville and East Alisal have been completed to clarify issues and opportunities. Surveys of Castroville residents were completed to identify community perception of the business community. This information was then used by the providers to design a specific technical assistance program for future consideration by the business community. In six months, **an evaluation report will be brought before the EDC and workforce elements will be brought before the WIB**, with highlights and suggestions for improvement. Findings and input from the Committee will be used to further refine the effort before replicating the model throughout the region.

Marketing Program

Jurisdictions within Monterey County are presently receiving inquiries from companies and referrals from the State of California to explore opening a business in Monterey County. The business attraction and marketing effort in the County could do more to lessen duplication of effort and competition at the local level. The County is moving forward with a **pilot collaboration** including Gonzales, Seaside, and King City. As part of this effort, the group is developing operational protocol documenting how the agencies can work together. Staff is also developing a web based marketing package that could be hosted on any of the jurisdictions web sites.

Attachment: Small Business Serving Organizations Matrix


 Loyanne Flinn, Acting WIB Executive Director,
 Monterey County Workforce Investment Board

07/26/2011

 Date

This report was prepared by Jim Cook, Debbie Bradshaw and Loyanne Flinn

Castroville Small Business Development Support Program "Living Laboratory" Matrix

Project Phase	Action	Responsible Party	Implementation Date
Commercial Improvements - Storefront Paint Program, etc.	Work with the business & property owners to implement downtown physical improvements	Mo. Co. Dept. of Economic Opportunity	May - July
Business Training Program			
1. Assessment/Intake	Determine past performance, present capacity, and current business technical assistance needs. Establish baseline: Sales volume, annual net profit & number of employees ¹	Central Coast Small Business Development Center (SBDC)	May - June
2. Seminars²	<i>Basic Financial & Credit Training</i>	<i>El Pajaro Community Development Corporation and Sure Path Financial Solution</i>	<i>Mon 7/18</i>
	<i>Marketing and Retail Merchandising & Display</i>	<i>Central Coast Small Business Development Center (SBDC)</i>	<i>Mon 8/8</i>
	<i>Setting up a Bookkeeping System</i>	<i>Central Coast Small Business Development Center (SBDC)</i>	<i>Mon 8/22</i>
3. One-on-One Technical Assistance	Consultants works directly with business owners to design and implement customized training	Central Coast Small Business Development Center (SBDC)	May - Sept
4. Implementation / Practice	Students work directly with business owners to reinforce training assistance and implementation of new business practices	CSUMB Business Students ³ MIIS Business Students ³	May - Sept
5. Program Evaluation	Determine the outcome of the support effort and establish baseline: sales volume, annual net profit & number of employees	Central Coast Small Business Development Center (SBDC) & Mo. Co. Dept. of Economic Opportunity	6 mo's. after individual support effort begins
Organizational Development	Develop the organizational capacity of a group to advocate/focus on the needs of "3rd street businesses" (micro businesses), problem solve, secure funding, and act to unify business interest	Mo. Co. Dept. of Economic Opportunity	From 3 to 12 months.
Financial Assistance	Increase access to loan capital	California Coastal Rural Development Corporation	Mon 9/12

1. Contractor to provide written assessment of area wide and individual business needs.

2. Students promote seminar attendance through community outreach.

3. Students from CSUMB and MIIS will attend seminars and one-on-one visits in order to develop personal relationships with business owners and provide better business assistance.



CITY/COUNTY ECONOMIC SUMMIT

Thursday, July 14, 2011

9am–12pm

**CSU Monterey Bay Alumni & Visitors Center
100 Campus Center, Seaside CA 93955**

- AGENDA -

- 1. Welcome and introductions:**
 - **Dianne Harrison, President of CSU Monterey Bay**
 - **Supervisor Jane Parker, District 4**

- 2. Economic Strategic Planning Process**
 - **Jeffery Alexander, SRI**

- 3. City Presentations**
 - a. City of Del Rey Oaks**
 - b. City of Gonzales**
 - c. City of Greenfield**
 - d. City of King City**
 - e. City of Marina**
 - f. City of Monterey**
 - g. City of Pacific Grove**
 - h. City of Salinas**
 - i. City of Sand City**
 - j. City of Seaside**
 - k. City of Soledad**

- 4. City/County Working Group**

- 5. Close**

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: DISCUSSION ON THE CALIFORNIA WORKFORCE ASSOCIATION MEETING OF THE MINDS CONFERENCE IN MONTEREY, CA ON SEPTEMBER 6-8, 2011
DATE: AUGUST 3, 2011

DISCUSSION:

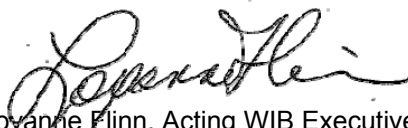
CWA will host this year’s Meeting of the Minds in Monterey conference at the Monterey Marriott Hotel on September 6-8, 2011, entitled “Next Practices.”

This year’s conference will focused on where the economy and the workforce systems are going. The CWA guest speakers will help attendees understand how economic development is evolving, and how global competitiveness continues to drive the business community. This will also be an opportunity to accelerate regional partnerships and business engagement.

2010 Meeting of the Minds	2011 Meeting of the Minds
Total Spent: \$ 4,500.00	Proposed Budget: \$3, 150.00
<p>Six WIB members: Anthony Aniello, Diana Carrillo, Erik Cushman, Maryann Leffel, Elliot Robinson and Joanne Webster.</p> <p>WIB Staff: Loyanne Flinn, Manley Bush and Marleen Esquerra.</p>	<p>Cost for registration is \$505.00 per attendee.</p> <p>Due to our limited training funds we will only pay for a total of six registrations. We will reimburse for parking not to exceed \$20.00 for the three days.</p>

ATTACHMENT:

7a. CWA Draft Agenda


 Loyanne Flinn, Acting WIB Executive Director,
 Monterey County Workforce Investment Board
 This report was prepared by Manley Bush, WIB Management Analyst
 Updated by Gloria Torrez

07/14/2011

 Date

MEETING OF THE MINDS IN MONTEREY

Next Practices

September 6 – 8, 2011

Monterey Marriott Hotel

(Draft July 25, 2011 / Subject to Change)

Tuesday, September 6, 2011

PRECONFERENCE SESSIONS AND MEETINGS

9:30 – 11:30

National Emergency Grant (NEG): Public Sector Layoffs Grantee Meeting

Robert Mejia, South Bay Workforce Investment Consortium

NOTE: This meeting is open only to grantees.

The U.S. Department of Labor has awarded a NEG grant for \$45 million to provide re-employment services to approximately 5,880 workers affected by layoffs from private and public sector employers in 20 California counties, serviced by 21 different WIBs and One Stops. Training will be offered in accounting, building trades, green jobs, health care, office administration and warehousing, and more, depending on location and demand. This session will allow grantees to discuss implementation issues, including timelines and challenges, as well as reporting requirements.

Community Colleges and WIBs: Continuing the Dialogue

This special facilitated session will continue the dialogue between WIBs and community colleges begun under ARRA. The operating environment for both partners has changed dramatically, providing impetus to address issues that are surfacing under these new funding and staffing realities.

1:00 - 2:45 MMM: Opening Plenary

Collaborate: Leading Regional Innovation Clusters

Samuel Leiken, Vice President, Council on Competitiveness

Acting like a region is easier said than done. Our political jurisdictions do not correspond to economic regions, and we have inadequate mechanisms to make decisions on a regional basis. As a consequence, meaningful regional action requires a unique kind of leadership. Mr. Leiken will address the kind of leadership that enables regions to harness their unique assets to accelerate economic growth, job creation and collective prosperity. Hear how communities can move from competitive disadvantage to collaborative advantage.

Samuel Leiken is VP of the Council on Competitiveness, where he is in charge of regional initiatives. Prior to coming to the Council, he served as senior policy analyst in the division of Social, Economic and Workforce Policy at the National

Governors Association (NGA) and the VP for Policy for the Council on Adult and Experiential Learning (CAEL), a national non-profit specializing in adult learning and workforce development.

Economic and Workforce Implications in the Age of iPads, Android Apps, and the Social Web

Phil Jordan, Green LMI Consulting

Stephen Levy, Director, Center for Continuing Study of the California Economy

What are the workforce and economic development implications of globalization and fast-paced technological change? Phil Jordan and Stephen Levy will present their recent findings from a study of the Information and Communications Technologies cluster. The study was funded by a partnership of Silicon Valley Workforce Boards: NOVA, work2future (San Jose), San Mateo County, and Santa Cruz County. It is part of a long-term process to collect, analyze and disseminate real-time labor market intelligence about the tech cluster.

3:15 – 5:00 Next Practices

Sessions will feature a variety of regional initiatives; dialogues with select industry sectors; emerging next practices; and how workforce and economic development are converging. There will be two 45 minute sessions.

ROUND I

3:15 – 4:00

Green Capital Alliance: Building a Regional Cluster

Suzanne Mayes Linville, Project Manager, Green Capital Alliance, Valley Vision

Robin Purdy, Deputy Director, Sacramento Employment and Training Agency

This session will discuss a six county partnership of diverse organizations working to support clean energy technology economy, promote regional sustainability, and grow green jobs. Hear about key factors in its success and its sustainability. The effort includes advocacy, workforce and business development, and entrepreneur and startup support.

Don't Start Trying to Do Everything: Practical Advice for Doing Regional Work

Agnes Balassa, Executive Director, Oregon Workforce Partnership

Addressing Social Equity: Creating Opportunities for Individuals with Disabilities in a Bad Economy

California Health Incentives Improvement Project (CHIIP)

Interwork Institute/San Diego State University

This session will address policies and program ideas to ensure the inclusion of individuals with disabilities and others who face significant barriers to employment when unemployment remains consistently high, and the job market is extremely competitive. The Interwork Institute's California Health Incentives

Improvement Project (CHIP) is a multi-agency collaborative effort working to remove barriers to employment and self-sufficiency of people with disabilities.

It's the Next Best Thing: Partnerships between WIBs and the California State University

Regina Cash, Director of Corporate Education and Training, CSU Long Beach
 Marjean Clements, Career Center Manager, SELACO

There are many success stories when it comes to partnerships between WIBs and the California State University. In this dynamic session, the Southeast Los Angeles County (SELACO) WIB and California State University, Long Beach (CSULB) College of Continuing and Professional Education, will showcase best practices of past and present successes and suggest next practices for continued expansion of this thriving regional partnership.

Small Business and Entrepreneurship: The 1099 Workforce

Claudia Viek, CEO, California Association of Microenterprise Opportunity
 Judy Hawkins, California Association of Micro Enterprise Opportunity (CAMEO)

How can we be a viable and significant part of creating businesses and growing jobs? How can we support our entrepreneurs and those who seek self employment as an option? This panel offers simple, practical demonstrated approaches to provide local entrepreneurial training. Gain an understanding of why self-employment is important and how to engage the WIA system in partnership with qualified training providers to deliver efficient, effective training & technical assistance that produces real job opportunities.

A Workforce Index

Chuck Flacks, San Diego Workforce Partnership

Small Business Financing and Other Potential Services for WIBs

Wayne Schell, President/ CEO, CALED

CALED is addressing financing gaps by establishing the California Enterprise Development Authority (CEDA) Joint Powers Authority (JPA). CEDA's Phase I goal is to maximize the availability of capital to California small and medium sized businesses for expansion and job creation through an innovative gap financing program. In Phase II, CEDA will act as a statewide clearinghouse for ED financing resources - going beyond the rules and regulations of financing programs to provide referrals and assistance in structuring projects and in finding the most appropriate avenues to get them financed.

ROUND II

4:15 – 5:00

Effective Organizational Forms of Regional Leadership

Samuel Leiken, Vice President, Council on Competitiveness

Sam discuss in more detail why some regions are more successful than others, the tasks of regional leadership as well as what he uncovered as effective organizational forms that lead to meaningful action.

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It's the Next Best Thing: Partnerships between WIBs and the California State University

Presenters Pending

State of the Art in Economic Development in California

Wayne Schell, President/ CEO, CALED

Learn what's new in how economic development is done in California and how it can work more closely with workforce development to help keep our businesses competitive and vital.

LA Works Presentation

5:30 – 6:45 Welcoming Reception

Wednesday, September 7, 2011

8:30 – 9:45 *Creating an Economy That Works*

Lenny Mendonca, Senior Partner, McKinsey & Company, San Francisco

Lenny has been thinking and writing about talent, skills, and economic development throughout his career, as well as how to improve government services. In April 2011, Mendonca co-authored a McKinsey report titled *An Economy that Works: Job Creation and America's Future*.

10:15 – 11:45 Next Practices III

Sessions will feature a variety of regional initiatives; dialogues with select industry sectors; emerging next practices; and how workforce and economic development are converging.

Optimizing New Technologies to Enhance Program and Administrative Efficiencies

Otto Solorzano, Chief Deputy Director;
 Alfred Beyruti, Program Manager, Research and Statistics Section;
 Stacy Mungo, Information Systems Management;
 Los Angeles County Department of Community and Senior Services

Optimizing new technologies have enhanced program and administrative efficiencies for the Los Angeles County workforce investment area. The workshop will discuss the development and use of a new program performance data management system, CSStats; a new WIB meeting and agenda management and dissemination program, Legistar; and the integration of online face-to-face remote meetings for individual and group communications through Webex. These efforts have reduced costs, enhanced the policy and oversight role of the Workforce Investment Board, and provided better program and administrative management of the WIA Programs.

Monterey County Competitive Clusters: A Public-Private Partnership

Mary Ann Leffel, President, Monterey Business Council

The Monterey County Competitive Clusters are a remarkable interactive set of initiatives. Each cluster holds monthly meetings that help local businesses explore innovative, imaginative ways that they can grow and expand. The meetings focus on current strengths within the sector and the region, allowing for the spontaneous growth of new partnerships within and across sectors. They also provide a low cost framework for engaging employers in a way that sparks new ways of doing business.

Find out what it took to make this successful and how you might incorporate elements into your own sector strategy.

Current State of American Manufacturing

Nana Cho-Seo, Director of Corporate Development
 The Corporation for Manufacturing Excellence
 Cheryl Slobodian, California Manufacturing Technology Consulting

Lessons from Learning Labs: Emerging New Models

Richard Moore, California State University at Northridge

Next Practices in Health Care Partnerships

Moderator: Joanne Webster, Community Hospital of the Monterey Peninsula
 Laura Long, Kaiser Permanente
 Anette Smith-Dohring, Sutter Sac-Sierra Region
 Inland Empire Partnership Representatives
 Other Local WIB Partners

This workshop will provide attendees with a better understanding of the challenges facing the hospital industry, how these challenges impact workforce issues and demand, and offer suggestions for “next practices” in health care partnerships. Panelists will highlight various complex challenges facing hospitals and explain how these challenges impact workforce demand and describe successful partnerships, despite daunting barriers in working together.

Come experience what’s possible when hospitals and WIBs gain a thorough understanding of one another’s needs, work creatively to develop strategic solutions, and explore new ways of leveraging resources.

Monster Sponsored Workshop

Presenters Pending

Giving Professionals the EDGE in Transitioning Careers

Daniela Devitt, Director Outreach Programs, California Employers Association

Professionals are rapidly becoming the largest sector of the unemployed. The Professional Edge workshop provides contemporary job search strategies to help the experienced workforce transition into new careers or existing job opportunities. This interactive workshop explores “Next Practices” of program sustainability and expanding reach through new media.

Clean Energy and Water Technology (Diablo Alliance)

Business leaders launched the Diablo Innovation Alliance today to support clean energy companies in Contra Costa, Alameda and Solano counties. Learn about their approach in becoming an international hub for clean energy, and get insights on how to build on the assets in *your* community.

11:45 – 1:15 Networking Lunch in the Memory Gardens

A informal opportunity to digest the ideas from the morning sessions as well as to connect with new partners who can help revitalize our regional economies and get California back on track economically.

1:30 – 2:45 WIA Reauthorization and the Future of Workforce Programs

Moderator: Barbara Halsey, Executive Director, CWA
 Scott Cheney, Staff Director, Senate Subcommittee on Employment and Workplace Safety, Senate HELP Committee
 Ron Painter, CEO, National Association of Workforce Boards

Eric Seleznow, State Policy Director, National Skills Coalition
Mary Jo Waits, Director, Economic, Human Services & Workforce Division
National Governors Association

3:15 – 4:00 The Human Age

Wendi Secrist, U.S. Director for Government Solutions, ManpowerGroup, Inc.

The single most important determinant of future business success and growth will be organizations that can optimize human potential. It will require business and government leaders to re-examine how they unleash and leverage human potential in an increasingly volatile and shifting world. Manpower discusses the Human Age and details the forces that have propelled the world into this new era.

4:00 – 5:00 Think Long

Doug Henton, CEO, Collaborative Economics
Bill Allen, President & CEO, Los Angeles Economic Development Corp (invited)
Julie Meier Wright, former President, San Diego Regional Economic Development Corporation (invited)

The Think Long Committee for California aims to offer a comprehensive approach for repairing and renovating California's broken system of governance while proposing policies and institutions vital for the state's long-term future. Panelists who serve on the Committee will share legislative and public ballot initiatives recommended in the recently released report, and discuss how these changes might help our efforts to deliver even more impactful workforce and economic development.

5:30 – 9:00 Team Building/ Dinner on the Beach

Thursday, Sept 8, 2011

8:45 – 10:15 Next Practices/ Workshops

Sessions will feature a variety of regional initiatives; dialogues with select industry sectors; emerging next practices; and how workforce and economic development are converging.

Solar Energy Jobs: Get Real!

David McFeely, Director of Industry Solutions and Grant Programs, SolarTech
Other Industry Representatives Pending

Return on Investment: A Model for Demonstrating Workforce Effectiveness

Linda Oberman, Executive Director, Santa Ana WIB
Analyst, Fullerton College
Ron Painter, CEO, National Association of Workforce Boards

Mobilizing Regional Industry Clusters of Opportunity: What Works and Lessons Learned

Barbara Halsey, Executive Director, CWA
John Melville, President/ COO, Collaborative Economics
Doug Sales, California Workforce Investment Board

Co-sponsored by the California State Workforce Investment Board and California Energy Commission, the Regional Industry Clusters of Opportunity (RICO) process has just concluded, with ten regions launching more than 20 cluster action plans across California. Learn about how regional teams developed and are implementing their action plans, which include a mix of workforce and economic development strategies.

Building Multi-Stakeholder Coalitions for More Effective Advocacy

Eric Seleznow, State Policy Director, National Skills Coalition

Economic Strategies: Emerging Models from Other States

Mary Jo Waits, National Governors Association

This session will discuss different state models being tried to aid the economic recovery. These include regionally driven economic plans that build on local expertise, initiatives that promote a community-first, bottom-up approach, and reforms aimed at creating collaborative approaches in state government.

10:45 – Noon Closing Plenary

Creating Next Practices

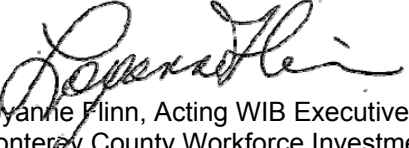
Panelist TBD

MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD
FROM: LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR
SUBJECT: PRESENTATIONS AND MENTORSHIP OPPORTUNITIES BY THE
ACADEMIES OF SOCIAL ENTREPRENEURSHIP
DATE: AUGUST 3, 2011

PRESENTATION:

Kristen Magnuson will present on the Academies of Social Entrepreneurship.


Loyanne Flinn, Acting WIB Executive Director,
Monterey County Workforce Investment Board
This report was prepared by Gloria Torrez

07/26/2011
Date



The California Endowment Social Enterprise Academy

For non profit organizations interested in planning and developing a revenue-generating program or business related to the organization's mission or expertise.

The Social Enterprise Academy is a twelve month program that helps nonprofit organizations diversify revenue sources and become more sustainable. The comprehensive approach combines small seed grants (\$2000-5000), teamwork, expert training and mentoring from experienced entrepreneurs. The Academy enables participants to produce a feasible plan for developing a successful earned income service, product, or business (or for expanding an existing social enterprise), "pitch it" to potential investors and be supported in implementing the plan.

Promises of the Program

- Comfort with exploration, market research and feasibility studies for new ventures
- Clarity about your best opportunities
- Practical and realistic operational planning
- Access to new resources for technical assistance and start up funding
- Mastery in the business development process so you can repeat and repeat

This program is being produced by the Academies for Social Entrepreneurship (ASE), and is locally hosted by the Monterey and Santa Cruz Community Foundations. It is being sponsored by The California Endowment, which shares our commitment to capacity building and innovation in the not-for-profit sector.

Over the last three years, ASE has produced ten Academies with the following results:

- The unique combination of training, mentoring and pitch training has expanded capacity in nearly two hundred California-based non-profit organizations;
- Academy contestants have obtained more than \$2.5 million dollars in new investment and earned income streams;
- 65% of the not-for-profit executives that have been coached generated new revenue within a year of participating;
- 94% say that the Academy had a valuable, significant impact in the way that they are managing their organization.

The precise content of each Academy is customized with the groups that are participating. Over the first five months, a curriculum comprised of six full day (6 hours) workshops will support participants in identifying, researching and vetting earned income opportunities (see syllabus below). Each participant will develop a plan for the venture with the strongest market potential that complements the organization's mission and competencies. In preparation for the Social Enterprise Showcase following the workshop series, participants are assigned an experienced mentor to support them in developing a professional 15 minute presentation of the key elements of their business plan targeted for potential investors or strategic partners. Contestants are evaluated on the basis of 7 criteria which are known to predict success in small business development. As with private sector business plan competitions, the judges pick a winner who

receives a cash award but everyone wins because they now have a road map and support for growing their social enterprise.

Following the Showcase, during which the participating organizations “pitch” their plans to a panel of potential investors, team leaders from each organization will continue to meet on a monthly basis to refine their plans and resolve challenges encountered during the funding and launch process. These facilitated peer meetings involve confidential, focused coaching and specific, practical discussions about business practices, such as pricing, marketing, and cash flow management. Participants learn from each others’ experiences and planning and are supported in taking the calculated risks necessary to growing a business.

Program Schedule

Social Enterprise Academy Works Sessions, Mondays 9 am to 3 pm

- | | |
|--|-----------|
| 1) Preparing for Social Entrepreneurship | April 4 |
| 2) Screening Ideas | May 2 |
| 3) Market Research | Jun 6 |
| 4) Operations and Financials | July 25 |
| 5) Planning Your Showcase Pitch | August 29 |
| 6) <i>Round 1 “Showcase”</i> | Sept 26 |

Showcase Finals and Symposium, 4 to 6 pm October 17

Social Enterprise Leadership Forums *October -March*
(will be scheduled in consultation with group members)

Eligibility and Application Instructions

Nonprofit organizations with established 501(c)3 status, based and operating in Monterey or Santa Cruz Counties. Social Enterprise Academy participants are selected through a competitive application and interview process.

Each organization must assign a team of three to five people to participate in the 6 session curriculum. The team should include the organization’s Executive Director. Each team should plan to invest approximately 100 hours (collectively) to complete assignments between sessions and prepare for the Showcase, and team members must be able to attend all work sessions. We also expect each organization to develop and manage a Business Advisory Committee.

Applications are available by contacting betsy@academies-se.org. Complete application instructions are included on the Application Form.

Applications are due March 7th, 2011
and must be provided in both electronic and hard copy

Electronic submissions due at 5 PM on March 7th.

Hard copy with original signatures must be postmarked March 7th.

Application interviews will take place between March 9 and March 18.
Applicants will be notified of acceptance by March 21.



ACADEMY CURRICULUM

During the first five months, the teams will participate in five workshops, which will introduce you to major components of the development process. In between sessions, you will have access to in-person and/or phone consulting to support you in completing necessary activities and resolving questions or concerns. The intention is to enable you to be able to replicate the process with future ventures, along with launching the one you choose for this program.

Session 1: What are the Options?

- ⊙ Business Options: Types of businesses, partnerships, etc
- ⊙ Environmental Scanning: Trends, Opportunities & Driving Forces
- ⊙ The Treasure Hunt- Core Competencies, services and programs which might have potential for generating earned income
- ⊙ Communication and involvement of key stakeholders

Session 2: Exploring Ideas Related to Your Core Competencies: Services, Products and Businesses

- ⊙ Preliminary Feasibility Market Research: Process of researching services, programs, and customers to see which can generate \$: Demand/Need, Success Factors, Competitors/Competitive Advantage, Staff, Infrastructure, Preliminary Financials.

Session 3: Full Feasibility Research on 2-3 Ideas

- ⊙ Training on full feasibility research process detail: Proposed Service(s) or Product(s), Market Analysis and Market Share Projections, Competitor Analysis, Operating Capacities/Requirements, Preliminary Financial Analysis/Projections, Marketing Strategies/Efforts Projected and Key Partnerships, Organizational Impact, Match to our business criteria

Session 4: The Business Plan for the Best Idea- Planning for Start up

- ⊙ Incorporating Feasibility Research into the Business Plan and What else goes into the Business Plan?
- ⊙ Financial analysis and projections,
- ⊙ Potential Sources of Funds for Start Up and Ongoing Needs
- ⊙ How to transition the organization to an entrepreneurial model.

Session 5: Refining the Plan and Planning your "Pitch"

- ⊙ Refining Your Business Plan
- ⊙ What should go into presentations to potential investors (What is important...what's the message(s))
- ⊙ Tips and techniques for powerful presentations



Program Leadership

Betsy Densmore is Founder and President of Academies for Social Entrepreneurship. She has worked with hundreds of non-profit organizations on how to grow mission-related earned income ventures and improve their business acumen. She is also a popular workshop leader on leadership and organization development. Betsy is an entrepreneur herself, having founded and managed two hospitality businesses, an insurance agency and two nonprofit organizations. Most recently, she worked for six years as a program leader at a global personal development organization. Her career has included running an energy management social enterprise, serving as the Manager of Consumer and Community Affairs for a Fortune 500 retailer, and helping to manage a county social services department. She is currently serving on the Boards of Someone Cares Soup Kitchen, LA Social Venture Partners and the LA Chapter of Social Enterprise Alliance.

Jan Cohen has been a consultant and trainer working with nonprofit organizations for more than 18 years. Her focus is customized work sessions and consulting services for nonprofit organizations throughout the country for diversification of revenue, earned income, marketing planning, and strategic planning processes. Jan serves as the lead trainer & coach working with the participating agencies in customized Social Enterprise Academies. Ms. Cohen was the trainer/consultant for the Community Foundation for Monterey County sponsored Business Ventures Institute in 2005-6 in which 7 Monterey County organizations participated. She has facilitated several workshops for nonprofits in both Santa Cruz and Monterey Counties relating to business, marketing, and strategic planning. She was the Director of New Business Ventures at HOPE Services for 3 years, an affiliate consultant with CompassPoint Nonprofit Services in the Bay Area for 6 years, a senior consultant with the National Center for Social Entrepreneurs for 5 years, and Chief Executive Officer of Project HIREd, a nonprofit employment service serving individuals with disabilities, for 10 years. She was Interim Executive Director of Friends of Santa Cruz State Parks, assisting with its significant earned income activities. She taught classes in the Nonprofit Management Certificate program at San Jose State University for 7 years. She has served on many nonprofit Boards, including the San Francisco Chapter of the Social Enterprise Alliance.

Kristen Magnuson left the legal profession in search of more successful ways to help people. In addition to her role at ASE, she owns The Grant Consultant, a nonprofit consulting firm specializing in funding and social enterprise development. Prior to her transition to the social enterprise arena, she practiced organization development in municipal entities where she combined specialized coaching with team building and leadership development. She is a Certified Energy Coach, a member of the Association of Comprehensive Energy Psychology and Coachville, USA. She is coordinator of American Society for Training and Development (ASTD) LA's nonprofit interest group and the founder and chair of the Social Enterprise Alliance, Los Angeles Chapter. She also serves on the Board of Directors for the Energy Coaching Institute.

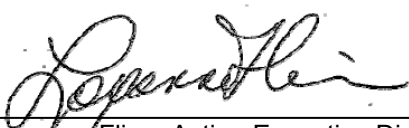
MEMORANDUM

TO: WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE
FROM: LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR
SUBJECT: PY2011-12 WIB STRATEGIC MEETING PLANS
DATE: AUGUST 3, 2011

DISCUSSION

WIB staff will update the committee on the 2011 WIB strategic meeting plans.

WIB Retreat	Food and Room Rental Cost	Facilitator and Presenter Fee	Total Cost
2009-10 The Inn in Spanish Bay	\$6,564	\$1,510	\$ 8,074
2010-11 Salinas Golf & Country Club	\$2,160	\$ 1,937	\$4,097
2011-12 Location TBD	Total Budget \$2,870		


 Loyanne Flinn, Acting Executive Director
 Monterey County Workforce Investment Board
 Report prepared by: Gloria Torrez, Senior Secretary

Date

 06/10/2011