



# SPECIAL PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board (WIB)  
**EXECUTIVE COMMITTEE**

Seaside One Stop Career Center  
1760 Fremont Blvd. Building D-2, Seaside, CA 93955

Tuesday, December 8, 2009  
8:30 a.m.

David Bernahl, II,  
*WIB & Executive Chair*

Erik Cushman,  
*WIB 1<sup>st</sup> Vice Chair*

Joanne Webster,  
*WIB 2<sup>nd</sup> Vice Chair*

Robert Brower, Sr.,  
*WIB Past Chair*

## Executive Committee Members:

David Bernahl, II,  
*Executive Committee  
Chair*

Robert Brower, Sr.

Diana Carrillo

Erik Cushman

Mary Ann Leffel

Robert Weakley

Joanne Webster

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## AGENDA

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### CALL TO ORDER/INTRODUCTIONS

David Bernahl, *Chair*

### CHANGES TO THE AGENDA

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

### BUSINESS MEETING

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| 1. <b>Information:</b> Discussion regarding the list of ideas and suggestions proposed by the WIB and Youth Council members at the annual WIB Retreat held on October 21, 2009. <i>(See attached)</i> | Executive Committee<br>Member Facilitators |
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### ANNOUNCEMENTS OF EVENTS OR SERVICES

David Bernahl

#### Upcoming Executive Committee Meetings:

- December 21, 2009, 3:30pm, *Monday*
- January 18, 2010, 3:30pm, *Monday*

#### Upcoming WIB Meetings:

- January 6, 2010
- February 3, 2010, *Rancho Cielo*

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### ADJOURN

David Bernahl

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. To request information, please contact the Monterey County Workforce Investment Board staff at (831) 796-3313 or visit our website at [www.montereycountywib.org](http://www.montereycountywib.org).

Monterey County  
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Board (WIB)

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*Executive Director*

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE

**FROM:** LOYANNE FLINN, ACTING DIRECTOR

**SUBJECT:** DISCUSSION REGARDING THE LIST OF IDEAS AND SUGGESTIONS PROPOSED BY THE WIB MEMBERS AT THE ANNUAL WIB RETREAT HELD ON OCTOBER 21, 2009

**DATE:** DECEMBER 8, 2009

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**SUMMARY:**

Draft strategic goals for each workgroup are identified below. The attached tables provide additional details, timelines and decision points to develop a work plan.

## Workgroup#1 - Board Business

- Strategic Meeting Calendar 2010
- WIB and Youth Council members tour Career Centers
- Ad&PR to develop new outcomes and goals to present to full WIB
- WIB Membership Committee
- BOS: WIB Annual Reports as scheduled items and one page summary of full WIB meetings

## Workgroup#2 – WIB, Economic Development and Educational Partnerships

- Economic Development: BOS Ad Hoc Economic Development Committee; WIB staff provide information at OEDC and MCBC meetings.
- Economic Development: Chambers and other employer organizations
- Economic Development: Salinas Valley Enterprise Zone
- Education: WIB staff to participate in MCBERI
- Education: Meeting with Community Colleges, ROP and Adult Schools planned

## Workgroup #3 - One Stop Operations

- One-Stop Operator MOU
- Additional permanent and/or mobile One-Stops

Workgroup #4 - ~~Evolution of the One Stop~~ Community Workforce System and ARRA funding

- Success Stories from Youth Council, OET, subcontractors and other workforce partners
- Initiate business services performance goals to include repeat businesses, quotes from businesses and percent hired when referred to businesses
- Collaborations across the Community Workforce System
- WIB/OEDC ARRA projects
- Layoff Aversion project

**ATTACHMENT:** Four strategic workgroups

  
 Loyanne Flinn, Acting Director  
 Monterey County Workforce Investment Board

12/7/2009  
 Date

<b>Workgroup # 1 – Board Business – Proposed Work Plan</b>		
<b>GOALS</b>	<b>PLAN/TIMELINE</b>	<b>STATUS</b>
<b>1. Strategic Meeting Calendar 2010</b> Define the purpose of the full WIB and each committee. (i.e. only need a full WIB and Youth Council) Committee and meeting deliverables	<i>Plan: workgroup of 3-4 WIB and YC members; bylaw update</i> <i>Join Planning and Oversight?</i>	
<b>2. Create a “Brag Book” (’50 Stories) promoting inspirational, success stories of the clients we serve</b> (Workgroup #4 Community Workforce System)	<i>Plan: Post minimum of one success story a month on WIB website form employers and participants including Youth council, OET, subcontractors and other workforce partners.</i>	
<b>3. Track where clients are going after training. See what jobs they are getting and if they are keeping their job</b> (Workgroup #3 One-Stop Operations)	<i>Plan: OET analysts have completed a review of Classroom Training (CRT). Miguel will work with them on a presentation to Oversight in January. Report quarterly.</i>	
<b>4. PR &amp; Outreach Committee</b>	<i>Plan: next Ad&amp;PR meeting to be a strategy meeting, submit new goals to Exec &amp; WIB; bylaw update</i>	
<b>5. The WIB needs to be a County priority!</b>	<i>Plan: Complete WIB Annual Report 2008-09 and place as scheduled item on the January BOS agenda. Send one page review of full WIB meetings to BOS-or send them weekly reports from Director.</i>	
<b>6. WIB staff to regularly attend Overall Economic Development Meetings</b> (Workgroup #2 Economic Development and Educational Partnerships)	<i>WIB staff will present updates regularly</i>	<b>DONE</b>
<b>7. Every WIB and YC member to spend a 1/2 day visiting the One-Stop and see the entire process</b>	<i>Plan: Schedule WIB &amp; YC meetings at One-Stops and partner locations followed by tours.</i>	
<b>8. Monitor WIB and Committee attendance</b>	<i>Attendance report on Oversight Committee agenda for December</i>	<b>DONE</b>
<b>WIB Membership Committee</b>	<i>Plan: include in Ad&amp;PR new outcomes</i>	
<b>9. Build relationships with other government agencies like Cal-Trans to offer training and to put people to work</b> (Workgroup # 3 One-Stop Operator)	<i>Plan: All staff training on state and federal, civil service requirements and process with agencies represented in the area</i>	
<b>10. Staff to provide a laminated list of acronyms and programs available at full WIB meetings and email acronym list to all WIB &amp; YC members</b>	<i>Will be done by the end of December.</i>	<b>DONE</b>
<b>11. Virtual meetings and video/audio recordings of meetings posted online</b>		

**Workgroup # 2 – WIB, Economic Dev. & Educational Partnerships – Proposed Work Plan**

GOALS	PLAN/TIMELINE	STATUS
<b>1. WIB staff to regularly attend Overall Economic Development Meetings</b>	<i>WIB staff will present updates regularly Joint WIB/OEDC is on hold</i>	<b>DONE</b>
<b>2. Family Focus, Programs that address all needs of the target group (Workgroup #4 Community Workforce System)</b>		
<b>3. Investigate CHOICES program</b>		
<b>4. WIB, Committee and meeting deliverables (Workgroup #1 Board Business)</b>	<i>Work with Board to: Establish WIB membership committee, Establish Deliverables for each WIB meeting</i>	
<b>5. Increase awareness of ROP/ADULT programs throughout county Coordinate ARRA funding of ROP and Adult School education</b>	<i>Plan: Will convene a meeting by the end of January with Community Colleges, ROP and Adult Schools on contract education planning.</i>	
<b>6. Work with BOS to coordinate Economic/Workforce summit (annual, quarterly, monthly)</b>	<i>Plan: Provide information and support for BOS Ad Hoc Economic Development committee</i>	
<b>7. Coordinate ordinance reform efforts addressing barriers to business growth within county</b>		
<b>8. Increase awareness of Work Keys through demonstrations at Youth Council and other public forums</b>		
<b>9. Coordinate student career goals with business (local business presentations in courses)</b>		
<b>10. Initiate collaboration with MCBERI as leading agency for ED/BUS/ coordination</b>	<i>Plan: WIB staff to attend MCBERI meetings regularly and provide information support</i>	<b>DONE</b>
<b>11. Communicate value of vocational/tech education opportunities within county. More effective marketing of training/skill-building opportunities available through these entities</b>		
<b>12. Salinas Valley Enterprise Zone</b>	<i>Plan: Presentation on full WIB agenda for February 2010</i>	
<b>13. Collaboration with Chambers and other business organizations</b>	<i>Who is the lead? WIB members, WIB staff or OET Business Services staff? Include in One-Stop Operator MOU</i>	<b>DONE</b>

**Workgroup # 3 – One-Stop Operations -Proposed Work Plan**

GOALS	PLAN/TIMELINE	STATUS
<p><b>1. Establish permanent Satellite One-Stops</b></p>	<p><i>Plan: 2-page whitepaper on satellite one-stops in WIA and regulations. Determine whether to RFP.</i>  <i>Q: Would it be in addition or a replacement of the current OJT RFP?</i>  <i>Q: Permanent and mobile simultaneous or is one a priority?</i></p>	
<p><b>2. Establish a Mobile One-stop system</b></p>	<p><i>Plan: Contact Doug Orlando to get a status update on the proposal. Presentation to Planning Committee in February.</i></p> <p style="text-align: center;"><b>Mobil Van (need to complete RFP)</b></p> <ul style="list-style-type: none"> <li>○ OET is in the process of purchasing a mobile van for \$58,000. They are waiting on State approval</li> <li>○ Mobile unit to be similar mobile blood bank vans</li> <li>○ Use as a moving billboard, Equip van with computers with Internet access</li> <li>○ Use One Stop employees to drive and staff van. Disadvantage - while traveling, the staff is not working</li> <li>○ Use existing fleet of vans- EDD has vans- Add advertising to existing vans</li> </ul>	
<p><b>3. Develop Memorandum of Understanding (MOU)</b></p>	<p><i>Plan: In process-working with OET, CWES &amp; EDD. Using Santa Cruz's MOU as a model.</i></p> <ol style="list-style-type: none"> <li>1. Establish partnerships with each school and the One-Stop Career Centers</li> <li>2. Partner with Community Business Organization's, Chambers, Lions, Chambers, Rotary, Kiwanis</li> <li>3. Plan for number of employers to serve in the One-Stop system</li> <li>4. Create employer eligibility and develop criteria to qualify employers to receive One-Stop services</li> <li>5. Define small, medium and large employers</li> <li>6. Educate businesses on One-Stop concept or service delivery</li> <li>7. One-Stop collaboration with businesses on new development trends, business expansion or position openings</li> <li>8. Review uses and benefits of current media for consideration: Twitter, Facebook, AD&amp; PR, YouTube</li> <li>9. Information on One-Stop computers should include information on OJTs, Work Experience and Internships</li> </ol>	
<p><b>4. Track where clients are going after training.</b></p>	<p><i>Plan: OET analysts have completed a review of Classroom Training (CRT). Miguel will work with them on a presentation to Oversight in January. Report quarterly. Include in MOU?</i></p>	
<p><b>5. Build relationships with other government agencies like Cal-Trans to offer training and to put people to work</b></p>	<p><i>Plan: All staff training on state and federal, civil service requirements and process with agencies represented in the area</i></p>	

**Workgroup # 4 Community Workforce Development System/ARRA funding – Proposed Work Plan**

GOALS	PLAN/TIMELINE	STATUS
<b>1. Community Outreach and Marketing Collaborations across the Community Workforce Development System</b>	<i>Plan: Continue Connectivity Forums</i> <ul style="list-style-type: none"> <li>○ Team up with employer, community based organizations, events (i.e. water day)-Chamber</li> <li>○ Get support via Ad&amp;PR (PR &amp; Outreach)</li> <li>○ Add to community calendar (i.e. newspapers, internet, etc.) to encourage outreach</li> </ul>	
<b>2. Create a “Brag Book” (’50 Stories) promoting inspirational, success stories of the clients we serve</b>	<i>Plan: Post minimum of one success story a month on WIB website form employers and participants including Youth council, OET, subcontractors and other workforce partners.</i>	
<b>3. Enhance Productivity &amp; Customer Service</b>	<ul style="list-style-type: none"> <li>○ Reserve more funds for clients, training and services vs. infrastructure</li> <li>○ Reallocate current infrastructure; less brick and mortar</li> </ul>	
<b>4. Need for online tools technology (include wireless) &amp; online training like VOS</b>	<ul style="list-style-type: none"> <li>○ Online job fair, Case management (i.e. “Network of Care”)</li> <li>○ Service delivery online</li> <li>○ Create virtual workshops and training</li> <li>○ ALISON – Advanced Learning Interactive Systems Online</li> <li>○ LMI – Labor Market Information</li> </ul>	
<b>5. Enhance collaboration and meetings Mental Health Rep on Youth Council (Workgroup #4 Board Business)</b>	<i>Plan: Add mental Health Representative to Youth Council; bylaw change</i>	
<b>6. Enhance collaboration and meetings Business Advisory focus group (Workgroup #4 Board Business)</b>	<ul style="list-style-type: none"> <li>○ Develop a Business Advisory focus group – through Layoff Aversion contract</li> <li>○ Research Fresno’s business retention plans to expand and grow businesses. Link with Layoff Aversion contract.</li> </ul>	
<b>7. System Evaluation</b>	<ul style="list-style-type: none"> <li>○ Enlist 3<sup>rd</sup> party for evaluation and study</li> <li>○ Check with Doug Orlando for him to provide examples of activity based cost study, statistics on job placement, types of jobs, etc.</li> <li>○ Doug mentioned that although funding is based on performance measures, operations depends on other measures. What are we tracking that is not required by DOL?</li> <li>○ Members recommended reinstating the scan card system</li> </ul>	
<b>8. ARRA funding recommendations</b>	<ul style="list-style-type: none"> <li>○ Leverage other grants</li> <li>○ Develop labor market studies – request from Pebble Beach</li> </ul>	
<b>9. ARRA - Layoff Aversion Project</b>	<i>Plan: Utilize training and state technical assistance to make this a model project</i>	