



# PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board

## EXECUTIVE COMMITTEE

Marina Branch Public Library, 190 Seaside Circle, Marina, CA 93933

Wednesday, November 17, 2010 – 8:00am

Erik Cushman,  
WIB Chair

Joanne Webster,  
WIB 1<sup>st</sup> Vice Chair

Anthony Aniello,  
WIB 2<sup>nd</sup> Vice Chair

David Bernahl, II,  
WIB Past Chair

### Executive Committee Members:

Erik Cushman, *Chair*

Anthony Aniello  
David Bernahl, II  
Diana Carillo  
Cesar Lara  
Mary Ann Leffel  
Dave Potter  
Robert Weakley  
Joanne Webster

Monterey County  
Workforce Investment  
Board (WIB)

Loyanne Flinn,  
*Acting Executive Director*

730 La Guardia Street  
Salinas, CA 93905  
(831) 759-6644  
Fax (831) 796-3512  
flinnlq@co.monterey.ca.us  
www.montereycountywib.org

### AGENDA

Erik Cushman, *Chair*

#### CALL TO ORDER/INTRODUCTIONS

#### CHANGES TO THE AGENDA

**PUBLIC COMMENT** – For items not listed on the agenda. Limited to 3 min.

#### BUSINESS MEETING

- |  |                |
|--|----------------|
| 1. <b>Action:</b> Approve the minutes of the August 18, 2010, WIB Executive Committee meeting. | Erik Cushman   |
| 2. <b>Information:</b> Review current WIB composition and vacancies                            | Joanne Webster |

#### APPOINTMENTS & RESIGNATIONS

- |   |               |
|---|---------------|
| 3. <b>Information:</b> Review the WIB membership application of Edward Mohacsy. | Loyanne Flinn |
|---|---------------|

#### BUSINESS MEETING

- |  |                                     |
|--|-------------------------------------|
| 4. <b>Information:</b> Review the WIB PY2010-15 Strategic Plan   | Loyanne Flinn                       |
| 5. <b>Action:</b> Approve the WIB and WIB subcommittee January-June 2011 meeting calendar.   |                                     |
| 6. <b>Action:</b> Concur with the November 4, 2010 Planning Committee action to approve a new Requests for Proposals (RFP) for WIA Title I adult and youth program subcontracts beginning in Program Year 2011-12. |                                     |
| 7. <b>Action:</b> Approve Monterey County LWIA participation and funding to supporting YouthBuild proposal(s).   |                                     |
| 8. <b>Action:</b> Approve the number of attendees and associated costs for WIB member attendance at the National Workforce Boards Forum 2011   |                                     |
| 9. <b>Action:</b> Approve the number of attendees and associated costs for WIB and Youth Council member attendance at the CWA Youth Conference   |                                     |
| 10. <b>Action:</b> Concur with the November 10, 2010 Oversight Committee action to approve the updated monitoring schedule for PY2010-11 WIA Title I Adult, Dislocated Worker and Youth programs.                  | Manley Bush                         |
| 11. <b>Information:</b> Negotiation of Adult and Dislocated Worker Entered Employment goals for PY2009-10 and PY2010-11  |                                     |
| 12. <b>Information:</b> Extreme Entrepreneurship Tour event update   | Marleen Esquerra                    |
| 13. <b>Information:</b> Allied Health and Nursing Career Fairs update  | Joanne Webster<br>Stephanie Shonley |
| 14. <b>Information:</b> Discussion on credentialing of Workforce Development Professionals   | Loyanne Flinn                       |
| 15. <b>Information:</b> Review and discuss the draft December 1, 2010 full WIB meeting agenda  |                                     |

#### ANNOUNCEMENTS OF EVENTS OR SERVICES

Erik Cushman

#### Upcoming Executive Committee Meetings:

- TBD

#### Upcoming WIB Meetings:

- December 1, 2010, 7:30am, TBD

#### ADJOURN

Erik Cushman

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Erik Cushman,  
WIB & Executive Chair

Joanne Webster,  
WIB 1<sup>st</sup> Vice Chair

Anthony Aniello,  
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[www.onestopmonterey.org](http://www.onestopmonterey.org)



## Monterey County Workforce Investment Board (WIB)

Contact Information

### Loyanne Flinn, WIB Acting Executive Director

Salinas One-Stop Career Center  
730 La Guardia Street, Salinas, CA 93905  
Phone: (831) 759-6644  
Email: [flinnlg@co.monterey.ca.us](mailto:flinnlg@co.monterey.ca.us)  
Website: [www.montereycountywib.org](http://www.montereycountywib.org)  
General Phone: (831) 796-3313  
Fax: (831) 796-3512

### WIB STAFF:

Miguel Banda, (831) 796-3311, [bandam@co.monterey.ca.us](mailto:bandam@co.monterey.ca.us)  
Manley Bush, (831) 796-3320, [bushm@co.monterey.ca.us](mailto:bushm@co.monterey.ca.us)  
Yuri Anderson, (831) 796-3349, [dewy@co.monterey.ca.us](mailto:dewy@co.monterey.ca.us)  
Marleen Esquerria, (831) 796-3381, [esquerraml@co.monterey.ca.us](mailto:esquerraml@co.monterey.ca.us)  
Stephanie Shonley, (831) 796-3387, [shonleys@co.monterey.ca.us](mailto:shonleys@co.monterey.ca.us)  
Gloria Torrez, (831) 796-3313, [torrezg@co.monterey.ca.us](mailto:torrezg@co.monterey.ca.us)

## Monterey County One-Stop Career Center Operators

Contact Information



### Office for Employment Training (OET)

Lynda Dunn, Deputy Director  
Phone: (831) 796-3330  
Email: [dunni@co.monterey.ca.us](mailto:dunni@co.monterey.ca.us)  
Website:  
[www.onestopmonterey.org](http://www.onestopmonterey.org)

### 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](mailto:verbab@co.monterey.ca.us)  
Website:  
<http://mcdses.co.monterey.ca.us>

### Employment Development Department (EDD)

Ruben Garcia, Manager  
Phone: (831) 796-3632  
Email: [RGarcia@edd.ca.gov](mailto:RGarcia@edd.ca.gov)  
Website:  
[www.edd.ca.gov](http://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  
Executive Committee Meeting**

Wednesday, September 29, 2010 – 8:30am

Monterey Peninsula College Library – Sam Karas Room

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
Erik Cushman, <i>Chair</i>	Business
Joanne Webster	Business
Tony Aniello	Business
David Bernahl	Business
Robert Weakley	Business
Dave Potter	One-Stop Partners
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio Member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Diana Carrillo	Migrant Seasonal Farm Worker
Mary Ann Leffel	Business
Cesar Lara	Labor Organizations
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Wil Moore	Shoreline
Rosie Chavez	Turning Point
Doug Orlando	EDD
Harry Gamotan	OET
Dave Dwyer	Dept of Rehabilitation
Miguel Banda	WIB Staff
Stephanie Shonley	WIB Staff
Yuri Anderson	WIB Staff
Marleen Esquerra	WIB Staff
Manley Bush	WIB Staff
Gloria Torrez	WIB Staff

**CALL TO ORDER/INTRODUCTIONS:** Mr. Cushman called the meeting to order at 8:43am. He welcomed those in attendance and called for introductions from those present. A quorum was established.

**CHANGES TO THE AGENDA:** Ms. Anderson noted three changes to the agenda: Ms. Shonley would be presenting on Action 14, Ms. Anderson would be presenting on Action 19, and Action 22 should be changed to Information 22 per County Counsel direction.

**PUBLIC COMMENT:** None.

**1.Action: Approve the minutes of the August 18, 2010, WIB Executive Committee meeting.**

**Motion:** Ms. Webster moved to accept the minutes, as stated.

**Second:** Mr. Weakley

**Abstentions:** Mr. Potter

**Motion Passed Unanimously**

**2.Information: Discussion regarding compliance with the Monterey County Form 700 Statement of Economic Interests and Public Service Ethics Education policies.**

Mr. Cushman explained that all WIB members are required to complete a Statement of Economic Interests annually and that the Public Service Ethics Education training needed to be completed every two years; the ethics training takes a minimum of two hours. Mr. Potter added that ethics training is a State requirement. Mr. Cushman directed the committee to the roster included in the packet. The committee agreed that the December full WIB meeting should be the deadline for all members to have completed the requirement. He asked WIB staff review the roster and make edits prior to the next WIB meeting.

**3.Information: Review of the WIB composition, proposed bylaw amendments, and PY2009-10 member attendance record.**

Ms. Webster provided the committee with an update on the WIB composition and attendance. She noted that Ms. Malone-Echiburu had been reclassified as a business representative, but that the WIB still needed to recruit two business members. Ms. Webster also explained that the WIB needed to recruit representatives from the Employment Development Department, the Department of Rehabilitation and Adult/Vocational Education. Mr. Cushman suggested that WIB staff

recruit required partners and WIB members recruit business representatives. Ms. Webster concluded by explaining that WIB bylaws are still being reviewed by County Counsel.

**ACTION 4-9**

**Motion:** Mr. Potter moved to accept Actions 4-9 as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

4. **Action:** Accept the resignation of Ruben Garcia, representing Business, from the WIB effective September 16, 2010.
5. **Action:** Accept the resignation of Cheryl Ward-Kaiser, representing Individuals with Experience in Youth Activities, from the Youth Council effective September 13, 2010.
6. **Action:** Approve the retirement of Mike Hutchinson, representing Business, from the WIB effective immediately.
7. **Action:** Approve the retirement of Judy Morales, representing In-School Youth, from the Youth Council effective immediately.
8. **Action:** Approve the reappointment of Erik Cushman, representing Business, to the WIB for a three year term ending in 2013
9. **Action:** Approve the reappointment of Scott Grover, representing Business, to the WIB for a three year term ending in 2013
10. **Action:** Approve the reappointment of Dr. Douglas Garrison, representing Education, to the WIB for a three year term ending in 2013

The committee discussed the reappointment of Dr. Garrison. Mr. Cushman requested WIB staff draft a letter from him to Dr. Garrison regarding attendance expectations.

**Motion:** Mr. Potter

**Second:** Mr. Bernahl

**Motion Passed Unanimously****ACTION 11-12**

**Motion:** Ms. Webster moved to accept Actions 11-12 as stated.

**Second:** Mr. Bernahl

**Discussion:** Ms. Esquerra provided an overview of Mr. Deraiche's qualifications for WIB service. Ms. Esquerra stated that Mr. Deraiche regretted not being able to make the meeting but that he is very happy to be part of the board. She concluded by stating that Mr. Deraiche would be present at the October full WIB meeting.

**Motion Passed Unanimously**

11. **Action:** Approve the reappointment of Ralph Rubio, representing Labor Organizations, to the WIB for a three year term ending in 2013
12. **Action:** Approve the appointment of Rick Deraiche, Deputy Division Chief, Region 1 – EDD, representing One Stop Partners, to the WIB for a three year term ending in 2013.

**13. Action: Approve the appointment of David Dwyer, Rehabilitation Supervision – Dept. of Rehabilitation, representing One-Stop Partners, to the WIB for a three year term ending in 2013.**

Mr. Dwyer introduced himself and expressed his interest in joining the board. Mr. Cushman thanked him for his application.

**Motion:** Mr. Potter moved to accept the motion as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously****14. Action: Approve the ARRA, On-the-Job Training subcontract with Shoreline Workforce Development Services in the amount of \$149,435 for the period of September 1, 2010 to October 31, 2011.**

Ms. Shonley stated that Monterey County was award funds from the National Emergency Grant. She continued to say that it is collaborative grant with Shoreline and OET. She clarified that the grant is for a two year period that will allow Shoreline to provide 30 clients with On-the-Job Training; OET will provide an additional 13. She concluded by stating that a job developer had been hired to work in both Santa Cruz and Monterey counties. Ms. Flinn added that the award includes funding for administrative costs.

**Motion:** Mr. Bernahl motioned to accept the action as stated.

**Second:** Mr. Aniello

**Motion Passed Unanimously****ACTION #15-16**

15. **Action:** Approve a reimbursement of \$2,500 to the Monterey-Santa Cruz Building and Construction Trades Council for services provided.

**16. Action:** Approve a reimbursement of \$1,920.69 to Program Coordinator Tony Cardoso for services provided to the Green Building Pre-Apprenticeship Program.

Mr. Banda discussed the reports as provided in the packet. He stated that a new cohort of students had begun the program. The cohort includes three women. Mr. Orlando stated that that WIB staff should emphasize that the obligated funds are non-WIA.

**Motion:** Mr. Bernahl motioned to accept Actions 15 and 16 as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**17. Action: Concur with the August 9, 2010 Youth Council action to approve an allocation of \$15,000 WIA Title I youth funding to support a regional Extreme Entrepreneurship Tour youth event.**

Ms. Esquerra stated that the event is a collaborative project with the Santa Cruz County WIB. In response to Mr. Bernahl's question, Ms. Esquerra commented that the goal of the project is to get youth thinking about being entrepreneurs. Mr. Bernahl then asked who the panel would be for this event. Ms. Esquerra replied that a local panel had not been set. Ms. Esquerra added that recruiting has been done through email blasts by the local colleges as well as flyers posted in key locations. In response to Mr. Cushman's question, Ms. Esquerra replied that the panel would be made up of young successful entrepreneurs. Ms. Esquerra continued to say that staff is still looking for panel members. Ms. Flinn stated that the cost of the event is being shared between the Santa Cruz and Monterey WIB's. She added that she will provide the committee with the final cost.

**Motion:** Ms. Webster motioned to approve the action, as stated.

**Second:** Mr. Bernahl

**Motion Passed Unanimously**

**18. Action: Concur with the September 2, 2010 Planning Committee action to approve an allocation of \$5,000 in WIA funds to support a regional Green Careers Partnership program.**

Mr. Banda reviewed the report as provided in the packet. Mr. Bernahl asked for clarification on how the partnership will create pathways to prosperity. Mr. Banda elaborated on activities of the partnerships, including the coordination of curriculums that meet employer needs, hosting forums and creating a website. Mr. Cushman asked if the funds would include staff salaries, Ms. Flinn stated that they would not. Mr. Orlando commented that WIA funding cannot be spent on curriculum development and the WIB needs to emphasize what allowable uses of its funding would be. In response to Mr. Bernahl's question, Ms. Flinn explained that the partnership had requested a \$5,000 donation and it was her recommendation to make it as Monterey County has been benefiting from the partnership without any financial contributions to date. Mr. Potter noted that the total project funding had not been generated and asked how the project would be affected if all monies were not procured. Mr. Banda replied that he would find out what part of the program would be cut if the budget wasn't met. Ms. Flinn suggested that the partnership present to the full WIB at its December meeting.

**Motion:** Mr. Bernahl motioned to approve the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**19. Action: Concur with the September 13, 2010 Youth Council action to approve the PY2009-10 Office for Employment Training (OET) WIA Title I Youth Program final monitoring report.**

Ms. Anderson presented the monitoring report as provided in the packet. She added that some of the highlights of the program are a culturally competent staff and the use of new media to communicate with participants. She added that participants and employers provided positive feedback of the OET program. She continued by stating that one finding of the monitoring was that North County was underserved. She added that this systemic problem which WIB staff is working to address. Ms. Anderson then discussed observations made in the report including staff comments that the One-Stop is not a culturally competent space to work with youth and that staff appear to have been working beyond capacity to operate the summer program. In response to Mr. Cushman's question, she clarified that her comments on staff commitment and new media were in praise of the program.

**Motion:** Ms. Webster motioned to approve the action, as stated.

**Second:** Mr. Potter

**Motion Passed Unanimously**

**20. Action: Concur with the September 15, 2010 Oversight Committee action to approve the final monitoring report for the OET Fiscal and Procurement review conducted by EDD Compliance Review Division for PY2008-09.**

Mr. Bush presented the monitoring report as provided in the packet. Mr. Bush stated that a corrective plan was not submitted to one of the findings. Ms. Flinn commented that the State will be coming back to see if their recommendations are being followed. In response to Mr. Bernahl question, Ms. Flinn replied that all missing items had been recovered.

**21. Action: Concur with the September 15, 2010 Oversight Committee action to approve the final monitoring report of the OET Disability Program Navigator (DPN) program for PY2009-10.**

The monitoring report was presented as provided in the packet. Ms. Flinn stated that the Oversight committee had requested further information. She added that a subsequent report is being drafted.

**Motion:** Mr. Bernahl motioned to table action item #21 until Oversight reviews the report WIB staff is working on.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**22. Information: Review the draft Memorandum of Understanding between the WIB and DSES-Office for Employment Training.**

Ms. Flinn stated that the Office of the Inspector General had recommended that the WIB establish a contractual agreement with DSES-OET. She clarified that the Board of Supervisors (BOS) is ultimately be responsible for WIA funds and they are allowed to designate a fiscal agent. The BOS has designated DSES-OET. She continued to say that DSES-OET will distribute the funds at the direction of the local board. Mr. Cushman requested that the MOU include the provision that the Board receive accurate reports in a timely manner from the fiscal agent. Bernahl commented that he would like the County to review where the WIB is located within its structure. Ms. Flinn commented that moving the WIB out of DSES is the ultimately the decision of the BOS.

**23. Action: Approve the convening of a workgroup to review and update WIB policies.**

Ms. Esquerra commented that WIB policies need to be updated. She added that it was suggested that WIB staff work with service providers and WIB members to do this. In response to Mr. Cushman's question, Ms. Esquerra explained that the workgroup would not be subject to the Brown Act. She added that the meeting would be open to the public to allow individuals who are affected by the policies an opportunity to voice their opinions or concerns.

**Motion:** Ms. Webster motioned to approve the action, as stated.

**Second:** Mr. Bernahl

**Motion Passed Unanimously**

**24. Information: Update regarding the recertification of the Monterey County WIB by the State of CA EDD.**

Ms. Esquerra reviewed the recertification process. In response to Mr. Cushman's question, she explained that the report has traditional been presented to the WIB as an information item and is due to EDD by the end of October.

**25. Information: Review and discuss the draft October 6, 2010 full WIB meeting agenda**

The Committee reviewed the agenda. Mr. Cushman requested that a presentation by the Green Pre-Apprenticeship be added to the agenda.

**ANNOUNCEMENTS:**

Ms. Webster reviewed highlights of the Meeting of the Minds conference. She added that she attended all three days of the session and expressed her disappointed at the lack of attendance by WIB members. Ms. Esquerra and Mr. Bush also presented highlights of the sessions they attended.

**ADJOURNMENT:**

**Motion:** Mr. Bernahl moved to adjourn the meeting.

**Second:** Mr. Cushman

**Motion Passed Unanimously**

**Mr. Cushman adjourned the meeting at 10:15am**

Analysis of WIB Composition

Last Update: 11/09/2010		LOCAL PARTNER	INCUMBENT(S)	GEO	TERM ENDING	ADDITIONALLY REPRESENTING
<b>BUSINESS (51%) (currently 48%)</b>						
	<b>INDUSTRY</b>					
1	Other- Media	MC Weekly	Erik Cushman	West/County	TBD/2013	
2	Building/Design	Boundwood Inc, dba art-f/x environments	Scott Grover	West	TBD/2013	
3	Other - Retail	Pacific Tweed, Inc	David Bernahl, II	West	Feb-2012	
4	Other - Technology Manufacturing	AJ Associates	Tony Aniello	West	May-2013	
5	Tourism	Hyatt Regency Monterey	Mark Bastis	West	May-2013	
6	Other - Marketing	Brickman Marketing	Wendy Brickman	North/County	May-2013	
7	Tourism	Coastal Luxury Management	Robert Weakley	West	May-2013	
8	Health	CHOMP	Joanne Webster	West	May-2013	
9	Agriculture	Tanimura & Antel Fresh Foods	Larry Silva	Central/County	Jun-2013	
10	Tourism	Pebble Beach Company	Mark Verbonich	West	Jun-2013	
11	Health	Clinical de Salud	Maggie Melone	Central/South	Jun-2013	
12	Other - Energy	Energy Alternative Solutions, Inc.	Rich Gillis	South	Jul-2013	
13	Building/Design	Munoz and Associates	Salvador Munoz	Central	Jul-2013	
14	Other - Real Estate	Alain Pinel Realtors, Carmel	Judith Profeta	West	Jul-2013	
15	Other - Law/Legal	Fentor & Keller	Brian Turlington	West	Jul-2013	
16	VACANT					
17	VACANT					
<b>LABOR ORGANIZATIONS (15%, no less than 2 by regs)(currently 15%)</b>						
1	# from labor dependent on total WIB membership; subject to fluctuation.		Capartners Local 605	Ralph Rubio	County	TBD/2013
2			IBEW 234	Ken Scherpenski	County	Sep-2012
3			SEIU 521	Maria Castillo	County	Oct-2012
4			Monterey Bay Central Labor Council	Cesar Lara	County	Jul-2013
5			Plumbers and Steamfitters Local 62	Steve MacArthur	County	TBD/2013
<b>EDUCATIONAL ENTITIES (2 by regs/ 3 by WIB bylaws)</b>						
1	Change bylaws to 2 from education? If yes, reduce by 1 member.	MPC - Post Sec	Doug Garrison	West	Aug-2010	Required One-Stop Partners
2		K-12 Ed	Linda Coyne	South/County	Dec-2010	Required One-Stop Partners
3		Hartnel - Post Sec	Phoebe Helm	Central	Feb-2012	Required One-Stop Partners
<b>ECONOMIC DEVELOPMENT AGENCIES (2) Set by WIB bylaws</b>						
1	Change bylaws to 1? Could be same If yes, reduce by 1 member.	MC Business Council	Mary Ann Leffel	West/County	Jun-2013	
2	person as Small Bus rep.	OEDC/MST	Hunter Harvath	County	Jun-2013	
<b>COMMUNITY-BASED ORGANIZATIONS (2) (3 by WIB bylaws)</b>						
1		CET	Diana Carrillo	County	Jun-2013	Required One-Stop Partners
2	Reduce by 1 member.	Alliance on Aging	Teresa Sullivan	County	May-2013	Required One-Stop Partners
3		Al Davis	NAACP	County	Jun-2013	
4		Candelaria	Lupe Palacio	County	Jul-2013	Required One-Stop Partners
<b>REQUIRED ONE-STOP PARTNERS</b>						
1	WIA Title I Programs					
	One person could represent all these Title I programs	Adults	County of Monterey/DSES	Dave Potter (1)	County	Apr-2012
		Dislocated Workers	County of Monterey/DSES	Dave Potter		
		Youth	County of Monterey/DSES	Dave Potter		
		Job Corps	NA	NA		
		Veteran's Workforce Programs	County of Monterey/DSES	Dave Potter	County	
2	Native American Programs	Candelaria	Lupe Palacio (1)			Community-Based Organizations
3	WIA Title 167	Migrant & Seasonal Farm Worker Programs	CET	Diana Carrillo (1)		Community-Based Organizations
4	Wagner-Peyser Act	}	EDD	Rich Deraiche	County	TBD/2013
	Trade Adjustment Act		EDD			
	Veteran's Act		EDD			
	State Unemployment Insurance Programs		EDD			
5	Adult Education & Literacy Programs		Education, K-12	Linda Coyne (1)		
6	Rehabilitation Act	Dept of Rehabilitation	Dave Dwyer	County	TBD/2013	
	Welfare-to-Work Programs	NA	NA			
7	Older American Act	Alliance on Aging	Teresa Sullivan (1)			Community-Based Organizations
8	Post-secondary Vocational and Applied Technical Education (-1?)	Hartnell, MPC	Phoebe Helm, Doug Garrison (1)			Educational Entities
	Community Service Block Grant (CSGB CAP) (Could be same person who represents Title I programs					
9	Title I programs	County of Monterey/DSES	Elliott Robinson	County	Aug-2011	
10	HUD Employment Programs	Housing Authority	Jim Nakashima (1)	County	Jun-2013	
11	Small Business Development Centers	Not Represented	VACANT (1)			

INFORMATION 02

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** REVIEW THE WIB MEMBERSHIP APPLICATION OF EDWARD MOHACSY  
**DATE:** NOVEMBER 17, 2010

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**DISCUSSION:**

Edward Mohacsy, Account Manager with Maxim Healthcare Services (MHS) has submitted an application for membership to the WIB. Mr. Mohacsy is a member of the California Respite Association, California Association for Health Services at Home (CAHSAH) and the Steinbeck Rotary Club.

MHS provides integrated healthcare services including: Allied Health staffing, Home healthcare, Habilitation Services, Travel Nursing, and Companion Care. In Monterey County, MHS employs over 100 staff.

As the nominating body, the Executive Committee is asked to review Mr. Mohacsy application and determine if it should be forwarded for consideration by the full Board at its December 1 meeting. If appointed, Mr. Mohacsy would represent Business for a three-year term.

**INFORMATION:**

The WIB is currently out of compliance with the WIA Section 117(b)(4) which requires a majority of members be representatives of business in the local area. With the appointment of Mr. Mohacsy, 47% of WIB members will be business representatives.

Currently WIB membership is 34, broken down as follows:

- Business – 15 (44%), 2 vacancies
- Labor – 5 (15%), 0 vacancies
- Other – 13 (41%), 1 vacancy (SBDC)

**ATTACHMENTS:**

E. Mohacsy WIB Application – 3 pages



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
Prepared by: Yuri Anderson, Management Analyst

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11/10/2010  
Date





# WORKFORCE INVESTMENT BOARD

## MONTEREY COUNTY

ERIK CUSHMAN, CHAIR  
LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR

730 La Guardia Street  
P.O. Box 2135  
Salinas, CA 93902  
Phone (831) 759-6644  
Fax (831) 796-3512

### Monterey County Workforce Investment Board (WIB) Membership Application

(For your convenience, this application has been formatted in Microsoft Word with fill-in boxes.)

Name: Edward Mohacsy Date Submitted: 10/28/2010  
Title: Account Manager  
Business/Organization Name: Maxim Healthcare Services

#### Representation

Please select from one of the following categories that you represent: (Federal Register Section 661.315)

- |   |  |
|---|--|
| <input type="checkbox"/> Community Based Organization | <input type="checkbox"/> Local Educational Entity    |
| <input type="checkbox"/> Economic Development Agency  | <input type="checkbox"/> One-Stop Partner            |
| <input type="checkbox"/> Labor Organization           | <input checked="" type="checkbox"/> Private Business |

#### Contact Information

Business/Organization Address: 700 Cass Street Suite 126  
City: Monterey State: CA Zipcode: 93940  
Phone: ~~XXXXXXXXXX~~ Fax: ~~XXXXXXXXXX~~  
Mobile: \_\_\_\_\_  
Email address: ~~XXXXXXXXXXXXXXXXXXXX~~  
Website address: www.maximhomecare.com/Monterey\_Homecare\_627.aspx  
Business license number: X000619X  
City of residence: Monterey

#### Business Related Questions

Please answer the following questions and attach any additional pages, if necessary:

- Number of current employees: 103
- Number of years with current business/organization: 3+

3. Number of years in business in Monterey County: 6
4. Please describe the nature of your business and your position:  
We provide Home Healthcare both skilled and unskilled. I am the Account Manager.
5. Please list your current chamber and association memberships, the duration of each membership and the positions you currently hold:  
California Respite Association member for the past year, CAHSAH member for the past 2 years, Rotary Club Area Rep for the past few months.
6. Please list any professional award(s) or recognition you have received within the last 5 years:
7. As a member of your business with optimum policy authority, please describe your responsibilities within your organization:  
I assists with all mandated activities. I have an integral role in the ongoing education of consumers, hospital staff, physicians, and community members regarding the functions and benefits of health care services. I participates in program development and contracting, while maintaining compliance with all reimbursement guidelines, as well as, all Maxim In-Home Respite Services procedures.

***Letter of Recommendations***

- If you are a business member, please include a letter of recommendation from your Chamber of Commerce.
- If you are representing a labor organization, please include a letter of recommendation from the Central Labor Council affirming that you have been recommended, by popular vote, for a labor position on the Monterey County Workforce Investment Board.

***References***

**Please answer the following questions and attach any additional pages, if necessary:**

**Business Reference:**

Name: Brian Wooler Title: Account Manager  
 Company: Maxim Healthcare Services Phone: ~~XXXXXXXXXX~~

**Personal Reference:**

Name: David Moore Phone: ~~XXXXXXXXXX~~  
 Relationship: Friend

**Other Reference:**

Name: Rachael Kehoe Phone: ~~XXXXXXXXXX~~  
 Relationship: National Account Executive

***Monterey County WIB Related Questions***

**Please answer the following questions and attach any additional pages, if necessary:**

1. What do you hope to contribute from your participation on the Monterey County WIB?  
Provide an opportunity for the community to find employment with us over a long period of time. I want to learn how I can help on a more consistant basis.

- 2. What experience in the areas of fundraising, budget analysis, workforce policy development, youth services, knowledge of the labor market, and community involvement or linkages with educational agencies do you bring to the Monterey County WIB, as applicable?

In regards to fundraising, I have led teams for an MS Walk raising thousands of dollars, As a Account Manager I review budget's on a monthly basis for my branch and division. As a national provider of healthcare we have a compliance division that we work hand in hand with to have the best policies and to develop the workforce to enable them to be as compliantas possible to state and federal laws. I have worked with a lot of the adult schools in Monterey County to provide an immediate opportunity to work once they have finished their CNA classes.

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- 3. Membership on the Monterey County WIB requires that each member attend a full WIB meeting every two months, attend training sessions for board members and become an advocate for workforce development. The time commitment for these activities ranges from a minimum of 4 to 10 hours per month. Can you make that time commitment? Yes  No

- 4. Membership on the Monterey County WIB requires that each member serve on a sub-committee. The time commitment for this activity ranges from a minimum of 3 to 4 hours per month. Can you make that time commitment? Yes  No

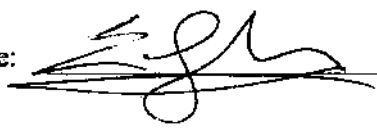
- 5. Why do you wish to serve on the Monterey County WIB? *(Describe in 100 words or less)*

I had the pleasure of hearing Loyanne Flinn speak at my Salinas Steinbeck Rotary Club meeting and she spoke about something that I was very interested in. She wants to help people get a job and keep a job. As she spoke on about areas that needed help, healthcare came up and I knew that I would be able to help out in this area. We have a lot of workers who have come out of a school and worked with us as a CNA and also then continued their education to become an LVN or RN while still being employed with us.

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### *Signature and Acknowledgement*

I, the undersigned, certify that the information on this application is true and correct to the best of my knowledge and that, if appointed to serve, I will do so to the best of my ability and in the best interest of Monterey County and its citizens.

Signature:  Date: 10/28/2010

To be completed by County official only

Date received by Monterey County: \_\_\_\_\_ Received by: \_\_\_\_\_

**VISION**

**MISSION**

**FUNCTIONS OF THE WIB**

- CONVENER - Bringing together business, labor, education, and economic development to focus on community workforce issues
- WORKFORCE ANALYST - Developing, disseminating and understanding current labor market and economic information and trends
- BROKER - Bring together systems to solve common problems, or broker new relationships with businesses and workers
- COMMUNITY VOICE - Advocating for the importance of workforce policy, providing perspective about the need for skilled workers
- CAPACITY BUILDER - Enhancing the region's ability to meet the workforce needs of local employers

**5-YEAR PRIORITIES**

<b>PRIORITY</b>	<b>DESIRED OUTCOME<sup>1</sup></b>
Board Business	The Monterey County Workforce Investment Board is structured and positioned to achieve strategic priorities that enhance the success of the local workforce investment system.
Economic Development & Workforce Partnerships	The Monterey County Workforce Investment Board partners with local businesses and economic development agencies to create and sustain jobs in Monterey County.
Education & Workforce Partnerships	<p>The Monterey County Workforce Investment Board is a convener of education and workforce development stakeholders that ensure resources are leveraged so relevant training programs are offered to job-seekers.</p> <p>The MCWIB is a champion of WorkKeys and WIN so that job-seekers and students are skilled and employers have a certified job-ready workforce.</p>
Model One-Stop Delivery System	The purpose and services of the Monterey County One-Stop Delivery System are understood by and accessible to all workforce investment stakeholders through a variety of modalities.
Regional Collaborations	The Monterey County Workforce Investment System strengthens working relationships with regional partners and consortiums.

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<sup>1</sup> SMART Goals: Specific – Measurable – Achievable – Realistic - Timely

**PRIORITY:** Board Business

The Monterey County Workforce Investment Board is structured and positioned to achieve strategic priorities that enhance the success of the local workforce investment system.

<b>Strategies</b>	<b>Rank</b>	<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Ensure relationship to/placement within County enables achievement of goals (i.e. within Economic Devo, DSES or other)	1	<ul style="list-style-type: none"> <li>• BUILD RELATIONSHIPS with City Economic Development Directors.</li> <li>• Target Chambers, Unions, Colleges &amp; Different Sectors' HR Departments</li> <li>• Draft a Letter of Support to the MCBOS letting them know how we support ED</li> <li>• Be PROACTIVE in knowing ED opportunities</li> <li>• Interact with ALL Chambers: via Director's newsletter &amp; face-to-face meetings</li> </ul>			
Recruit members	2	<ul style="list-style-type: none"> <li>• Control WIB size &amp; make-up</li> <li>• Recruit in all geographical areas in County</li> <li>• More Community Ambassadors</li> <li>• More members from organizations/companies who align with the WIB's goals, priorities and are passionate about what we do</li> </ul>			
Finalize WIB/Chief Local Elected Official agreement	3	Draft and have in place. Continue send at least quarterly updates to BOS			
Review WIB Mission, revise as needed		People did agree that it needed to be shortened.			

**PRIORITY:** Economic Development & Workforce Partnerships

The Monterey County Workforce Investment Board partners with local businesses and economic development agencies to create and sustain jobs in Monterey County.					
<b>Strategies</b>	<b>Rank</b>	<b>Action Steps</b>	<b>Who</b>	<b>When</b>	<b>Status</b>
Participate in the creation of a structure to implement a plan to attract business to the area	1	<ul style="list-style-type: none"> <li>• Connect with companies</li> <li>• Write letter to BOS in support</li> <li>• Work with higher education to</li> </ul>			
Increase a proactive understanding of and reporting on Labor Marketing Information to drive workforce development  Focus on articulation of training	1	<ul style="list-style-type: none"> <li>• Creating a committee focused on economic and workforce development (Planning Committee)</li> <li>• Study the economic and redevelopment plans to understand where the market trends are to make strategic WIA funding decisions</li> <li>• CEDS report</li> </ul>	Tony Doug		
Allocate resources for on-going Layoff Aversion activities and programs	2	<ul style="list-style-type: none"> <li>• Intervention to struggling businesses</li> <li>• Develop local stimulus packages for businesses</li> <li>• Apply for grants</li> </ul>			
Champion MCBC efforts to have business adopt WorkKeys certification	3	Outreach to business			
Support business recognition and development efforts/events	4	Collaborate with economic development agencies through dual membership and hosting seminars, conferences and attending economic and workforce events throughout the county			
		Collaborative Comprehensive Economic Development Survey			
Lack of clarity of roles. Many players with pieces of pie Doesn't fit together well. OEDC/WIB not well articulated mission. Helped direct expenditures of ARRA funds. Sonoma County had an ED Director.					
Planning for future workforce skills					

**PRIORITY:** Education & Workforce partnerships

The Monterey County Workforce Investment Board is a convener of education and workforce development stakeholders that ensure resources are leveraged so relevant training programs are offered to job-seekers.

The MCWIB is a champion of WorkKeys and WIN so that job-seekers and students are skilled and employers have a certified job-ready workforce.

<b>Strategies</b> (to achieve desired outcomes)	Rank	<b>Action Steps</b> (to implement strategies)	<b>Who</b>	<b>When</b>	<b>Status</b>
<p>Connect to Economic Development/Planning</p> <p>Work with local post-secondary institutions, ROP &amp; Adult schools, and proprietary schools to align training initiatives/program with local workforce need</p>	1	<ul style="list-style-type: none"> <li>• Strategically convene stakeholders – educational institutions, training providers, industry professionals</li> <li>• Consider economic and redevelopment plans to determine what training programs to develop/fund</li> <li>• Develop and disseminate a comprehensive list of existing education and training programs – be thought of as the “clearinghouse” of this information</li> <li>• Ensure VESL is included as a component of training programs</li> <li>• Adopt a regional focus with each entity specializing in training</li> </ul>			
<p>Strengthen partnerships with local educational collaboratives (i.e. MCBERI, C<sup>2</sup> Higher Ed &amp; Research Cluster, etc)</p>	1a	<ul style="list-style-type: none"> <li>• Host a summit to promote best practices and help them make investments in workforce/pipeline development and/or with workforce education programs</li> <li>• Reestablish relationships with High Schools</li> </ul>			

**PRIORITY:** Model One-Stop Delivery System

The purpose and services of the Monterey County One-Stop Delivery System are understood by and accessible to all workforce investment stakeholders through a variety of modalities.					
<b>Strategies</b> (to achieve desired outcome)	Rank	<b>Action Steps</b> (to implement strategies)	<b>Who</b>	<b>When</b>	<b>Status</b>
Increase <b>access</b> through satellite, affiliate or mobile centers <ul style="list-style-type: none"> <li>• Mobile Career Center</li> <li>• County Libraries</li> <li>• Neighborhood Career Centers via RFP for Youth and Adult</li> </ul> Ensure bilingual staff is available, along with appropriate technology	1	<ul style="list-style-type: none"> <li>• Launch Mobile Career Center (MCC). Feasibility proposal to WIB after 90 days. <i>(Work2Future mobile van comparison)</i></li> <li>• Report to WIB on activities with libraries. Invite library staff to speak to WIB. <i>(Reports to include cultural competency, technology, impacts on existing staff capacity, and community response)</i></li> <li>• New RFPs for Adult and Youth services based community needs and focus groups</li> </ul>	Rob Diana	Aug 2010  Nov 2010  Feb 2011 Oct 2010	MCC launched August 2  MCC and Library reports to Planning Committee on Nov 4
Implement One-Stop Career Center <b>continuous improvement</b> program <ul style="list-style-type: none"> <li>• Seamless service strategy, Integrated Service Delivery (ISD)</li> <li>• Customer satisfaction data</li> <li>• Timely reporting/stories</li> <li>• Career Counselor Certification</li> <li>• National and/or State “seal of approval”</li> <li>• System wide communication</li> <li>• Meaningful real-time performance goals</li> </ul>	2	<ul style="list-style-type: none"> <li>• Report on Integrated Service Delivery (ISD), aka learning lab model.</li> <li>• Compile internal OET customer service surveys and report results to WIB; Develop third party survey or secret shopper program</li> <li>• All program and fiscal reports in agenda packets, not handouts</li> <li>• Report on WIB/OET staff training/certification</li> <li>• Workforce development weekly updates – ensure interested parties are on distribution list</li> <li>• Develop goals in addition to 9 WIA mandates</li> </ul>	MaryAnn	Nov 2010  Nov 2010  Ongoing  Weekly	Performance reporting in Nov-Dec
Increase <b>visibility</b> of Business and Job Seeker Services <ul style="list-style-type: none"> <li>• Ambassador WIB members</li> <li>• Establish a System marketing &amp; communication plan</li> <li>• Outreach to chambers, business associations, HR departments <i>(Talk about JobLink and WorkKeys)</i></li> </ul>	3	<ul style="list-style-type: none"> <li>• Provide structured tour for Board members for improved program understanding</li> <li>• System-wide poster to share with partners, i.e. colleges, libraries, subcontractors</li> <li>• Report back to WIB on outreach presentations and next steps. Add to WIB website calendar</li> </ul>	Wendy	Ongoing  Nov 2010  Ongoing	Holding WIB and Youth Council meetings at partner locations and provide tour and presentations  Presentation to North County Chamber and Steinbeck Rotary
Develop <b>additional resources</b> (\$) for the system <i>(competitive grant writing)</i>	4	<ul style="list-style-type: none"> <li>• Develop grant writing capacity of WIB unit and support partner proposals. Regularly report</li> </ul>			



**PRIORITY:** Regional Collaborations

The Monterey County Workforce Investment System and its regional partners act like a region.					
<b>Strategies</b> (to achieve desired outcome)	Rank	<b>Action Steps</b> (to implement strategies)	<b>Who</b>	<b>When</b>	<b>Status</b>
Establish our regional vision and voice to strengthen our competitive advantages. Monterey County is a “hinge” between two regions: <ul style="list-style-type: none"> <li>• Tri-county (informal, historic)</li> <li>• W4C (formal, more recent)</li> </ul> <i>We could have one WIB representing a region and maintain funding autonomy for each LWIA – John Chamberlin</i>	1	Tri-County <ul style="list-style-type: none"> <li>• Participation and financial support of Green Careers Partnership</li> <li>• Regional meetings between Monterey and Santa Cruz WIB members</li> <li>• Extreme Entrepreneurship Tour and follow-up activities</li> <li>• NEG OJT with OET, Santa Cruz and Shoreline</li> <li>• Consider a formal MOU</li> <li>• Project 17 – Agriculture and Technology project funded by Small Business Administration</li> <li>• Imagination Coast</li> </ul>			
		“Hinge” <ul style="list-style-type: none"> <li>• HART to meet monthly and to include allied health project next steps and other regional initiatives.</li> </ul>			
		W4C <ul style="list-style-type: none"> <li>• Regional Industry Clusters of Opportunity (RICO) project outcomes are aligned with Monterey County Business Council (MCBC) Competitive Clusters.</li> </ul>			
Align regional workforce investment activities to create a “borderless” region for participants and employers.	2	<ul style="list-style-type: none"> <li>• Review workforce policies and support consistency and resource sharing with neighboring areas.</li> <li>• Explore a regional VOS system.</li> </ul>			
Establish virtual meeting capabilities	3	Evaluate local access and other regions to assess costs and benefits of virtual meeting services. Increase contact, decrease costs			

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE THE WIB AND WIB SUBCOMMITTEE JANUARY – JUNE 2011 MEETING CALENDAR.  
**DATE:** NOVEMBER 17, 2010

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**RECOMMENDATION:**

Approve the WIB and WIB subcommittee January-June 2011 meeting calendar.

**DISCUSSION:**

The current WIB and WIB subcommittee calendar ends December 31, 2011. Below is the schedule of proposed meeting dates, based on the established schedule, for the WIB and each standing WIB subcommittee through the end of PY2010-11.

Workforce Investment Board

*1<sup>st</sup> Wednesday of every other month, 7:30am*

- February 2
- April 6
- June 1

# of meetings in PY09-10: 6

Executive Committee

*3<sup>rd</sup> Wednesday of every month, 8:00am*

- January 19
- February 16
- March 16
- April 20
- May 18
- June 15

# of meetings in PY09-10: 12

Planning Committee

*1<sup>st</sup> Thursday of every other month, 8:30am*

- January 6
- March 10
- May 5

# of meetings in PY09-10: 5

Youth Council

*2<sup>nd</sup> Monday of every month, 3:00pm*

- January 10
- February 14
- March 14
- April 11
- May 9
- June 13

# of meetings in PY09-10: 9

Oversight & Evaluation Committee

*2<sup>nd</sup> Thursday of every month, 8:30am*

- January 13
- February 10
- March 10
- April 14
- May 12
- June 9

# of meetings in PY09-10: 9




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Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board  
 Prepared by: Yuri Anderson, Management Analyst

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11/10/2010  
 Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE

**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR

**SUBJECT:** APPROVE THE DEVELOPMENT OF NEW REQUEST FOR PROPOSALS (RFP) FOR WIA TITLE I ADULT AND YOUTH PROGRAM SUBCONTRACTS BEGINNING IN PROGRAM YEAR (PY) 2011-12

**DATE:** NOVEMBER 17, 2010

**RECOMMENDATION:**

It is recommended that the Executive Committee concur with the Planning Committee's action to approve the development of new Request for Proposals (RFP) for Workforce Investment Act (WIA) Title I adult and youth program subcontracts beginning in Program Year (PY) 2011-12.

**SUMMARY:**

PY2011-12 will be the last year the Workforce Investment Act (WIA) Title I adult and youth contracts can be extended. The WIB is required to decide if they wish to continue funding the existing WIA adult and youth subcontracts for a third and final year, develop a new RFP with a different program design and contract deliverables, or not to subcontract adult services at all.

The following adult subcontractors were funded for PY2010-11 (July 1, 2010 to June 30, 2011) to provide on-the-job training (OJT) services for economically disadvantaged adults in Monterey County. The financial commitment for the adult subcontractors was \$881,250 in wages and OJT funding to serve 118 participants for an average cost of \$7,500 per participant.

<b>Adult Subcontractors</b>	<b>Total Funds Committed</b>	<b># of OJT to be served</b>
Shoreline Workforce Development Services	\$435,000	58
Turning Point of Central CA	\$446,250	60
<b>Total</b>	<b>\$881,250</b>	<b>118</b>

The following youth subcontractors were funded for PY2010-11 to provide work experience services for economically disadvantaged youth in Monterey County. The financial commitment for the youth subcontractors was \$363,000 in wages and work experience funding to serve 73 participants for an average of \$5,000 per participant.

**WIA Title I Youth – Work Experience**

<b>Youth Subcontractors</b>	<b>Total Funds Committed</b>	<b># of Youth to be served</b>
Turning Point	\$230,080	43
Unity Care Group	\$132,920	30
<b>Total</b>	<b>\$363,000</b>	<b>73</b>

**INFORMATION/DISCUSSION:**

Discussions occurred at the WIB's Planning and Youth Council meetings held on November 4 and 8, 2010, respectively, regarding the development of new RFP's or the extension of existing WIA Title I adult and youth subcontracts for PY2011-2012. The members had an opportunity to review a 3-year trend of WIA adult and youth programs and services to demographic and geographic underserved populations and strategize on what activities need to occur for their respective committee and council to make a recommendation to the Executive Committee and full WIB. (Reference the attached charts.)

Additionally, WIB staff has conducted three focus groups/community dialogues to convene multiple stakeholders to provide their valuable perspectives on Monterey County's workforce system. Plans are underway to schedule additional focus groups based on feedback received.

These dialogues will help to produce specific recommendations to help provide effective and efficient workforce services to individuals and businesses and shape the development of new RFPs.

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

Funding levels for requested programs are contingent upon WIA Title I adult and youth allocations received from the US Department of Labor (US DOL) and the State of California for PY2011-12.

**ATTACHMENTS:**

- 3-Year Trend in WIA Title I Adult Programs
- 3-Year Trend in WIA Title I Youth Programs



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Lyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

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

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10/29/2010  
Date

### 3-YEAR TREND IN WIA TITLE I ADULT PROGRAMS

Name:

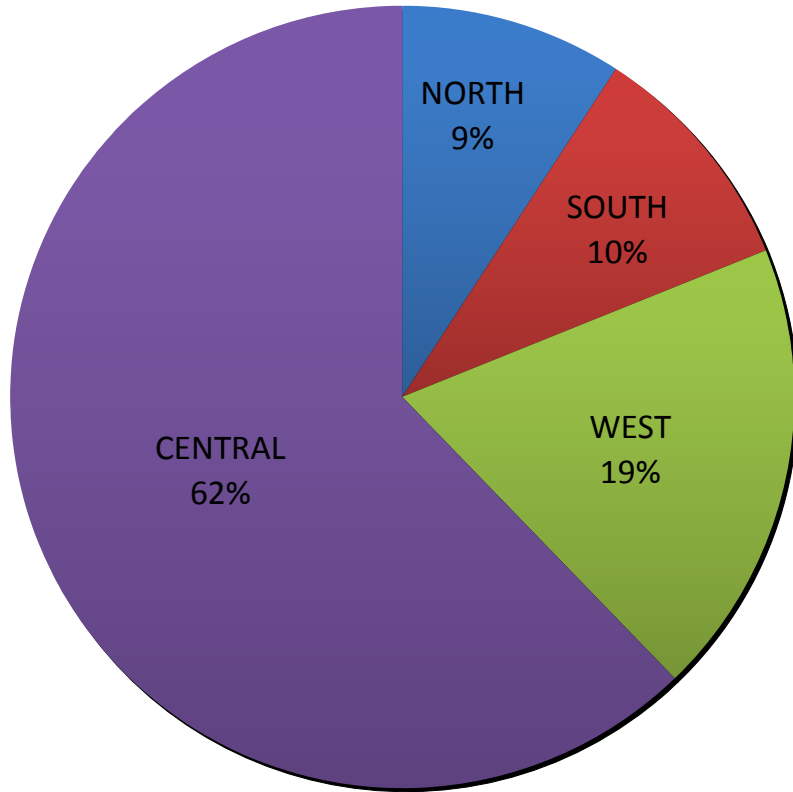
Organization:

Date:

<b>Persons w/a Disability</b>		<b>Goal: 16%</b>
<input type="checkbox"/>		▪ Consistently not reaching target goal, with across region average of 11%
<input type="checkbox"/>		▪ Consistent decline in service in South region, with a decrease of 13.7% in 3-years
<b>High School Dropouts</b>		<b>Goal: 20%</b>
<input type="checkbox"/>		▪ Consistent decline in service across all regions over the last three years
<input type="checkbox"/>		▪ Serving approximately 50% of target goal in West region
<b>Homeless</b>		<b>Goal: 5%</b>
<input type="checkbox"/>		▪ Decline in service to all regions except North over the last three years
<input type="checkbox"/>		▪ 1% of individuals served in North region over 3-years have been identified as Homeless
<b>Limited English Proficient</b>		<b>Goal: 10%</b>
<input type="checkbox"/>		▪ Service level has been steady over the 3-year period, except in North region where service has declined by 6.5%
<input type="checkbox"/>		▪ North region at approximately 60% of goal
<input type="checkbox"/>		▪ West region at approximately 35% of goal
<b>Offender</b>		<b>Goal: 20%</b>
<input type="checkbox"/>		▪ Consistent increase in service over the 3-year period, except in Central region where it has remained consistent
<input type="checkbox"/>		▪ At or nearing target goal in all areas except West
<input type="checkbox"/>		▪ 10% increase in service to target population in West region over the 3-year period
<b>TANF Recipients</b>		<b>Goal: 12%</b>
<input type="checkbox"/>		▪ Exceeding target goal in all regions except West, where 3-year average is 8.6%
<input type="checkbox"/>		▪ 7% decline in service in the West region over 3-year period
<input type="checkbox"/>		▪ Consistent service level in Central region
<input type="checkbox"/>		▪ Increase in service of approximately 7% in North region
<b>Veterans</b>		<b>Goal: 10%</b>
<input type="checkbox"/>		▪ Average 3-year service to Veterans of 3.6% in North, South and Central regions, 7.4% below target goal
<input type="checkbox"/>		▪ Exceeding target goal in West region (11.6%), despite a more than 8% decrease in service from PY08-09 to PY09-10
<b>Other</b>		<b>No Goal Established.</b>
Other includes: Displaced Homemakers, Single Parents, Substance Abuse, and Recently Separated		
<input type="checkbox"/>		▪ Consistently accounts for approximately 31% of identified barriers across all regions

### ADULT: 3-year Avg Enrollment by Geographic Region

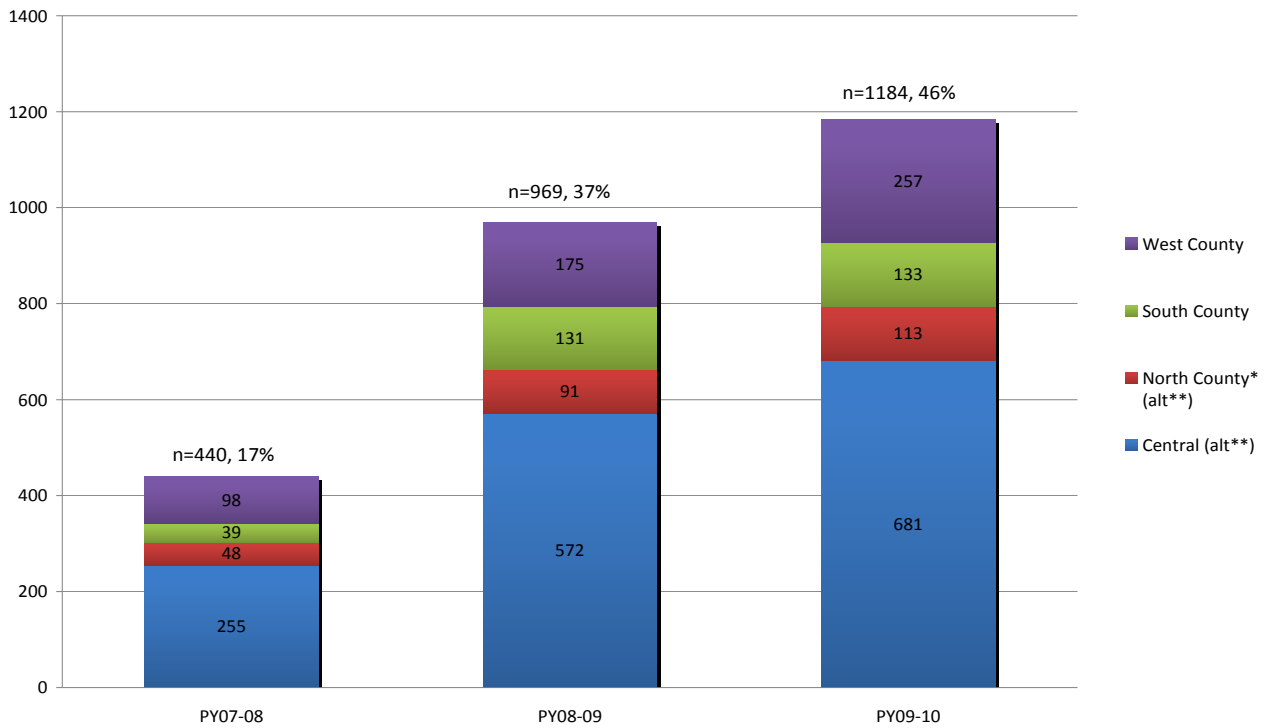
(n=2593)



#### Target Geographic Service Goals

North	11%
South	18%
West	16%
Central	55%

### ADULT: Total Enrollment by Program Year (n=2593)



### 3-YEAR TREND IN WIA TITLE I YOUTH PROGRAMS AND SERVICE LEVELS

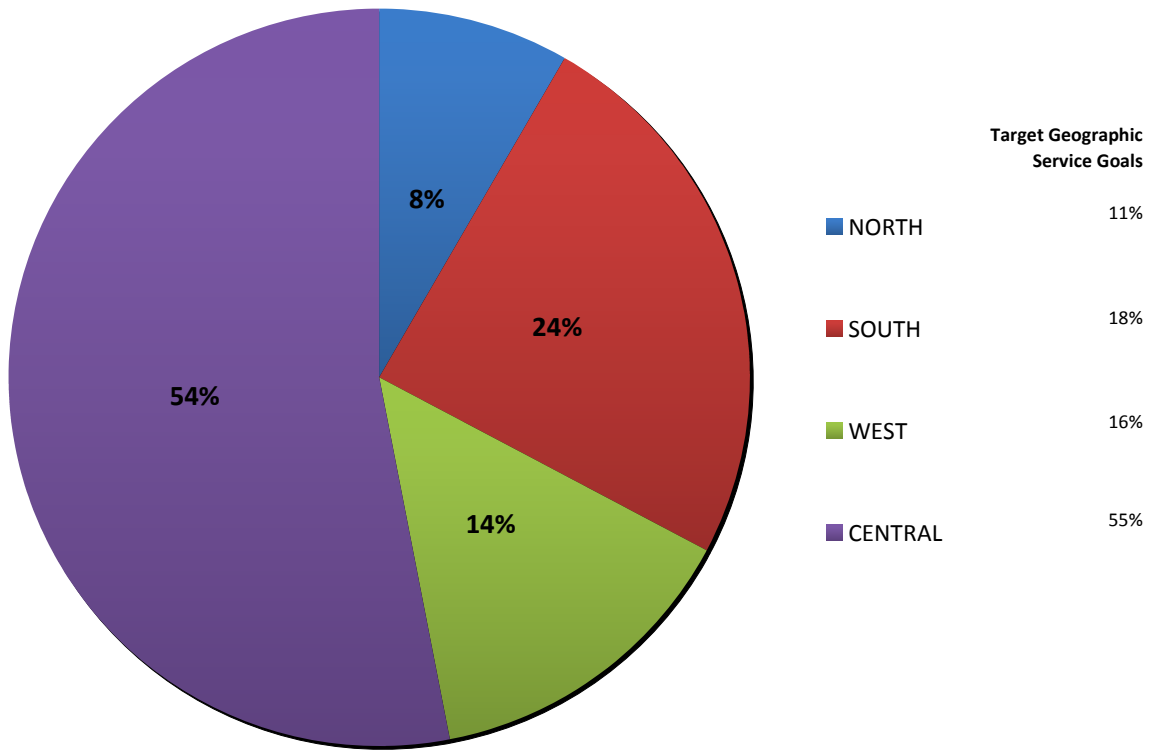
Name:

Organization:

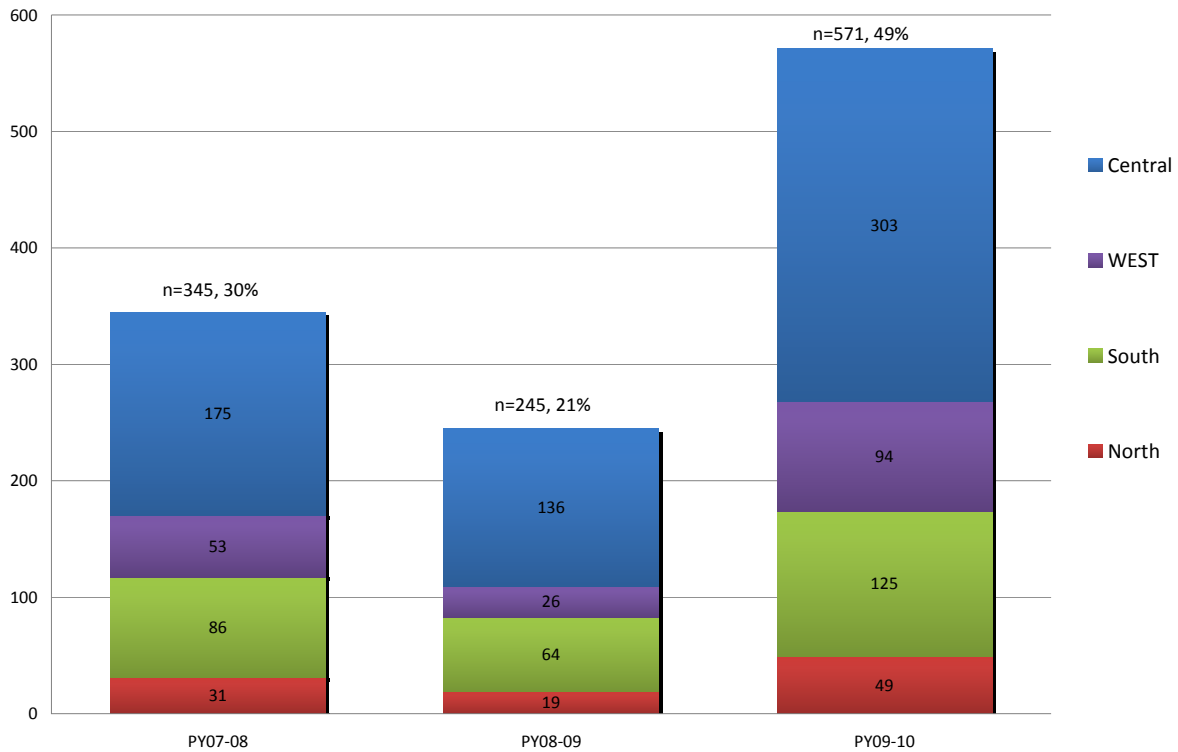
Date:

<b>Youth w/a Disability</b>		<b>Goal: 20%</b>
<input type="checkbox"/>	▪ Near or exceeded goal in all regions during the 3-year period	
<input type="checkbox"/>	▪ Percentage of youth served in West region has traditionally been greater than that served in all other areas	
<b>Limited English Proficient</b>		<b>Goal: 10%</b>
<input type="checkbox"/>	▪ Not achieving goal in any region, with all region average of 6%	
<input type="checkbox"/>	▪ Over 15% increase of service to LEP youth in North region over 3-year period	
<input type="checkbox"/>	▪ Steady increase of approximately 2 percentage points in youth served in South region	
<b>Homeless</b>		<b>Goal: 2%</b>
<input type="checkbox"/>	▪ Near or exceeding goal in all regions	
<input type="checkbox"/>	▪ 5% decrease in service in North region from PY08-09 to PY09-10	
<input type="checkbox"/>	▪ Over 13% increase in service to West County over 3-year period	
<b>Foster Youth</b>		<b>Goal: 5%</b>
<input type="checkbox"/>	▪ At approximately 50% of goal in North, West and South regions	
<input type="checkbox"/>	▪ 2% points over goal in Central region	
<input type="checkbox"/>	▪ 8% increase in youth served over 3-year period	
<b>TANF Recipients</b>		<b>Goal: 20%</b>
<input type="checkbox"/>	▪ 5-9 percentage points below goal in North, West or South regions	
<input type="checkbox"/>	▪ Consistently exceeding goal in Central region	
<input type="checkbox"/>	▪ Approximately 8% increase in youth served in North region over 3-years	
<b>Offender</b>		<b>Goal: 20%</b>
<input type="checkbox"/>	▪ 7-9 percentage points below goal in South and Central regions over 3-year period	
<input type="checkbox"/>	▪ While 3-year average of participants served in North region shows goal was achieved, the percentage served in this area has decreased by 18% in 3-years	
<b>Other</b>		<b>No Goal Established.</b>
Other includes: Pregnant/Parenting Youth, Single Parents, Runaway, and Substance Abuse		
<input type="checkbox"/>	▪ Accounts for approximately 25% of identified barriers in youth across all regions over 3-year period	

**Average Youth Enrollment by Geographic Region - PY07/8 - PY09/10**  
(n=1161)



**# of Enrolled Youth by Geographic Region (n=1161)**





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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE MONTEREY COUNTY LWIA PARTICIPATION AND FUNDING TO SUPPORT YOUTHBUILD PROPOSAL(S)  
**DATE:** NOVEMBER 17, 2010

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**RECOMMENDATION:**

Approve Monterey County LWIA participation and funding to support YouthBuild proposal(s)

**BACKGROUND:**

YouthBuild is a project of the Department of Labor Employment and Training Administration (DOL-ETA). The project seeks to provide disadvantaged youth with:

- The education and employment skills necessary to achieve economic self-sufficiency in occupations in high demand and postsecondary education and training opportunities;
- Opportunities for meaningful work and service to their communities; and,
- Opportunities to develop employment and leadership skills and a commitment to community development among youth in low-income communities.

Benefits to the community include additional low-income and/or transitional housing for the homeless.

YouthBuild projects have been successfully funded in Watsonville and Greenfield in past years.

DOL-ETA recently released a request for proposals to fund new YouthBuild projects. Approximately \$130 million in grant funds is available. Awards will range from \$700K – \$1.1 million. Proposals are due December 3, 2010.

The WIB hosted a partner meeting on November 5 at the Salinas One-Stop to determine local interest in submitting a proposal.

**SUMMARY/DISCUSSION:**

Two of our partners have expressed an interest in applying for YouthBuild: Rancho Cielo Youth Campus and Monterey Adult School Pre-Apprenticeship Program. Up-to-date information about participation and funding will be provided at the meeting.

**FISCAL/MIS IMPACTS:**

WIB staff will provide information for the grant proposals. WIA funding may be available for part-time staff for the two years of the project as well as training and support services. These leveraged resources are estimated to be \$120,000 per year for two years if 36 students were served each year based on previous projects.



Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

11/10/2010  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE EXPENDING WIA FUNDS FOR WIB MEMBERS AND STAFF ATTENDANCE AT THE NAWB FORUM 2011  
**DATE:** NOVEMBER 17, 2010

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**RECOMMENDATION:**

Approve expending WIA funds for WIB members and staff, and associated costs at the National Association of Workforce Boards (NAWB) Forum 2011.

**SUMMARY/DISCUSSION:**

Forum 2011 – **Dialogue for Workforce Excellence** - will bring leaders from workforce organizations, economic development, education, business, and others together to have an important conversation about the challenges and opportunities facing workforce developers today. Keynote speakers will include Bob Schieffer, Moderator of Face the Nation; and Paul Harrington, EdD, Economist and Faculty at the Northeastern University School of Public Policy and Urban Affairs.

The conference will be held February 5-8, 2011 at the Renaissance Washington DC Hotel.

**FISCAL/MIS IMPACTS:**Estimated costs

▪ Per person registration:	\$695.00
▪ Flight (subject to availability):	\$284.00
▪ 4 Nights Single Occupancy Hotel:	\$724.00 plus tax
▪ Per diem (meals not provided at conference, associated travel costs):	\$265.00

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**TOTAL: \$1,968.00**

In 2010, seven WIB and Youth Council members and WIB staff attended the Forum at a total cost of \$17,376.53.

This fiscal year, the WIB allocated \$20,000 for Board member training; approximately \$4,800 has been expended to date. Additionally, the WIB allocated \$10,000 for staff training; approximately \$2,000 has been expended. With this recommendation, the Executive Committee is requested to determine the maximum total expenditure to be made for costs associated with attendance at the Forum.




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Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board  
 Prepared by: Yuri Anderson, Management Analyst

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11/10/2010  
 Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE EXPENDING WIA FUNDS FOR WIB/YOUTH COUNCIL MEMBERS AND WIB STAFF ATTENDANCE AT THE 2011 CWA YOUTH CONFERENCE  
**DATE:** NOVEMBER 17, 2010

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**RECOMMENDATION:**

Approve expending WIA funds for WIB and Youth Council members and WIB staff attendance at the 2011 CWA Youth Conference.

**SUMMARY/DISCUSSION:**

CWA's Youth Conference brings together practitioners and policy makers involved in youth employment, training and education programs. This year's conference theme, ***Our Time Our Voice***, reflects our commitment to refocus, redesign and reenergize California's youth programs, especially for out of school youth and youth most impacted by the current economy.

Conference sessions will feature great examples of policies, programs and practices in the youth employment field, dropout recovery programs, entrepreneurial initiatives, and programs targeted on youth with special needs. Special attention will be given to both public and private funding resources and opportunities that support this important work. Additionally, we will offer basic sessions for new staff covering WIA planning and program operations, youth performance standards, program design, and other federal and state compliance issues connected to youth program administration and implementation.

The conference will be held January 18-20, 2011 at the Renaissance Long Beach Hotel in downtown Long Beach, CA.

**FISCAL/MIS IMPACTS:**Estimated costs

▪ Per person registration:	\$410.00
▪ Flight (subject to availability):	\$180.00
▪ 2 Nights Single Occupancy Hotel:	\$318.00 plus tax
▪ Per diem (meals not provided at conference, associated travel costs):	\$213.00
<b>TOTAL:</b>	<b>\$1,121.00</b>

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In 2010, four Youth Council members and WIB staff attended the conference at a total cost of \$4,056.40.

This fiscal year, the WIB allocated \$20,000 for Board member training; approximately \$4,800 has been expended to date. Additionally, the WIB allocated \$10,000 for staff training; approximately \$2,000 has been expended. With this recommendation, the Executive Committee is requested to determine the maximum total expenditure to be made for costs associated with attendance at the conference.




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Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board  
 Prepared by: Yuri Anderson, Management Analyst

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11/10/2010  
 Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONCUR WITH THE NOVEMBER 10, 2010 OVERSIGHT COMMITTEE ACTION TO APPROVE THE MONITORING SCHEDULE FOR PY 2010-11 FOR WIA TITLE I ADULT, DISLOCATED WORKER AND YOUTH PROGRAMS  
**DATE:** NOVEMBER 17, 2010

**RECOMMENDATION:**

It is recommended the Executive Committee concur with the November 10, 2010 Oversight Committee action to approve the following updated monitoring schedule for program year 2010-11 for WIA Title I Adult and Youth Subcontractors and OET Adult, Dislocated Worker and Youth Programs.

**Monitoring Schedules and Reporting Periods:****Unity Care Youth Program:**

- On-Site: November 18-19, 2010 (Salinas)
- Fiscal: November 16-17, 2010 (San Jose)

**Shoreline Adult Program:**

- On-Site: February 7-9, 2011 (Salinas)
- Fiscal: February 10-11, 2011 (Salinas)

**Turning Point Adult/Youth Programs:**

- On-Site: February 28 – March 2, 2011 (Salinas)
- Fiscal: March 3-4, 2011 (Visalia)

**Monitoring Reports for all****Subcontractors:**

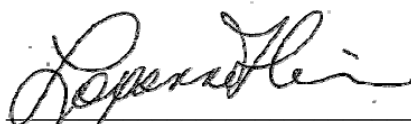
- Mid April 2009

**Office for Employment Training****Dislocated Worker & Adult Programs:**

- On-Site: January 25-31, February 1, 2011
- Fiscal: Early May 2011
- Reports: Early June 2011

**Office for Employment Training Youth Program (year-round and summer)**

- On Site: late April 2011
- Fiscal: Early May 2011
- Reports: Early June 2011



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

This report was prepared by: Manley Bush, WIB Management Analyst

11/10/2010

Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** NEGOTIATION OF ADULT AND DISLOCATED WORKER ENTERED EMPLOYMENT GOALS FOR PY2009-10 AND 2010-11  
**DATE:** NOVEMBER 17, 2010

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**INFORMATION/SUMMARY:**

Monterey County's performance goals for 2009-10 and 2010-11 were successfully negotiated with the state to ensure that we would meet the minimum 80% success rate. We expect that final performance outcomes will be reported by the state in December.

Staff provided comments to EDD Draft Directive WSDD-49, LWIA Final Performance Goals for PY 2009-10 and 2010-11. We requested a revision to two of the performance goals, Adult and Dislocated Worker Entered Employment. The reason for this request was to recognize the increased number of successful participants and not be hurt by the lower rate of success because of the sheer number of people enrolled and provided services during such a challenging time of high unemployment.

<b>Unemployment Rate</b>	<b>Annual 2008</b>	<b>Annual 2009</b>	<b>August 2010</b>
Santa Clara County: NOVA/San Jose City	6.0%	11.0%	11.1%
San Benito County	9.6%	14.4%	14.8%
Santa Cruz County	7.3%	11.2%	11.0%
Monterey County	8.4%	11.9%	10.5%
San Luis Obispo	5.7%	9.0%	10.3%
Santa Barbara	5.4%	8.4%	8.9%
Ventura	6.2%	10.0%	11.2%
<b>STATE Unemployment Rate</b>	<b>7.2%</b>	<b>11.4%</b>	<b>12.4%</b>

We did not request revisions to the Adult and Dislocated Worker Employment Retention or Average Earnings goals, or any Youth goals.

**DISCUSSION:**

Monterey County is requesting that the Adult Entered Employment goal be set at 63% instead of 67%. We are confident that we will reach at least 80% of this goal. Compared to 2008-09, when the goal was 75.5%, we increased the number of adults that successfully entered employment from 250 to an estimated 487. Our rate will be lower because we enrolled and were working with more than 900 adults compared to 310 the year before.


Additionally, Monterey County is requesting that the Dislocated Worker Entered Employment goal be set at 58% instead of 67%. We are confident that we will reach at least 80% of this goal. Compared to 2008-09, when the goal was 79%, we increased the number of dislocated workers that successfully entered employment from 129 to an estimated 390. Our rate will be lower

because we enrolled and were working with more than 792 participants compared to 177 the year before.

**Proposed Performance Goals by Local Areas Program Year 2009-10 and 10-11**

<b>ADULT</b>	<b>ENTERED EMPLOYMENT</b>	<b>EMPLOYMENT RETENTION</b>	<b>AVERAGE EARNINGS</b>
NOVA	45%	76%	\$15,500
San Jose City	44%	76%	\$13,000
San Benito County	73%	75.5%	\$10,500
Santa Cruz County	73%	78%	\$12,500
Monterey County	67%	75%	\$10,500
San Luis Obispo	72%	83.5%	\$10,500
Santa Barbara	71%	78%	\$13,700
Ventura	70%	80.5%	\$12,000
<b>STATEWIDE GOAL PY 2009-10</b>	<b>56.4%</b>	<b>81%</b>	<b>\$13,000</b>
NEW Santa Cruz County PROPOSED	60%	75%	\$10,500
<b>NEW Monterey County PROPOSED</b>	<b>63%</b>	<b>No change</b>	<b>No change</b>

<b>DISLOCATED WORKER</b>	<b>ENTERED EMPLOYMENT</b>	<b>EMPLOYMENT RETENTION</b>	<b>AVERAGE EARNINGS</b>
NOVA	58%	77.5%	\$20,000
San Jose City	67.3%	83%	\$16,500
San Benito County	70%	77%	\$13,500
Santa Cruz County	73%	81%	\$13,500
Monterey County	67%	80%	\$12,500
San Luis Obispo	77%	87%	\$14,500
Santa Barbara	76%	79%	\$14,500
Ventura	73%	85%	\$16,000
<b>STATEWIDE GOAL PY 2009-10</b>	<b>67.3%</b>	<b>83%</b>	<b>\$15,900</b>
<b>STATEWIDE GOAL PY 2010-11</b>	<b>69.5%</b>	<b>83%</b>	<b>\$15,900</b>
NEW Santa Cruz County PROPOSED	62%	77%	\$12,500
<b>NEW Monterey County PROPOSED</b>	<b>58%</b>	<b>No change</b>	<b>No change</b>

  
 \_\_\_\_\_  
 Lyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board

11/10/2010  
 \_\_\_\_\_  
 Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** EXTREME ENTREPRENEURSHIP TOUR EVENT UPDATE  
**DATE:** NOVEMBER 17, 2010

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**INFORMATION:**

On October 27, 2010, the Monterey and Santa Cruz County Workforce Investment Boards partnered together with the Santa Cruz County Office of Education, the Small Business Development Center at Cabrillo College and other local community partners and educational institutions to organize and host a regional Extreme Entrepreneur Tour (EET) Event held at the Santa Cruz County Fairgrounds.

One of our goals was to inspire young people to succeed in school and in life by seizing educational opportunities and starting their own business. By bringing the EET to our community, we had the opportunity to teach and motivate youth to reach their potential and interact with successful youth entrepreneurs about possibilities that lead to self-sufficiency and success.

**Update on EET Event - October 27, 2010:**

- EET brought together a team of five of America's top young entrepreneurs, keynote speakers, workshop presenters, panelists, and guests to spread the entrepreneurial mindset to youth in our community. The speakers were young entrepreneurs under the age of 30 who've made, earned, and sold their company for millions and made a huge impact.
- Our SBDC partner convened three local entrepreneurs to take part in the panel.
- Over 140 people attended the event, including 78 youth.
- Prior to the event we solicited feedback on the EET registration and evaluation forms that were filled out by the participants on the day of the event. Using these forms, we were able to accomplish our outcomes to include knowing who the youth that attended and what they value in terms of future educational or training needs or opportunities. WIB staff plan to share this information with local educators and service/training providers to make decisions about future programs geared toward entrepreneurship.
- Nine exhibitors provided information on entrepreneurship programs, how to start a business, how to apply for business loans, information on training programs and more!
- The "Carter Brothaz" gave a special youth performance. Their mission is to share their hearts in what they know best through two of the many talents they love - drum and dance.
- Volunteers included representatives from: Unity Care Group, EDD Youth Employment Opportunity Program, WIA - Sueños Program, Santa Cruz County Office of Education, Youth Council & Monterey County WIB members.

- Sponsors included: Shoreline Workforce Development Services, Ho'omana Hawaiian Band, Second Harvest Food Bank, Martinellis, Safeway, Bank of America and El Pajaro Community Development Corporation.
- On Oct. 21, 2010, the GoodTimes promoted the event in a half-page color ad.
- On Oct. 26 & 27, 2010, the Santa Cruz Sentinel featured the event in their newspaper.

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

The Santa Cruz and Monterey County WIBs shared the cost of hosting the EET. The Monterey County WIB's Youth Council approved the allocation of \$15,000 from Monterey County's LWIA 2010-11 budgets to support this event. The Santa Cruz County Office of Education approved an allocation of \$5,000 to support this event.

	<b>Monterey County</b>	<b>Santa Cruz County</b>	<b>TOTAL</b>
Budget	\$15,000	\$5,000	<b>\$20,000</b>
Expended	(\$8,664)	(\$6,061)	<b>(\$14,725)</b>
Balance	\$6,336	(\$1,061)	

The amount expended by Monterey County includes a \$4,750 EET contract obligation which has not been released. A portion of this obligation will be reallocated to the Santa Cruz WIB so that each WIB will have incurred half of the total expenditures.

**ATTACHMENTS:** Selected survey results



\_\_\_\_\_  
Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

\_\_\_\_\_  
11/5/2010  
Date

This report was written by: Marleen Esquerro and Miguel Banda, WIB Management Analysts





## EET Event Summary - October 27, 2010

### Total Number of Attendees:

78

### Age of Attendees:

Age 14-16	14%
Age 17-21	58%
Age >22	28%
	100%

### Current County of Residence:

Monterey	58%
Santa Cruz	38%
Other	4%
	100%

### Evaluations:

How would you rate the event overall?	9.20
Would you recommend this event to your friends?	9.11
As a result of today, how likely are you to one day start a	8.59

### Which of the services below are you most interested in:

Entrepreneurship Class(es)	30%
Business Plan Competition	18%
Business Incubator	4%
Eship Bootcamp	5%
SBDC	2%
Speaker Series	6%
Mentorship Program	9%
Elevator Pitch Competition	2%
Student-Run Enterprise	4%
Entrepreneurship Club	5%
Entrepreneurial Internship	8%
Other	8%

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE

**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR

**SUBJECT:** UPDATE REGARDING THE ALLIED HEALTH AND NURSING CAREER FAIRS TO SERVE UNDERSERVED NINTH GRADERS IN MONTEREY COUNTY

**DATE:** NOVEMBER 17, 2010

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**BACKGROUND:**

With 'baby boomers' retiring, our state's population increasing and becoming more diverse, and the anticipation of an influx of newly insured patients, California and our region must have a pipeline of culturally competent, allied health workers in place to meet an increased demand for services.

Allied health professions are careers other than nursing or medicine (doctors) that require some form of post-secondary education.

Statistics provided by the California Department of Finance, the California Hospital Association and the California Endowment underscore the need to develop an allied health workforce that will be able to provide quality, appropriate care to our state, region and county's increasingly diverse patient population.

**DISCUSSION:**

The MCWIB has collaborated with Community Hospital of the Monterey Peninsula (CHOMP), Natividad Medical Center, Salinas Valley Memorial Healthcare System (SVMH), Clinica de Salud del Valle de Salinas, Mission Trails ROP and Hartnell College to host three **allied health and nursing career fairs** targeting underserved **high school students** throughout Monterey County.

Funding, through the Career Technical Education Community Collaborative Grant, a partnership between Hartnell College and Mission Trails ROP, has allowed for the coordination of students and transportation, funding for occupation catalogs and food for each event.

On Monday, November 1, SVMH kicked off the first health fair serving over 45 targeted, high school students, primarily from North Monterey County and Salinas High Schools. CHOMP held their fair on Thursday, November 4 and served 60 targeted, underserved students from Monterey, Seaside and Marina High Schools. Natividad will be hosting their fair Thursday, November 18, 2010, serving students from Alisal, Everett Alvarez, North Salinas and Gonzales High Schools.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

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

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11/8/2010  
Date

Both hospitals provided clinical staff from over eight different allied health fields, nursing, a booth from Clinica de Salud and College reps from CSUMB, Hartnell, MPC, Cabrillo and Heald College. The fairs not only provided information on career opportunities, educational requirements and compensation, but guest speakers provided inspiration and motivation to the young individuals. CHOMP's Radiation Technology Director, Eric LoMonoco, spoke throughout the day-his charisma, compelling background and message to 'believe in yourself' kept the students energized and engaged.

A South Monterey County fair is being planned for early 2011.

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CREDENTIALING OF WORKFORCE DEVELOPMENT PROFESSIONALS  
**DATE:** NOVEMBER 17, 2010

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**BACKGROUND:**

*How much attention does the workforce development system pay to the skills and credentials of its own professional staff?*

To answer this question, the National Association of Workforce Boards (NAWB) and the National Association of Workforce Development Professionals (NAWDP) released a survey to determine the value of credentials among workforce development professional staff. For the purpose of the survey, credentials did not include undergraduate or graduate degrees.

Over the course of 20 days, almost 700 individuals from 48 states and territories responded. Monterey County participated in the survey. Key findings of the survey included:

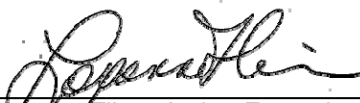
- There is a great interest in credentialing within the workforce development system;
- Most of those hiring workforce development professionals value credentials when making hiring, promotion, salary, or bonus decisions;
- While most hiring managers *value* credentials, few *require* them;
- The NAWDP Certified Workforce Development Professionals (CWDP) credential usually topped the list of credentials valued in making hiring and compensation decisions;
- Those hiring Youth Workers most valued teaching credentials; and,
- In 25% of cases, staff credentials were not considered an important part of the contracting process for workforce development services.

**DISCUSSION:**

Locally, efforts are already underway to certify workforce development professionals.

As part of the Good Prospects Grant, Shoreline Workforce Development Services will present the Career Development Facilitator Training (CDF) to workforce development partners in a three county service area (San Luis Obispo, Santa Cruz, and Monterey Counties). OET, Turning Point, Shoreline Workforce Development Services-Santa Cruz County, and the Monterey County WIB have confirmed their participation in the training. Upon successful completion, eligible candidates can apply for Global CDF national certification through the American Counseling Association. The cost of this program is underwritten by the Good Prospects Grant.

Additionally, the 2010-15 WIB strategic plan includes a commitment to continuous improvement (Priority: Model One-Stop Delivery System).

  
Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
Prepared by: Yuri Anderson, Management Analyst

11/10/2010  
Date



**PUBLIC MEETING NOTICE**  
**Monterey County Workforce Investment Board**  
 Marina Branch Public Library, 190 Seaside Circle, Marina, CA 93933  
 Wednesday, December 1, 2010 – 7:30am

Erik Cushman,  
*WIB & Executive Chair*

Joanne Webster,  
*WIB 1<sup>st</sup> Vice Chair*

Anthony Aniello  
*WIB 2<sup>nd</sup> Vice Chair*

David Bernahl, II,  
*WIB Past Chair*

**WIB Members:**

- Mark Bastis
- Wendy Brickman
- Diana Carrillo
- Maria Castillo
- Linda Coyne
- Al Davis
- Ruben Garcia
- Dr. Douglas Garrison
- Rich Gillis
- Scott Grover
- Hunter Harvath
- Phoebe Helm
- Mike Hutchinson
- Cesar Lara
- Mary Ann Leffel
- Maggie Melone-Echiburu
- Salvador Munoz
- Jim Nakashima
- Lupe Palacio
- Dave Potter
- Judith Profeta
- Elliott Robinson
- Ralph Rubio
- Ken Scherpinski
- Larry Silva
- Teresa Sullivan
- Brian Turlington
- Mark Verbonich
- Robert Weakley

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

**CALL TO ORDER/INTRODUCTIONS**

Erik Cushman,  
*Chair*

**CHANGES TO THE AGENDA**

**PUBLIC COMMENT** – For items not listed on the agenda. Limited to 3 min.

**7:30am BUSINESS MEETING**

Erik Cushman

**1. Action:** Approve the minutes of the October 6, 2010 Workforce Investment Board meeting.

Erik Cushman

**APPOINTMENTS AND RESIGNATIONS**

Erik Cushman

**2. Action:** Consider the appointment of Edward Mohacsy, representing business, to the WIB for a three year term ending 2013. ( *Pending Executive review*)

**DIRECTORS REPORT**

Loyanne Flinn

**CONSENT CALENDAR**

Erik Cushman

**C-1. Action:** Concur with the November 17, 2010 Executive Committee action to approve the WIB and WIB subcommittee January-June 2011 meeting calendar.

**C-2. Action:** Concur with the November 17, 2010 Executive Committee to approve the new Requests for Proposals (RFP) for WIA Title I adult and youth program subcontracts beginning in Program Year 2011-2012

**C-3. Action:** Concur with the November 17, 2010 Executive Committee action to approve the updated monitoring schedule for PY2010-11 WIA Title I Adult, Dislocated Worker and Youth programs.

**C-4. Action:** Concur with the November 17, 2010 Executive Committee action to approve the number of attendees and associated costs for WIB member attendance at the National Workforce Boards Forum 2011

**C-5. Action:** Concur with the November 17, 2010 Executive Committee approve the number of attendees and associated costs for WIB and Youth Council member attendance at the January 18-20, 2011 CWA Youth Conference

**Board Member Comments and Referrals:** The Chair shall receive requests for information from board members for items not appearing on the agenda.

Erik Cushman

**3. Information:** Update on WIB focus group meetings convened to discuss PY 2011-12 Request for Proposals.

Marleen Esquerra

**4. Information:** Discussion and update on current grant activities for PY 2010-11.

Loyanne Flinn

**5. Information:** Discussion and update on recent monitoring activities for PY2010-11.

Loyanne Flinn

**6. Information:** Update on the Strategic Plan.

Loyanne Flinn

**8:15 am ROUNDTABLE DISCUSSIONS**

**Information:** Presentation from Project 17.

Susan Barich

**Information:** Presentation from the Regional Industry Clusters of Opportunity Grant (RICOG)

Nick Shultz

**Information:** Presentation from the Green Career Partnership

Joe Fleming

**Information:** Presentation from Shoreline regarding the National Emergency Grant

Wil Moore

**ANNOUNCEMENTS OF EVENTS OR SERVICES**

Erik Cushman

**Upcoming Subcommittee Meetings:**

**Upcoming WIB Meetings:**

- Executive:



Erik Cushman,  
*WIB & Executive Chair*

Joanne Webster,  
*WIB 1<sup>st</sup> Vice Chair*

Anthony Aniello  
*WIB 2<sup>nd</sup> Vice Chair*

David Bernahl, II,  
*WIB Past Chair*

**WIB Members:**

Mark Bastis  
Wendy Brickman  
Diana Carrillo  
Maria Castillo  
Linda Coyne  
Al Davis  
Ruben Garcia  
Dr. Douglas Garrison  
Rich Gillis  
Scott Grover  
Hunter Harvath  
Phoebe Helm  
Mike Hutchinson  
Cesar Lara  
Mary Ann Leffel  
Maggie Melone-Echiburu  
Salvador Munoz  
Jim Nakashima  
Lupe Palacio  
Dave Potter  
Judith Profeta  
Elliott Robinson  
Ralph Rubio  
Ken Scherpinski  
Larry Silva  
Teresa Sullivan  
Brian Turlington  
Mark Verbonich  
Robert Weakley

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

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- Planning:
  - Oversight:
  - Youth Council:
- 

■ February 2, 2010 – TBD

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## ADJOURN

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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) 796-3313 or visit our website at [www.montereycountywib.org](http://www.montereycountywib.org).

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