



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  
flinnlg@co.monterey.ca.us  
www.montereycountywib.org

# PUBLIC MEETING NOTICE

Monterey County Workforce Investment Board (WIB)

## EXECUTIVE COMMITTEE

Monterey County Business Council, 1732 Fremont Blvd 2<sup>nd</sup> floor, Seaside, CA 93955  
Wednesday, March 16, 2011  
8:00am

### AGENDA

<b>CALL TO ORDER/INTRODUCTIONS</b>	Erik Cushman, Chair
<b>CHANGES TO THE AGENDA</b>	
<b>PUBLIC COMMENT</b> – For items not listed on the agenda. Limited to 3 min.	
<b>BUSINESS MEETING</b>	
1. <b>Action:</b> Approve the minutes of the February 16, 2011, WIB Executive Committee meeting. <i>(See attached)</i>	Erik Cushman
<b>APPOINTMENTS &amp; RESIGNATIONS</b>	
2. <b>Action:</b> Consider and approve the appointment of Andrea Zeller-Nield, Associate Director of CSU, Monterey Bay - Small Business Development Center, representing Economic Development to the WIB for a three year term ending in 2014. <i>(See attached)</i>	Erik Cushman
3. <b>Action:</b> Consider and approve the appointment of Neal Heckman, Vice President of Palace Office Interiors, representing business to the WIB for a three year term ending in 2014. <i>(See attached)</i>	Erik Cushman
4. <b>Information:</b> Review current WIB composition and vacancies. <i>(See attached)</i>	Joanne Webster
<b>BUSINESS MEETING</b>	
5. <b>Action:</b> Approve the utilization of the 2007-08 and 2008-09 Exemplary Performance award funds from the State of California Employment Development Department in the amount of \$21,271. <i>(See attached)</i>	Marleen Esquerra
6. <b>Action:</b> Review and approve the Monterey County WIB and Department of Social and Employment Service – Office for Employment Training (OET) Memorandum of Understanding. <i>(See attached)</i>	Manley Bush
7. <b>Action:</b> Review and approve the Monterey County WIB amended bylaws. <i>(See attached)</i>	Manley Bush
8. <b>Action:</b> Review and approve Unity Care Group's Final Monitoring Report for PY 2010-11. <i>(See attached)</i>	Stephanie Shonley
9. <b>Action:</b> Consider and approve the Monterey County Committee for the Employment of People with Disabilities (MCCEPD) request for funds for their representative to attend the California Governor's Committee on Disability meeting <i>(See attached)</i>	Stephanie Shonley
10. <b>Information:</b> Update on the On-the-Job Training National Emergency Grant (NEG). <i>(See attached)</i>	Stephanie Shonley
11. <b>Information:</b> Discussion and update on grants. <i>(See attached)</i>	Marleen Esquerra
12. <b>Information:</b> Discussion and update on the proposed WIA budget reduction. <i>(See attached)</i>	Loyanne Flinn
13. <b>Information:</b> Discussion on the draft Monterey County WIB meeting agenda. <i>(See attached)</i>	Loyanne Flinn
14. <b>Information:</b> Review and discussion of the year to date WIB Budget <i>(See attached)</i>	Gloria Torrez
15. <b>Information:</b> Small Business Partnerships Toolkit Project. <i>(See attached)</i>	Marleen Esquerra
16. <b>Information:</b> Discussion on the WIB Strategic Plan <i>(See attached)</i>	Loyanne Flinn
17. <b>Information:</b> Discussion and update on NAWB Conference <i>(See attached)</i>	Loyanne Flinn
18. <b>Information:</b> Discussion and update on the results of Monterey County LWIA Performance for PY2009-10 <i>(See attached)</i>	Marleen Esquerra
<b>ANNOUNCEMENTS OF EVENTS OR SERVICES</b>	
<b>Upcoming Executive Committee Meetings:</b>	<b>Upcoming WIB Meetings:</b>
<ul style="list-style-type: none"> <li>▪ April 20, 2011, 8am, Marina Public Library</li> <li>▪ May 18, 2011, 8am TBD</li> </ul>	<ul style="list-style-type: none"> <li>▪ April 6, 2011, 7:30am, TBD</li> <li>▪ June 1, 2011, 7:30am, TBD</li> </ul>
<b>ADJOURN</b>	Erik Cushman

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



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

Monterey County  
Workforce Investment  
Board (WIB)

Loyanne Flinn,  
Acting Executive Director

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[www.onestopmonterey.org](http://www.onestopmonterey.org)



## Monterey County Workforce Investment Board (WIB)

Contact Information

### Loyanne Flinn, WIB Acting 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)  
Marleen Esquerra, (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: [dunnl@co.monterey.ca.us](mailto:dunnl@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)

Yuko Duckworth, Manager  
Phone: (831) 796-3632  
Email:  
[Yuko.duckworth@edd.ca.gov](mailto:Yuko.duckworth@edd.ca.gov)  
[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, February 16, 2011 – 8am

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

<b>MEMBERS PRESENT</b>	<b>REPRESENTING</b>
Erik Cushman, <i>Chair</i>	Business
Joanne Webster	Business
Tony Aniello	Business
Diana Carrillo	Migrant Seasonal Farm Worker
Mary Ann Leffel	Business
Cesar Lara	Labor Organizations
Loyanne Flinn	Acting WIB Executive Director, Ex-Officio Member
<b>MEMBERS ABSENT</b>	<b>REPRESENTING</b>
Robert Weakley	Business
Dave Potter	WIA Programs
David Bernahl	Business
<b>OTHERS PRESENT</b>	<b>REPRESENTING</b>
Rosie Chavez	Turning Point
Wil Moore	Shoreline
Bertha Gonzalez	OET
Harry Gamotan	OET
Rod Powell	OET
Miguel Banda	WIB Staff
Manley Bush	WIB Staff
Gloria Torrez	WIB Staff

**CALL TO ORDER/INTRODUCTIONS:** Ms. Webster called the meeting to order at 8:43am. She welcomed those in attendance and called for introductions. A quorum was not initially established so discussion started on information item number 3.

**CHANGES TO THE AGENDA:** None

**PUBLIC COMMENT:** None.

**3. Information: Discussion and review of the three County Workforce Investment Board (WIB) Member Composition for Monterey County, San Benito County and Santa Cruz County**

Ms. Flinn reviewed the report as provided in the packet. Ms. Webster added that Mr. Heckman's application should be forwarded to the Board of Supervisors. The committee members agreed that they would like to recruit more representation from the agricultural community and banking and finance.

*A Quorum was established at 8:55am*

**1. Action: Approve the minutes of the January 19, 2011, WIB Executive Committee meeting.**

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

**Second:** Ms. Webster

**Motion Passed Unanimously**

**2. Information: Review of the WIB member attendance record for Program Year (PY) 2010-11**

Mr. Bush reviewed the report, as provided in the packet. In response to Ms. Webster's question, Ms. Torrez replied that when a board member notifies WIB staff that he/she will not be able to attend, it's an excused absence and not reflected on this report. She continued to say that if the member is expected to attend and doesn't, it is reflected in this report. WIB staff and Mr. Aniello will follow-up with Mr. Bastis and report back.

**4. Action: Consider and approve the reimbursement of \$3,938.51 for classroom materials purchased by Pre-Apprenticeship Program Coordinator.**

Mr. Banda reviewed the budget, as provided in the packet. He stated that the program recently graduated 15 students. In response to Mr. Lara's question, Mr. Banda replied that they will start a new class in the next couple of weeks. In response to Ms. Leffel's question, Mr. Banda replied that they will begin recruiting soon. Mr. Banda stated that the training is provided under Monterey Adult School.

**5. Information: Discussion and update on the Request for Proposal (RFP) for the WIA Title I Adult and Youth program sub-contract for PY2011-12**

Ms. Flinn reviewed the report, as provided in the packet. She noted that WIB staff reviewed past enrollments and target goals to determine the desired outcomes, and the RFP would be released the following morning. She asked the committee about adding "long term unemployed", defined as unemployed for at least 99 weeks, as an at-risk population. Mr. Cushman asked for some data on long-term unemployed in the county.

**6. Information: Discussion and update on the National Association of Workforce Boards (NAWB) Conference.**

Ms. Flinn reviewed the report, as provided in the packet. She stated that she would email the NAWB attendees the template included in the report, so they can add their notes. Mr. Cushman stated that he would like Ms. Echiburu and Ms. Brickman to attend the next Executive Committee meeting to discuss the sessions they attended. Mr. Cushman stated there was a lot of talk about WIA funding being reduced for PY 2011-12. He stated that one of the suggestions was for the local WIB business members to advocate for the positive outcomes of WIA funded programs by writing letters to elected officials. Mr. Cushman stated that the letters should include success stories and the number of people served. In response to Mr. Cushman's question, Ms. Leffel said that board members should support and attend the cluster meetings. She added that she is hiring a new Cluster Director and that a calendar of meetings will be distributed as soon as it is available.

**7. Information: Discussion and review of the Monterey County Household Income 12 months American Community Survey (ACS) 2005-09 for WIA Lower Living Standard Income Level (LLSIL) for a Family of 4**

Ms. Flinn reviewed the report, as provided in the packet. She stated that it gives an idea of how our policies relate to our income demographics and that she would look at comparing our policies to participants served.

**8. Action: Discussion and review of the Monterey County Layoff Aversion grant Monitoring Report for PY 2009-10**

Ms. Flinn reviewed the report, as provided in the packet. She added that after the Oversight Committee review, an addition was recommended to reflect outcomes indirectly related to the grant. Ms. Leffel elaborated that because of this grant she learned about Monterey Gourmet Foods, which resulted in the company remaining and expending in our region. Ms. Leffel emphasized the challenges with timing and effective partnerships, which are documented in the report. In response to Mr. Cushman's question, Ms. Leffel replied that due to delays on the county's part, the contractor was unable to expend around \$150,000 of the \$250,000 before the contract end date. Ms. Flinn added that OET was spending the \$150,000 to continue Layoff Aversion services throughout the County; the funds expire June 2011.

**Motion:** Mr. Lara moved to accept the action, as stated.

**Second:** Ms. Webster

**Motion Passed Unanimously**

**9. Information: Discussion and review of the Local Workforce Investment Area final performance goals for PY2009-10 and 2010-11.**

Ms. Flinn reviewed the report adding that local results would be reported as soon as available.

**10. Information: Discussion and update on Grant activities.**

*Item was moved to the subsequent meeting.*

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

Ms. Flinn stated that the Board of Supervisors Economic Development subcommittee agendas will be forward to all board members. Mr. Cushman invited Mr. Cook to attend the next Executive Committee and full WIB meeting. Ms. Flinn stated that she will continue to update the WIB board on the status of the new department. She added that somewhere between the President's budget and HR1, the best estimate is a 30% decrease in local funding, which potentially will impact participant costs, staffing and subcontracts.

**ANNOUNCEMENTS:** None

**ADJOURNMENT:**

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

**Second:** Ms. Webster

**Motion Passed Unanimously**

**Mr. Cushman adjourned the meeting at 9:22am**

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONSIDER AND APPROVE THE APPOINTMENT OF ANDREA ZELLAR-NIELD, ASSOCIATE DIRECTOR OF CALIFORNIA STATE UNIVERSITY MONTEREY BAY (CSUMB), SMALL BUSINESS DEVELOPMENT CENTER (SBDC), REPRESENTING ECONOMIC DEVELOPMENT TO THE WIB  
**DATE:** MARCH 16, 2011

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**RECOMMENDATION:**

Consider and approve the appointment of Andrea Zellar-Nield as the Economic Development representative on the WIB for a three year term ending in 2014.

**DISCUSSION:**

Ms.Zellar-Nield holds the position of Associate Director with the CSUMB SBDC. Upon approval, Ms. Zellar-Nield will be representing Economic Development on the WIB for a three year term ending in 2014.

**ATTACHMENTS:**

2a. Andrea Zellar-Nield membership application (3 pages)



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

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03/09/2011  
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: Andrea Zeller-Nield Date Submitted: 3/10/2011  
Title: Associate Director  
Business/Organization Name: CSUMB Small Business Development Center

### 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 checked="" type="checkbox"/> Economic Development Agency | <input type="checkbox"/> One-Stop Partner         |
| <input type="checkbox"/> Labor Organization                     | <input type="checkbox"/> Private Business         |

### Contact Information

Business/Organization Address: 425 Belden St., (mail to PO Box 540)  
City: Gonzales State: CA Zipcode: 93926  
Phone: [REDACTED] Fax: [REDACTED]  
Mobile: \_\_\_\_\_  
Email address: [REDACTED]  
Website address: www.csumb.edu/sbdc  
Business license number: \_\_\_\_\_  
City of residence: Santa Cruz

### Business Related Questions

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

- Number of current employees: 2 full time, 16 part time
- Number of years with current business/organization: 1.5

3. Number of years in business in Monterey County: 1.5
4. Please describe the nature of your business and your position:  
 I am Director of the CSUMB Small Business Development Center. The CSUMB SBDC was established to meet the specialized needs of the small business community throughout eastern Monterey, San Benito and southern Santa Clara counties. The SBDC's mission is to promote the development and growth of effective and ethical small businesses that can excel in today's diverse, global economy.
5. Please list your current chamber and association memberships, the duration of each membership and the positions you currently hold:  
 Salinas Valley Chamber of Commerce, Gonzales Chamber of Commerce, Soledad Chamber of Commerce. - all about 1.5 yrs.
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 am responsible for overall planning, coordination & delivery of small business development services, programs & resources to individuals, businesses, communities, organizations, & other public agencies. Counsels prospective & existing small business owners & managers

### *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: Dr. Marylou Shockley Title: Chair, School of Business  
 Company: CSUMB Phone: [REDACTED]

**Personal Reference:**

Name: Teresa Thomae Phone: [REDACTED]  
 Relationship: SBDC peer

**Other Reference:**

Name: Jim Cook Phone: [REDACTED]  
 Relationship: Professional

### *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?

I will contribute a strong business perspective as well as the perspective of business service providers. Also, with 20 years community and economic development experience and previous WIB service, I will contribute a positive approach to building a strong local regional economy.

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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?

I started and directed an SBA funded Women's Business Center in San Luis Obispo. During my tenure there, I raised over \$1,750,000 for the program. The Center was co-located with the San Luis Obispo One Stop center which provided a fertile synergy between the two organizations. I also served on the SLO WIB for a few years. I bring strong relationships and a network that extends all across the State of CA. I have a good understanding of WIA and the performance goals of the WIB.

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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 would like to see stronger more effective collaboration between the workforce development and economic development organizations in Monterey County.

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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: Electronic signature forthcoming Date: 3/10/2011

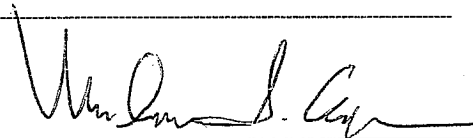
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To be completed by County official only

Date received by Monterey  
County:

3/10/2011

Received by:





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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONSIDER AND APPROVE THE WORKFORCE INVESTMENT BOARD APPOINTMENT OF NEAL HECKMAN, VICE PRESIDENT OF PALACE OFFICE INTERIORS, REPRESENTING BUSINESS TO THE WIB FOR A THREE YEAR TERM ENDING 2014  
**DATE:** MARCH 16, 2011

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**DISCUSSION:**

On December 15, 2010 Mr. Neal Heckman, Vice President of Palace Office Interiors submitted an application for membership to the WIB Executive Committee for review. Mr. Heckman served in various capacities as a member on the Board of Directors of the Monterey Peninsula Chamber and a member of the Salinas Valley Chamber of Commerce.

As the nominating body, the Executive Committee reviewed Mr. Beckman's application and determined it should be forwarded for consideration and approval by the Executive Committee at its March 16, 2011 meeting. If appointed, Mr. Heckman would represent Business for a three-year term ending 2014.

  
\_\_\_\_\_  
Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
Prepared by: Manley Bush, Management Analyst

\_\_\_\_\_  
03/08/2011  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** REVIEW OF THE CURRENT WIB COMPOSITION AND VACANCIES  
**DATE:** MARCH 16, 2011

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**DISCUSSION:**

WIB Composition

- Current Vacancies:
  - Business - 2
  
- Pending WIB Approval:
  - Small Business Development -1
  - Business - 1
  
- Pending Reclassification – 1

**ATTACHMENT:**

4a. WIB Composition (1 page)



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

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03/09/2011  
Date

Board Representation	Industry / Category of Representation	Incumbents	Name of Business / Organization	Geographic Area
1. Business	Other - Technology Manufacturing	Anthony Aniello	AJ Associates	West
2. Business	Hospitality/Tourism	Mark Bastis	Hyatt Regency Monterey	West
3. Business	Other - Retail	David Bernahl, II	Pacific Tweed, Incorporated	West
4. Business	Other - Marketing	Wendy Brickman	Brickman Marketing	West
5. Business	Other - Media	Erik Cushman	Monterey County Weekly	West
6. Business	Other - Energy	Richard Gillis	Energy Alternative Solutions, Inc.	South
7. Business	Building/Design	Scott Grover	Boundword INC dba art-f/x greetings	West
8. Business	Healthcare	Maggie Melone-Echiburu	Clinica de Salud del Valle de Salinas	Central
9. Business	Building/Design	Salvador Munoz	Munoz and Associates	Central
10. Business	Other - Real Estate	Judith Profeta	Alain Pinel Realtors, Carmel	West
11. Business	Agriculture	Lawrence Silva	Tanimura & Antle Fresh Foods, Inc.	Central
12. Business	Other - Law/Legal	Brian Turlington	Fenton & Keller	West
13. Business	Hospitality/Tourism	Mark Verbonich	Pebble Beach Company	West
14. Business	Hospitality/Tourism	Robert Weakley	Coastal Luxury Management	West
15. Business	Healthcare	Joanne Webster	Community Hospital of the Monterey Peninsula	West
16. Business	Other - Transportation	Hunter Harvath	Monterey-Salinas Transit	West
17. Business <i>Pending WIB Approval</i>	Other - Services	Neal Heckman	Palace Office Interiors	West
18. Business <b>VACANT</b>	-	-	-	-
19. Community Based Organization	Community Based Organization	Al Davis	National Association for the Advancement of Colored People (NAACP)	Central
20. Community Based Organization & One-Stop Partner	Native American Programs	Lupe Palacio	Candelaria American Indian Council	Central
21. Economic Development	Economic Development	Mary Ann Leffel	Veritas Associates LLC	West
22. Economic Development <i>Pending WIB Approval</i>	Small Business Development Centers	Andrea Zeller-Nield	CSUMB, Small Business Development Center	South
23. Educational Entities	Adult Education/Literacy & Post Secondary Vocational Programs	Dr. Douglas Garrison	Monterey Peninsula College	West
24. Educational Entities	Adult Education/Literacy & Post Secondary Vocational Programs	Dr. Phoebe Helm	Hartnell College	Central
25. One-Stop Partner	Migrant Seasonal Farmworker Programs	Diana Carrillo	Center for Employment Training	Central
26. One-Stop Partner	Wagner-Peyser & TAA/NAFTA TAA & Veterans & UI Programs	Rick Deraiche	Employment Development Department	North
27. One-Stop Partner	Rehabilitation Programs	David Dwyer	Department of Rehabilitation	Central
28. One-Stop Partner	Welfare to Work & CSBG Employment & Training Programs	Elliott Robinson	Department of Social and Employment Services	Salinas
29. One-Stop Partner	Older Americans Act	Teresa Sullivan	Alliance On Aging	West
30. One-Stop Partner	WIA Programs (Adult, DW, Youth)	Dave Potter	County of Monterey, Board of Supervisors	West
31. One-Stop Partner <b>VACANT, but not required</b>	HUD Employment & Training Programs	<i>Not applicable. Job Corps does not exist in LWIA.</i>		n/a
32. One-Stop Partner <b>VACANT, but not required</b>	Job Corps	<i>Not applicable. Job Corps does not exist in LWIA.</i>		n/a
33. Organized Labor	Organized Labor	Maria Castillo	Monterey Bay Central Labor Council	Central
34. Organized Labor	Organized Labor	Cesar Lara	Monterey Bay Central Labor Council	North
35. Organized Labor	Organized Labor	Steve MacArthur	Plumbers and Steamfitters Local 62	North
36. Organized Labor	Organized Labor	Ralph Rubio	Carpenters Local 605, Monterey County	West
37. Organized Labor	Organized Labor	Ken Scherpinski	International Brotherhood of Electrical Workers (IBEW) LU 234	North

WIB Member Composition	Current	Minimum Required
Business	16	18
Community Based Organizations	2	2
Economic Development Agencies	2	2
Educational Entities	2	2
One-Stop Partners (1 person may represent multiple programs)	6	6
Organized Labor	5	4
Total # of WIB Members	33	35
Total # of Vacancies		2 (Business)

Local Board Membership
<i>Required categories of representation under WIA § 117(b) (2). [20 CFR 661.315] and SB 293</i>
1. Representatives of business in LWIA with optimum policy-making or hiring authority. Business owners must make up the majority of the Board.
2. At least two representatives of community based organizations.
3. At least two representatives of economic development agencies including private sector.
4. At least two representatives of local educational agencies, local school boards, post-secondary educational institutions.
5. One or more representatives of each One-Stop partner.
6. At least 15% of local WIB members shall be labor organization reps unless the local Central Labor Council does not nominate enough members.

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** APPROVE THE UTILIZATION OF THE 2007-08 AND 2008-09 EXEMPLARY PERFORMANCE AWARDS FUNDS FROM THE STATE OF CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT IN THE AMOUNT OF \$21,271  
**DATE:** MARCH 16, 2011

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**RECOMMENDATION:**

It is recommended that the Executive Committee approve the utilization of the 2007-08 and 2008-09 Exemplary Performance awards funds from the State of California Employment Development Department in the amount of \$21,271.

**SUMMARY:**

As a result of Monterey County meeting or exceeding its negotiated performance goals for all of the Common Measures for Program Years 2007-08 and 2008-09, the Local Workforce Investment Area (LWIA) received an Exemplary Performance award of \$21,271.

Attached are the results of Monterey County's LWIA Performance goals and achievements for Program Years (PY) 2007-08 and 2008-09.

**DISCUSSION:**

The Monterey County Office for Employment Training proposes to use the exemplary performance award funds to expand and enhance services to support program participants for a wide range of items to include the following:

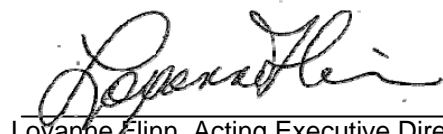
1. TABE (Test of Adult Basic Education) numeracy / literacy tests
2. Pre-employment Skills Testing (PEST) portfolios
3. Youth Employment Program flyers, brochures, etc.
4. Youth Employment Program participant incentives (i.e. gift cards at \$10 ea.)
5. Office supplies (i.e. storage containers for donated job interview clothes, folders, dividers, toner cartridges, printer, portfolios, timesheet and supportive services claim form paper.)
6. Career curriculum for classroom and online training

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

Exemplary performance incentive awards may be used for any WIA allowable program or administrative activity. Participants served with funds awarded for exemplary performance must be counted in determining performance measures.

**ATTACHMENT:**

5a. Monterey County LWIA Performance goals & achievements for PY 2007-08 and 2008-09 (1 page)



Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by: Marleen Esquerra, Management Analyst

03/09/2011  
Date

## Monterey County LWIA Performance Goals and Achievement for Program Years 2007-08 and 2008-09

The WIA Adult and Dislocated Worker programs are measured by three Common Measures that include Entered Employment Rate, Retention Rate, and Average Earnings. The purpose of these measures is to identify core areas of the workforce system that impact the number of people who found jobs; whether or not they stayed employed; and what they earned. The Adult and Dislocated Worker Common Measure Goals for Program Years 2007-08 and 2008-09 are as follows:

Entered Employment	Participants		2007-08		
	Served / Exited	Goal	Actual	Success %	
Adults	448 / 386	75.50%	91.60%	121.26%	
DW	230 / 202	79.00%	92.90%	117.65%	

Participants	2008-09			
	Served / Exited	Goal	Actual	Success %
985 / 158	75.50%	78.30%	103.74%	
720 / 53	79.00%	74.40%	94.18%	

Retention Rate	Participants		2007-08		
	Served / Exited	Goal	Actual	Success %	
Adults	448 / 386	76.50%	79.00%	103.20%	
DW	230 / 202	82.50%	80.60%	97.68%	

Participants	2008-09			
	Served / Exited	Goal	Actual	Success %
985 / 158	76.50%	76.80%	100.35%	
720 / 53	82.50%	84.90%	102.91%	

Average Earnings	Participants		2007-08		
	Served / Exited	Goal	Actual	Success %	
Adults	448 / 386	\$10,500	\$11,204	106.70%	
DW	230 / 202	\$12,500	\$14,955	119.64%	

Participants	2008-09			
	Served / Exited	Goal	Actual	Success %
985 / 158	\$10,500	\$11,210	106.76%	
720 / 53	\$12,500	\$14,969	119.75%	

The WIA Youth programs are measured by three Common Measures that include Placement in Employment or Education, Attainment of a Degree or Certificate, and Literacy and Numeracy Gains. The purpose of these measures is to identify core areas of the workforce system that impact the number of youth who found jobs or enrolled in post-secondary education, training and or occupational skills training; achieved a high school diploma, GED, or certificate; and increased their literacy and numeracy levels from the start of their program. The Youth Common Measure Goals for Program Years 2007-08 and 2008-09 are as follows:

Youth	Participants		2007-08		
	Served / Exited	Goal	Actual	Success %	
Employment or Education	350 / 179	65.00%	71.40%	109.89%	
Degree or Certificate	350 / 179	45.00%	64.80%	144.07%	
Literacy or Numeracy Gains	350 / 179	15.00%	21.10%	140.33%	

Participants	2008-09			
	Served / Exited	Goal	Actual	Success %
203 / 112	65.00%	69.10%	106.37%	
203 / 112	45.00%	61.70%	137.09%	
203 / 112	15.00%	71.40%	476.20%	

### Legend:

Green - 100% or above
Yellow - Above 80% / Below 100%

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONSIDER AND APPROVE THE MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE WORKFORCE INVESTMENT BOARD (WIB) AND DEPARTMENT OF SOCIAL AND EMPLOYMENT SERVICES (DSES)-OFFICE FOR EMPLOYMENT TRAINING (OET).  
**DATE:** MARCH 16, 2011

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**RECCOMENDATION:**


It is recommended that the Executive Committee approve the memorandum of understanding (MOU) between the WIB and DSES-OET.

**INFORMATION:**

The final monitoring report by the California Office of the Inspector General indicated that the WIB and DSES-OET develop a formal agreement that details how OET will perform in accordance with the WIB policies and procedures and is accountable for the American Recovery and Reinvestment Act (ARRA) funding it receives. On September 29, 2010, the draft MOU was approved by the WIB Executive Committee and forwarded to county council for legal review. The attached MOU agreement was developed in partnership with the WIB and DSES-OET leadership.

**ATTACHMENT(S):**

6a. WIB/DSES-OET MOU – 3 pages

  
\_\_\_\_\_  
Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
This report was written by: Manley Bush, Management Analyst

\_\_\_\_\_  
03/09/2011  
Date

**MEMORANDUM OF UNDERSTANDING**  
BETWEEN THE  
**MONTEREY COUNTY BOARD OF SUPERVISORS,**  
THE **MONTEREY COUNTY WORKFORCE INVESTMENT BOARD,**  
AND THE **DEPARTMENT OF SOCIAL AND EMPLOYMENT SERVICES - OFFICE FOR EMPLOYMENT**  
**TRAINING**

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**I. Purpose**

The purpose of this MOU is to define the relationship of the Monterey County Board of Supervisors (chief local elected official), the Monterey County Workforce Investment Board (local board) and the Monterey County Department of Social and Employment Services – Office for Employment Training (DSES-OET) as the designated WIA-funded grant recipient in the one-stop operator consortium. The MOU will identify the roles and responsibilities of the local board and DSES-OET for the purpose of collaborative operation and management of the local One-Stop Career Center system.

It is understood that in entering into this agreement, the parties agree to continue to manage and integrate funding and resources for workforce development services under the Workforce Investment Act (WIA) of 1998 and the guiding principles of California's One-Stop Career Center delivery system.

**II. Authority and Scope**

Consistent with the State plan and WIA Section 121, the local board for a local area, with the agreement of the chief elected official for the local area, shall:

- (a) Develop and enter into memorandums of understanding with one-stop partners;
- (b) Designate or certify one-stop operators; and
- (c) Conduct oversight with respect to the one-stop delivery system in the local area.

Each memorandum of understanding shall contain provisions specified in WIA Section 121 describing:

- (a) The services to be provided through the one-stop delivery system;
- (b) How the costs of such services and the operating costs of the system will be funded;
- (c) Methods for referral of individuals between the one-stop operator and the one-stop partners, for the appropriate services and activities; and
- (d) The duration of the memorandum and the procedures for amending the memorandum during the term of the memorandum

Determination of the local grant recipient is done according to the provisions of WIA Section 116:

- (a) The chief local elected official is the local grant recipient and is liable for the use of funds.
- (b) The chief local elected official may designate an entity to serve as local grant sub recipient or fiscal agent but the chief local elected official retains liability.
- (c) The local grant recipient or designated entity is to disburse funds at the discretion of the local board.

The chief local elected official has established that a department/division/branch of county government will be the WIA-funded partner in the local one-stop operator consortium. Additionally, the chief local elected official has designated the Department of Social and Employment Service - Office for Employment Training (DSES-OET) as the local grant sub recipient and fiscal agent.

**III. Services to be Provided Through the One-Stop Delivery System**

In Monterey County, the one-stop delivery system consists of a full service center in Salinas and centers located in Seaside and King City. The one-stop career centers focus on Tier 1 and Tier 2 services. Reference: WIB Policy 2008-1

Additionally the system includes a network of affiliated sites, which may be funded through subcontracts for specialized programs to address specific targeted populations or regions.

## **ACTION 06a**

This network is electronically or technologically linked through the Virtual One-Stop (VOS) system. All of these sites participate in mutual referral of individuals seeking workforce development services.

### **IV. Roles and Responsibilities of the Monterey County Workforce Investment Board (local board)**

- (a) Develop and submit 5-year local plan;
- (b) Establish the One-Stop system in the local area including supplementing the one-stop centers with electronic access points and networks at affiliated sites;
- (c) Certify the local one-stop operator with agreement from the chief local elected official; the chief local elected official has established that a department/division/branch of county government will be the WIA-funded partner in the local one-stop operator consortium;
- (d) Develop and approve plans and funding levels for additional resources available for workforce development in collaboration with the one-stop operator and other partners;
- (e) Approve an annual budget necessary for the DSES-OET portion of the operation of the one-stop centers in concurrence with the chief local elected official;
- (f) Approve funding levels for affiliated sites and develop requests for proposals and contracts for adult, youth and rapid response providers of services for the one-stop delivery system in concurrence with the chief local elected official;
- (g) Identify eligible providers of training services, youth activities and intensive services;
- (h) Negotiate local performance measures with chief local elected official & Governor
- (i) Establish reporting formats and timeframes for program and fiscal performance;
- (j) Conduct programmatic and fiscal monitoring and evaluation of WIA-funded programs and services to promote continuous improvement;
- (k) Ensure effective connecting, brokering and coaching activities to assist employers;
- (l) Coordinate activities with economic development entities and employers;
- (m) Oversee the One-Stop system in collaboration with the chief local elected official; and
- (n) Designate the director of the local board as the liaison to the one-stop operator.

### **V. Roles and Responsibilities of the Department of Social and Employment Services – Office for Employment Training (DSES-OET)**

- (a) Operate the one-stop career centers as a member of the One-Stop Operator Consortium consisting of California Employment Development Department and the Monterey County Department of Social and Employment Services - CalWORKs Employment Services branch;
- (b) On an annual basis, submit a plan and budget necessary to operate the one-stop career centers in concurrence with the chief local elected official for agreement of the local board;
- (c) Participate fully in referral of individuals within the one-stop system;
- (d) Act as the sub recipient and fiscal agent for Workforce Investment Act funds and other workforce funds as authorized by the chief local elected official;
- (e) Disburse funds at the discretion of the local board in concurrence with the chief local elected official; and
- (f) Provide MIS and fiscal reports to the local board as related to both DSES-OET WIA-funded activities and services and the one-stop delivery system
- (g) Designate the branch director of DSES-OET as the liaison to the local board.

### **VI. Referral of Individuals Between the One-Stop Centers and the One-Stop System will be Accomplished through Activities such as:**

- (a) Collocation and integration of staff at one-stop centers as well as other mutually agreed upon affiliate sites;
- (b) Electronic linkages, including Internet and VOS connections;
- (c) One-stop center and/or partner orientation prior to referral;
- (d) Universally agreed upon referral form, which includes agreeing to accept information (i.e. demographic, assessment and other information based on the requestor's right and need to know) previously collected on the customer through the One-Stop System and to provide information back to the referring agency on the status of referral; and
- (e) Establishment of a system of follow-up on referrals and case management.



**VII. Effective Date and Duration of Agreement**

This MOU commences on the day it is signed by all parties and is ongoing. It shall be automatically renewed thereafter on a year-to-year basis, unless any party gives notice of non-renewal to all parties at least one hundred eighty (180) days prior to an anniversary date. In such a case all terms of the MOU will continue in effect for the remaining parties until such time as a successor MOU is established.

**VIII. Modification of the Agreement**

Signatories reserve the right to modify the scope, direction, structure and content of this agreement based on the need of management, legislative changes, governing board directives, and funding availability by mutual consent of all parties. Request to amend or modify this MOU must be submitted in writing at least thirty (30) days prior to the effective date of change.

The signatories to this MOU evidence their acceptance of the terms and conditions of this agreement and represent that they are authorized to sign by their organization.

**Monterey County Board of Supervisors  
(Chief Local Elected Official)**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Jane Parker**  
**Chair, Monterey County Board of Supervisors**  
168 West Alisal Street  
Salinas, CA 93901  
[district4@co.monterey.ca.us](mailto:district4@co.monterey.ca.us)

**Monterey County Workforce Investment Board (MCWIB)**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Eric Cushman, MCWIB Chair**  
668 Williams Avenue  
Seaside, CA 93955  
[erik@mcweekly.com](mailto:erik@mcweekly.com)

**Monterey County Department of Social and Employment Services, Office for Employment Training (OET)**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Lynda Dunn, Deputy Director**  
730 La Guardia Street  
Salinas, CA 93905  
(831) 796-3330  
Fax (831) 796-3321  
[dunnl@co.monterey.ca.us](mailto:dunnl@co.monterey.ca.us)

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONSIDER AND APPROVE THE AMENDED WORKFORCE INVESTMENT BOARD (WIB) BYLAWS  
**DATE:** MARCH 16, 2011

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**DISCUSSION:**

On July 21, 2010, the draft WIB Bylaws were reviewed by Vice Chair and WIB staff and forwarded to the Executive Committee and the full WIB for input and recommendations to ensure their alignment with current WIA regulations and the extent to which they support the board in doing its business. The Bylaws were forwarded to county council for legal review and returned to WIB staff on January 21, 2011.

Next steps in this process are:

- Upon approval by the WIB Executive Committee the amended Bylaws will be forwarded for consideration and approval by the full WIB Board on April 6, 2011.
- Upon adoption by the WIB Board, the bylaws will be forwarded to the Board of Supervisors for concurrence

**ATTACHMENTS:**

7a. Amended WIB Bylaw (9 pages)



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

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03/09/2011  
Date

**BYLAWS of the MONTEREY COUNTY WORKFORCE INVESTMENT BOARD**

AMENDED AND RESTATED ON OCTOBER 6, 2010

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The State of California, pursuant to the Federal Workforce Investment Act of 1998, and the California Unemployment Insurance Code section 14000, et seq. has designated the County of Monterey Workforce Investment Board as the entity responsible for the operation of employment and training programs at the local level and provides funding thereto.

Federal and State rules and regulations, provide for program activities and require the Monterey County Board of Supervisors, as Chief Local Elected Officials, for the County of Monterey Workforce Investment Area to appoint a local Workforce Investment Board.

**ARTICLE I. NAME**

The name of the local Board shall be the Monterey County Workforce Investment Board, hereinafter MCWIB.

**ARTICLE II. LEGAL AUTHORITY OF THE BOARD**

The MCWIB is organized in accordance with the federal Workforce Investment Act, (29 USC Section 2821, et seq.), and under the California Unemployment Insurance Code Section 14000, et seq.) hereinafter jointly referred to as "the WIA".

**ARTICLE III. AREA SERVED**

The geographical area to be served by the MCWIB shall be the County of Monterey and the labor markets contained therein.

**ARTICLE IV. DUTIES & METHODS OF THE BOARD**

**Section 1. Duties**

- A. The MCWIB shall be established to assist the Chief Local Elected Officials, County of Monterey Board of Supervisors, hereinafter "BOS", in strategic planning, oversight, and evaluation of local workforce investment, and shall promote effective outcomes consistent with statewide goals, objectives, and negotiated local performance.
- B. Duties of the MCWIB shall be in accordance with the WIA including but not limited to:
  - 1. In partnership with the BOS, develop a local workforce investment plan;
  - 2. Negotiate local performance measures with the BOS and the Governor;
  - 3. Subject to the approval of the BOS, develop a budget;
  - 4. Working in partnership with the BOS, as local grant recipient, to disburse funds for workforce investment activities;
  - 5. With agreement of the BOS, selecting operators of the One-Stop Career Center(s);
  - 6. With approval of the BOS, select providers of training and intensive services;
  - 7. Conduct oversight of local programs;
  - 8. In cooperation with the BOS, appoint a Youth Council;
  - 9. Based on recommendations of the Youth Council; identify eligible providers of youth services;
  - 10. Promote the participation of private-sector employers in the workforce investment system; and
  - 11. Coordinate workforce investment activities with economic development strategies.

**Section 2. Methods**

The MCWIB shall perform all duties in accordance with these methods:

## **ACTION 07a**

- A. *Convener* - Bringing together business, labor, education, and economic development to focus on community workforce issues.
- B. *Workforce Analyst* - Developing, disseminating and understanding current labor market and economic information and trends.
- C. *Broker* - Bring together systems to solve common problems, or broker new relationships with businesses and workers.
- D. *Community Voice* - Advocating for the importance of workforce policy, providing perspective about the need for and availability of skilled workers.
- E. *Capacity Builder* - Enhancing the region's ability to meet the workforce needs of local employers.

## **ARTICLE V. STAFFING AND SUPPORT**

- A. Staffing and support of the MCWIB shall be provided by the County of Monterey through a designated County Department.
- B. MCWIB staff shall include an Executive Director and such staff necessary to support the activities of the MCWIB. The MCWIB Executive Director shall serve as a non-voting member of all meetings of the MCWIB and its committees.
- C. The MCWIB staff will work on implementation of the policies, goals and activities recommended by the MCWIB. The staff shall make regular reports to the MCWIB on implementation. MCWIB staff shall be responsible for preparing and distributing agendas for all public meetings.
- D. Staff of the MCWIB shall maintain an official membership list, attendance records, a record of all actions of the MCWIB, minutes of all public meetings and other documents of the MCWIB and its committees.

## **ARTICLE VI. MEMBERSHIP**

### **Section 1. Composition**

The BOS shall ensure the membership of the MCWIB conforms to all requirements of the WIA, including, but not limited to:

- A. *Business representatives*: At least the majority (51%) of MCWIB membership must be representatives of business in the local area. The business representatives shall include owners of businesses, chief executives or operating officers of business or other business executives, including human resources executives, or employers with optimum policy-making or hiring authority. Efforts will be made to include broad representation of businesses throughout the County, consisting of both large and small employers.
- B. *Local Educational Entities*: At least two (2) representatives of the local education entities shall be selected from individuals nominated by regional or local educational agencies, institutions, or organizations representing such local educational entities. Representatives shall be from the K-12 public education system in Monterey County and selected from the administrators and principals *and/or* shall be from the public or private post-secondary educational system and selected from executives with optimum policy authority, including community college presidents and school board members *and/or* representatives of local educational systems eligible under the WIA.
- C. *Labor Organizations*: At least 15 percent (15%) of MCWIB members must be representatives of labor organizations nominated by local labor federations, including an apprenticeship program, unless the local labor federation fails to nominate enough members, in which case at least 10 percent (10%) of MCWIB members shall be representatives of local labor organizations.
- D. *Community-Based Organizations*: At least one (1) member must represent community-based organizations serving populations with barriers to employment, including, but not limited to, those that represent or provide service to individuals with disabilities, veterans, youth, farm workers, homeless and immigrants.
- E. *Economic Development Agencies*: At least one (1) member must represent economic development agencies, including private sector economic development entities *and/or* Small Business Development Centers.
- F. *One-Stop Partners*: Each One-Stop partner shall be represented by a minimum of one representative

## **ACTION 07a**

- G. *Membership may include other individuals or representatives of entities as the BOS may determine to be appropriate.* In all cases regarding a Section 1 appointee, a single member of the MCWIB may be appointed to represent multiple constituencies on the MCWIB.

### **Section 2. Appointments**

- A. Members of the MCWIB shall be appointed by the BOS.
- B. The BOS shall ensure the membership and appointment of MCWIB members in compliance with WIA rules.
- C. The composition of the MCWIB shall be subject to certification by the Governor.
- D. Members who are appointed to fill a vacancy shall serve until the normal expiration of the term of the vacant seat. A member can continue to serve until reappointment or replacement by the BOS.
- E. MCWIB representatives, except institutional members (i.e., One Stop Partners, etc.) shall serve as individuals and may not designate alternates/proxies.

### **Section 3. Term**

- A. The term of each MCWIB representative shall be three (3) years, upon which time consideration for reappointment shall occur. The terms of all representatives may be staggered at the discretion of the BOS. Report back to the full MCWIB on issues as directed by the full MCWIB.
- B. There shall be no term limits.
- C. Members who are no longer actively involved in the work of his/her membership category within Monterey County shall be required to resign his/her MCWIB seat.
- D. Members shall immediately inform the MCWIB of a change in employer or employment status, at which time it shall be determined if the member is eligible to continue serving on the MCWIB.

### **Section 4. Recruitments and Nominations**

- A. In the event of a vacancy, the Executive Committee is responsible for maintaining the required composition of the MCWIB as stated in Article 6, Section 1 of these bylaws. A vacancy may not necessarily be filled if the required composition of the MCWIB can be maintained without filling the vacancy.
- B. The MCWIB shall solicit and accept nominations for Board membership in accordance with representation as needed.
- C. All nominees shall be required to submit a membership application.
- D. Any qualified community member may nominate his/herself for appointment to the MCWIB by submitting a membership application.
- E. Nominations shall be reviewed by the Executive Committee to ensure that nominees meet the membership criteria as stated in these bylaws. If a nomination is approved by the Executive Committee, the Executive Committee shall bring forth the nomination to the full MCWIB for consideration.
- F. The recommendation for appointment of a new member shall require a two-thirds affirmative vote of MCWIB members present at a regular scheduled meeting in which a quorum has been established.
- G. The recommendation of the full MCWIB shall be forwarded to the BOS for action on the recommendation for appointment. If, for any reason, no recommendation for appointment is made within three (3) months of the date of vacancy, the MCWIB shall inform the BOS of that fact.

### **Section 5. Vacancies**

- A. A vacancy on the MCWIB shall exist on the occurrence of noncompliance of applicable Federal and State regulations, or change in employment status from active employment in the classification that served as the basis for the appointment.
- B. Vacancies will not necessarily be filled by individuals from a like organization, industry, employer, or association so long as the required membership composition is maintained.

### **Section 6. Resignations**

**ACTION 07a**

- A. Any member may resign by providing written or oral notice to the MCWIB Chair and/or MCWIB Executive Director.
- B. The MCWIB Executive Director shall provide written notice of all resignations to the BOS.
- C. A member shall be deemed to have resigned MCWIB membership if s/he absences her/himself from 60% of regularly schedule MCWIB and assigned committee meetings in the program year (July-June) for which attendance is reviewed. Only unexcused absences shall be considered in determining the number/percentage of absences.
- D. In the event of resignation due to excessive unexcused absence, the MCWIB Executive Director shall act on behalf of the MCWIB to determine cause of such absences and shall provide such cause to the MCWIB for consideration.

**Section 7. Removal**

- A. A MCWIB member may be removed from the MCWIB for just cause. Just cause shall be determined by review of the member's conduct or action, in his/her capacity as a member or personal/professional dealings, are having or will have a severe detrimental affect on the ability of the MCWIB to conduct its business.
- B. Procedures for Removal by MCWIB:
  - 1. A removal is proposed and discussed at an Executive Committee meeting called for that purpose.
  - 2. The recommendation for removal from the Executive Committee shall be brought before the full MCWIB for discussion and vote.
  - 3. The member whose removal is being considered shall be invited to present reason why his/her removal should be reconsidered at both the Executive Committee and full MCWIB meeting.
  - 4. Removal from the MCWIB shall require a two-thirds majority and affirmative vote of the MCWIB at a regularly scheduled meeting, in which a quorum has been established.
  - 5. The MCWIB shall forward the recommendation for removal to the BOS for concurrence.
- C. Procedures for Removal by BOS:
  - 1. A removal is proposed and discussed at a BOS meeting.
  - 2. The recommendation for removal shall be brought before the full BOS for discussion and vote.
  - 3. The member whose removal is being considered shall be invited to present reason why he/she should not be removed.
  - 4. Removal from the MCWIB shall require a two-thirds majority and affirmative vote of the BOS at a regularly scheduled meeting, in which a quorum has been established.

**Section 8. Size**

- A. The membership size of the MCWIB shall be that which is required by the WIA, and to fulfill the duties of the MCWIB.
- B. An individual may serve as a representative of more than one membership category so long as adequate justification for his/her expertise in each area is established. No matter how many membership categories an individual represents, he/she is only entitled to one vote and may only be counted as a single member of the MCWIB.

**Section 9. Compensation**

- A. MCWIB and Youth Council members, include Youth members of the Youth Council, may receive reimbursement of travel expenses for attendance at regular meetings of the MCWIB, out of the County travel, as well as overnight travel, when required as a result of MCWIB membership in accordance with written policies/guidelines of the MCWIB and County of Monterey. In the event MCWIB and County policy differ, the latter shall be applied and controls.

**ARTICLE VII. OFFICERS AND THEIR ELECTIONS**

**Section 1. Officers**

- A. The officers of the MCWIB shall be Chair, Vice Chair, and Second Vice Chair.

- B. There shall be elected one (1) individual to serve in each designated office.
- C. The Chair of the MCWIB shall be elected by the MCWIB from among the Business representatives. The remainder of the officers may be elected from any of the representative groups.

**Section 2. Election of Officers**

The MCWIB shall elect officers in the last regularly scheduled meeting before July 1 of each year in which the term of an officer is to expire. The term shall commence on the first subsequent meeting.

**Section 4. Term of Officers**

- A. The term of each officer shall be two (2) years.
- B. There shall be no consecutive term limits for officers.
- C. An officer shall serve until a successor is elected or until death, resignation or removal from office for cause.
- D. A vacancy in an office shall be filled by vote at the next full MCWIB meeting.
- E. An officer selected to fill a vacancy shall serve for the remainder of the term of the individual whose vacancy he/she is selected to fill.

**Section 2. Duties of Officers**

- A. *Chair.* The MCWIB Chair shall:
  - 1. Represent the MCWIB to the BOS and the general public;
  - 2. Preside over all regular and special meetings of the MCWIB;
  - 3. Serve as Chair of the Executive Committee of the MCWIB;
  - 4. Prepare the agenda for MCWIB meetings in consultation with the Executive Director
  - 5. Appoint all committee Chairs and committee members, in consultation with the Executive Director;
  - 6. In cooperation with the BOS, determine the number and composition of the Youth Council);
  - 7. Determine the portions of the local plan that are to be developed by the Youth Council because those portions relate to eligible youth, and determine the duties of the Youth Council in addition to those described in the WIA; and
  - 8. Such responsibilities as the MCWIB from time to time may assign.
- B. *Vice Chair.* The MCWIB Vice Chair shall:
  - 1. The in absence of the MCWIB Chair, perform all the duties of the Chair; and
  - 2. Such responsibilities as the MCWIB Chair from time to time may assign or delegate.
- C. *Second Vice Chair.* The MCWIB Second Vice Chair shall:
  - A. In the absence of the Chair and Vice Chair, perform all duties of the MCWIB Chair; and
  - B. Such responsibilities as the MCWIB Chair from time to time may assign or delegate.

**Section 5. Removal of Officers**

The removal of an officer shall require a two-thirds majority vote of the MCWIB and conform to the procedures for member removal as outlined in these bylaws.

**ARTICLE VIII. MEETINGS**

**Section 1. Public Meetings**

- A. All meetings of the MCWIB and its committees shall be called and conducted in conformity with provisions of the Ralph M. Brown Act, hereinafter Brown Act, of the State of California.
- B. Robert's Rules of Order, New Revised, shall govern MCWIB meetings in all cases to which they are applicable and to the extent in which they are not in conflict with these bylaws and other applicable law.

**ACTION 07a**

- C. Regular meetings of the MCWIB and its standing and/or ad hoc committees shall be published annually in June for the period of July-June of the coming program year.
- D. Special meetings of the MCWIB may be call at any time by any officer of the MCWIB for any purpose in conformity with the Brown Act.
- E. Notice of the time and place of special meetings shall be provided to each member and the public in conformity with the Brown Act.
- F. The presiding officer of a meeting, at his/her discretion, may adjourn any meeting, whether a quorum has been established or not, to another time and place. The same meeting may not be adjourned more than once.

**Section 2. Quorum**

- A. A simple majority of appointed members shall constitute a quorum for the transaction of business at all MCWIB, Youth Council, and/or MCWIB committee meetings.
- B. A meeting at which a quorum is initially established may not continue to transact business if the quorum is not maintained due to the withdrawal or departure of members.

**Section 3. Voting**

- A. Each member of the MCWIB shall be entitled to one vote on an action.
- B. No member of the MCWIB shall cast a vote on any matter which has direct bearing on services to be provided by the member or any organization with which that member is associated, as outlined in Article X of these bylaws.
- C. Action brought before the MCWIB shall be resolved by a vote of a simple majority of the members present, provided a quorum is present.
- D. At the request of any member, or upon the discretion of the Chair, a roll-call or ballot vote may be requested for any action of the MCWIB.

**ARTICLE IX. COMMITTEES**

**Section 1. General**

- A. All Committees established under the MCWIB shall conform to the bylaws of the full MCWIB.
- B. All actions of MCWIB standing and workgroups are advisory to the MCWIB.
- C. Chairs of the MCWIB Committees, in consultation with the MCWIB Executive Director, shall prepare the agenda for committee meetings.
- D. Members who are also a One-Stop Career Center Operator shall not serve on any committee that deals with the oversight of the One-Stop system or allocation of resources that would potentially be allocated to the that member's program.

**Section 2. Standing Committees**

- A. There shall be established two standing committees of the MCWIB: Executive Committee and Oversight & Evaluation Committee.
- B. To the extent possible, standing committees shall be composed of at least one representative from each of the required MCWIB representative categories as outlined in the WIA, with the majority of committee members being Business representatives.
- C. The term of the Chair of any standing committee shall be two (2) year, concurrent with the term of the Chair of the MCWIB, who shall either reappoint or designate a new committee Chair at the end of his/her (MCWIB Chair) term.

**Section 3. Executive Committee**

- A. The Executive Committee shall be composed of the following Board members: Chair, Vice Chair, Second Vice Chair, the immediately past Chair, Youth Council Chair, the Chair of any other standing committee, and as up to two other MCWIB members appointed at the discretion of the MCWIB Chair.
- B. The MCWIB Chair shall serve as Chair of the Executive Committee.
- C. The Executive Committee shall:



**ACTION 07a**

1. Report upon all action taken by the Committee at regularly schedule MCWIB meetings;
  - (a) Emergency actions and all other actions taken by the Executive Committee without the prior approval of the full MCWIB are conditional and subject to either ratification or rescission by the full MCWIB at its next meeting.
2. Make recommendations for membership to the MCWIB and Youth Council in compliance with membership as outlined in the WIA ;
3. Determine responsibilities of all standing committees and workgroups and review work plans of such bodies; and
4. Review the attendance of MCWIB and Youth Council members and make recommendations for removal of a member as outlined in Article XI, Section 7 of these bylaws; and
5. Perform other duties as the MCWIB may deem necessary.

**Section 4. Oversight & Evaluation Committee**

- A. An Oversight & Evaluation Committee shall be established and composed of fully appointed MCWIB members as directed by the MCWIB Chair.
- B. Responsibilities of the Oversight & Evaluation Committee shall include:
  1. Conduct monitoring and evaluation of services, activities and grants or contracts, including the One-Stop Career Center(s), funded by the WIA and other funding procured by the MCWIB, as related to all adult, dislocated worker, and/or rapid response programs;
  2. Negotiate a Memorandum of Understanding between the MCWIB and each required One-Stop Delivery System partner, that MOU subject to approval by the full MCWIB.

Report back to the full MCWIB on issues as directed by the full MCWIB.

**Section 5. Youth Council**

- A. A Youth Council shall be established in accordance with the WIA and CWIA and be composed of members in compliance with the WIA.
- B. Responsibilities of the Youth Council shall include, but not be limited to the following:
  - (a) Conduct monitoring and evaluation of youth services, activities and grants or contracts funded by the WIA and other funding procured by the MCWIB;
  - (b) Make recommendations to the Executive Committee and the full MCWIB relating to youth programs and eligible providers for those programs; and
  - (c) Foster integration and collaboration of youth activities in the local area.
  - (d) Reporting back to the full MCWIB on issues as directed by the full MCWIB.
- C. The Youth Council shall elect its Chair from its members..
- D. The term of each Youth Council member, shall be two years and follow guidelines for removal and appointment as established in these bylaws.
- E. Members of the Youth Council who are not members of the MCWIB shall be voting members of the Youth Council and nonvoting members of the MCWIB.

**Section 6. Other Committees**

- A. The MCWIB Chair may from time to time establish other standing committees or workgroups to assist the MCWIB in carrying out its duties or current work, by appointing a MCWIB member as Chair of that committee or workgroup.
- B. Workgroups may include individuals who are not appointed to the MCWIB so long as the individual has expertise in the topic/task of such body.
- C. The MCWIB Chair and Committee Chair shall be responsible for appointing the members of the committee including MCWIB members and other interested stakeholders as appropriate.

**ARTICLE X. CONFLICT OF INTEREST, ETHICS & ECONOMIC INTERESTS**

**Section 1: Conflict of Interest**

## **ACTION 07a**

- A. Members of the MCWIB shall comply with applicable Conflict of Interest laws, including but not limited to the Political Reform Act (Government Code section 87100 et seq.) and applicable administrative regulations (2 Cal Code of Regs section 87100 et seq.).
- B. A conflict of interest exists if the basis of selections is by:
  - 1. Reason of ownership in that business or;
  - 2. Annual income or salary derived from such entity or;
  - 3. Other compensation, fringe benefits or benefits from the use of property, or any combination thereof paid or provided by such entities submitting response to a Request for Proposal or;
  - 4. If a relative by blood, adoption or marriage and/or a close personal friend receives favorable treatment.
- C. No member shall either cast a vote on, or participate in, any decision-making capacity on the provision of services by such member or by an organization that such members directly represents or any matter which would provide any direct benefit to such member or the immediate family of such member.
- D. Any member, or specific entity represented by that member, who participates in the development of grant and/or contract specifications or standards is prohibited from requesting or receiving any direct financial benefit from any resulting award.
- E. Any member who participates in a MCWIB or Youth Council decision relating to specific terms of a contract, the determination of specific standards for performance of a contract, the development of RFP of other such bid processes leading to a grant or contract, or any similar decision, is prohibited from receiving any direct financial benefit from any resulting contract.
- F. No corporation, partnership, sole proprietorship, firm, enterprise, franchise, association, trust, foundation or other entity shall receive the grant and/or contract if it would create a conflict of interest for the member who participated in this manner.
- G. If a grant, contract and/or purchase involving a member is made, the Board shall:
  - 1. Ensure the non-involvement of the member in the decision making process;
  - 2. Justify the terms and conditions of the grant, contract and/or purchase; and
  - 3. Document that grant, contract and/or purchase was adequately bid or negotiated and that the terms of the contract or price of purchase are fair and reasonable.
- H. Each member is responsible for determining whether any potential or actual conflict of interest exists or arises for him/herself during tenure on the MCWIB or Youth Council.
- I. Any member with a potential or actual conflict of interest must:
  - 1. Disclose that fact to the Board as soon as the potential conflict is discovered and to the extent possible, before the agenda of the meeting involving the matter at issue is prepared; and
  - 2. Verbally declare such conflict, such declaration must be clearly noted in the minutes, and such member must recuse him/herself from the remainder of the discussion and voting on that item.

### **Section 2. Ethics Training**

Each member shall receive training in ethics in applicable Federal or State law.

### **Section 3. Economic Interest**

Each member shall file a statement of economic interest as a condition of assuming membership and then annually while serving as a member. State law and the BOS shall determine the composition of the statement of economic interest.

## **ARTICLE XI. AMENDMENTS**

- A. Amendments to these bylaws may be made at any regularly scheduled meeting of the MCWIB, provided the amendment has been submitted in writing at the previous regular meeting or at least seven (7) days in advance of the meeting at which the amendments will be presented for action.

**ACTION 07a**

- B. Amendments require an affirmative vote of the majority of the membership present at a meeting where a quorum is present.
- C. Amendments to these bylaws shall be reviewed and approved by County Counsel prior to the approval of the MCWIB.
- D. Amendments to these bylaws required the concurrence of the BOS.

**ARTICLE XII. SEVERABILITY**

If any part of these bylaws is held to be null and/or void, the validity of the remaining portion of the bylaws shall not be affected.

**ARTICLE XIV. ENACTMENT**

These bylaws shall become effective upon adoption by a majority vote of the MCWIB, and shall remain in effect, as amended by Article XII, until dissolution of the MCWIB.

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** CONCUR WITH THE MARCH 15, 2011 YOUTH COUNCIL ACTION TO APPROVE THE FINAL MONITORING REPORT OF THE UNITY CARE GROUP, INC., PY2010-11, YEAR TO DATE, WIA TITLE I YOUTH RISE PORGRAMS SUBCONTRACTS  
**DATE:** MARCH 16, 2011

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**RECCOMENDATION:**

Concur with the March 15, 2011 Youth Council action to approve the final monitoring report of the Unity Care Group, Inc., PY2010-11, Year to date, WIA Title I Youth Rise Programs subcontracts.

**INFORMATION:**

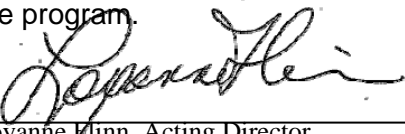
WIB staff conducted a program and fiscal compliance monitoring of the Unity Care Group, Inc. (Unity Care) program November 16-19, 2010. The scope of the review covered two different contracts (programs) and looked at the PY 2009-10 program year results and PY 2010-11 to date results. The purpose of the monitoring was to evaluate the outcome reporting and documentation of both the RISE "Active" and "Follow-up" programs. The review also took an opportunity to evaluate current operations, to gain knowledge of the process and value of outcomes, and to understand if there were system issues that could enhance the programs and their ultimate outcomes.

To ensure compliance with WIA regulations and WIB policies, the following samples of files were reviewed: a 23% review was conducted on the on the PY 09-10 Active program, 33% on the PY 09-10 Follow-Up, 100% for the three months of service on the PY 10-11 Active and a 20% review was conducted for the three months of service on the PY 2010-11 Follow-Up Program. Case file were observed as comprehensive and well organized. Neither participants nor worksite supervisors were interviewed.

There were zero findings during the monitoring period, but five observations were noted, including: timely entering of case notes into the Virtual One Stop, timely documentation of education and amending the Follow-Up contract to alleviate Unity Care staff asking the WIB for permission when exceeding \$250 of supportive service monies.

A draft monitoring report was forwarded to Unity Care on January 10, 2011. Unity Care submitted a response to the monitoring report on January 21, 2011; at this time, WIB staff made corrections and submitted the final report on February 1, 2011.

Unity Care staff was a pleasure to work with during the monitoring. All requests for information, both during and prior to, monitoring were responded to in a timely fashion. All preparation materials (i.e. monitoring guide, internal controls questionnaire) were completed as requested. All requested documentation was provided. Staff was well versed in WIA regulations, WIB policies, and most importantly, the workings of their program. Staff was confident during their interviews, with consistency of answers regarding policies and procedures used to implement the program.



Loyanne Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by Stephanie Shonley, WIB Management Analyst

03/09/2011

Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** CONSIDER APPROVING MCCEPD'S REQUEST FOR THE WIB TO FUND A REPRESENTATIVE TO ATTEND THE GOVERNOR'S COMMITTEE ON DISABILITY MEETING  
**DATE:** MARCH 16, 2011

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**BACKGROUND:**

At the January 25, 2011 Monterey County Committee for the Employment of People with Disabilities (MCCPED) meeting, it was brought to our attention that there are openings for WIB representation on the California Governor's Committee on Employment of People with Disabilities (Governor's Committee).

The Governor's Committee consists of appointed and mandated public and private members and receives staff support from the Employment Development Department. It is mandated to meet quarterly, in conjunction with the California Health Incentives Improvement Project (CHIIP). The work of the Governor's Committee is conducted through its three subcommittees.

**DISCUSSION:**

MCCEPD is requesting that the MCWIB pay half of the travel expenses incurred by Arlene Monroe, Employment Services Coordinator at Central Coast Center for Independent Living (CCCIL) and a representative sitting on MCCEPD, to attend the quarterly Governor's Committee meetings held in Sacramento.

Ms. Monroe would attend the meetings on behalf of MCCEPD and the MCWIB and provide thorough quarterly reports to the MCCEPD and WIB members.



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board

This report was written by Stephanie Shonley, Management Analyst

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03/07/2011  
Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** UPDATE ON THE NEG/OJT GRANT, A COLLABORATIVE EFFORT BETWEEN TWO WORKFORCE INVESTMENT AREAS WITH OUTREACH BEING PROVIDED BY SHORELINE WORKFORCE DEVELOPMENT SERVICES AND THE OFFICE FOR EMPLOYMENT TRAINING  
**DATE:** MARCH 16, 2011

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**BACKGROUND:**

The Monterey County Workforce Investment Board (WIB) and Shoreline Workforce Development Services, in collaboration with Santa Cruz and San Luis Obispo Counties applied for and received a US Department of Labor, On-the-Job Training (OJT) National Emergency Grant to provide OJT contracts to WIA eligible dislocated workers during the period of *September 1, 2010 to October 31, 2011*. Monterey County was slotted a total of forty-three (43) OJTs, the WIB set aside thirty (30) contracts for Shoreline Workforce Development Services and thirteen (13) for the Office for Employment Training (OET).

This project targets the rural and underserved areas of Monterey County with high unemployment rates. In this project, Shoreline and OET will provide short term OJT services; with each participant receiving the skills training they need to be hired by the employer as a full-time, regular employee. OET and Shoreline's responsibilities will include matching job seekers with employers, developing job specific training plans, entering into a contract with the employer to provide training, arranging for supportive services as needed by the participant, and generally managing the overall training process to ensure a successful outcome.

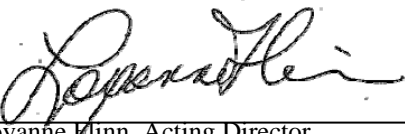
Criteria and priority of service to determine which individuals are to be served:

1. The first priority will be individuals not covered by UI and unemployed for 99 weeks or longer.
2. The second priority will be individuals who have been unemployed and/or receiving UI benefits for 47 weeks or longer.
3. The third priority will be individuals that have been unemployed and/or receiving UI benefits for 21 weeks or longer.

Target Occupations and sectors include but are not limited to: Accounting and Retail Sales/Customer Service in Agriculture, Tourism, Education, Building/Design, and Health. Energy Auditors in Building/Design. Billing and Coding and Electronic Health Records in Health.

**ATTACHMENTS:**

10a. Year-to-date planned verses actual between OET and Shoreline  
*To save room, the report does not include the entire list of participant characteristics, including race, barriers and public assistance, but only shows characteristics of those enrolled.*




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Loyanne Flinn, Acting Director

Monterey County Workforce Investment Board

This report was written by Stephanie Shonley, WIB Management Analyst

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03/09/2011

Date

## INFORMATION 10a

### Participant Characteristics Report (PCR)

PCR for **Office for Employment Training (OET).....G: 775 | A: 001 | Geo: A | D: 01/01/2000 - 03/09/2011**

I. Participant Summary	Total
A. Participant Count	
1 Carried In	0
2 New Enrollments During Report Period	0
<b>3 Total Enrollments</b>	<b>0/13</b>
4 Participant Exits During Report Period	0
5 Carried Forward	0
B. Total Eligible 5% Window (Youth)	0% 0
C. Out-of-School Youth for 30% Exp. Report (Youth)	0% 0

PCR for **Shoreline Workforce Development Services.....G: 775 | A: 427 | Geo: A | D: 01/01/2000 - 03/09/2011**

I. Participant Summary	Total
A. Participant Count	
1 Carried In	0
2 New Enrollments During Report Period	7
<b>3 Total Enrollments</b>	<b>7/30</b>
4 Participant Exits During Report Period	0
5 Carried Forward	7

II. Program Activities/Services Summary (during report period only)	AvgPerPrt	Enrolled	Exited
A. Core Services	2.4	17	0
A. Intensive Services	1.6	11	0
A. Supportive Services (incl. Youth Supp. Svcs.)	1	7	0
A. Training Services	1	7	0
A. Youth Services	0	0	0

III. Participant Characteristics	Enrld%	Enrolled	Exited
A. Education Status			
<u>In-School</u>			
Student, Attending Post High School, not BSD		1	0
Out-of-School, HSG, No Empl. Diff.		1	0
<u>Out-of-School</u>			
Out-of-School, HSG, w/Empl. Diff.		5	0
B. Geographic Region			
Central (**)	42.90%	3	0
North County (*) (**)	28.60%	2	0
South County	14.30%	1	0
West County	14.30%	1	0
C. Race/Ethnicity (multiple per participant)			
White		2	0
African American/Black		1	0
Ethnic Hispanic or Latino		5	0
D. Barriers			
Limited English		1	0
Single Parent		3	0
Offender		1	0
F. Public Assistance			
TANF		1	0
Food Stamps		1	0

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND UPDATE ON GRANT ACTIVITIES  
**DATE:** MARCH 16, 2011

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**DISCUSSION:** Information and updates on the following grant activities will be presented for discussion:

■ **YouthBuild**

On March 1, 2011, the U.S. Department of Labor announced an award of \$30,696,643 for its YouthBuild programs. Funds will be shared among 31 programs in 20 states that prepare out-of-school youth across the US for careers through hands-on construction training, and high school completion and General Educational Development programs. For Monterey County, Rancho Cielo Youth Campus is the successful grant recipient for an amount totaling \$1,099,977. The Monterey County WIB and Office for Employment Training has agreed to collaborate with Rancho Cielo by supporting the recruitment process of at-risk youth, co-enrolling up to 36 youth per year (for up to 2 years), providing a one half-time youth advisor and providing training and supportive services funds for a total amount of \$120,000 for two years.

- **Funding Source:** Department of Labor, YouthBuild (separate appropriations)
- **Grant Award:** \$1,099,977 (includes \$240,000 contribution)
- **Grant Period:** Two years; start date to be determined.

■ **Governor's Gang Reduction, Intervention and Prevention (CalGRIP)**

A grant application was submitted in February 2011 to apply for additional CalGRIP grant funds aimed at serving 60 gang involved or current gang members ages 18-24. Youth who are referred by law enforcement, juvenile institutions, probation and/or parole as well as street outreach workers may be served under this project. The participants will be provided with intensive pre-employment and life skills training and guidance along with academic training, internships and on-the-job training with the intention of preparing them through multiple resources, enabling them to become self-sufficient, contributing members of our community. The Monterey County WIB and Office for Employment Training has agreed to support this application by providing participant costs and program/administrative support over 20 months of the grant. The project includes training costs to support tuition, internships or on-the-job training contracts.

- **Funding Source:** Gov. Discretionary 15% Workforce Investment Act (WIA) funds
- **Grant Award:** \$1,059,797 (includes \$219,891 in match funds from collaborative partners)
- **Grant Period:** Pending approval.

■ **Farmworker Institute of Education and Leadership Development (FIELD) Comprehensive High School Equivalency (HEP)**

The purpose of HEP is to help migrant and seasonal farmworkers and their children obtain a general education diploma (GED) that meets the guidelines for high school equivalency established by the State in which the HEP project is conducted, and to gain employment or be placed in an institution of higher education or other postsecondary education or training. The Monterey County WIB and Office for Employment Training has agreed to support this application by offering in-kind support in the form of group orientations and information offered at the FIELD site as well as supportive services up to \$200 for individuals who enroll at the One Stop Career Center and complete assessments and career plans. These services will assist in this project by helping over 500 participants.

- **Funding Source:** California Department of Education
- **Grant Award:** Pending approval. (Match includes \$100,000 for over a 5-year grant period)
- **Grant Period:** Pending approval.



■ **Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program**

A support letter was submitted in February 2011 on behalf of the WIB to support the work of the Agriculture and Land-Based Training Association (ALBA) to assist socially disadvantaged and beginning farmers. Their proposed project, "Outreach, Education and Technical Assistance for Socially Disadvantaged Farmers on the Central Coast of CA," will provide crucial resources to build knowledge and bridges among growers, USDA programs and other technical assistance agencies. The work proposed in this project will focus on sustained outreach and education among socially disadvantaged, Hispanic and women farmers. In order to support this work, the WIB will:

- Provide a monthly forum for ALBA and its partner agencies to present their farm and business education programs to unemployed and underemployed people.
- Provider referrals to ALBA's educational programs for aspiring and existing socially disadvantaged farmers who may benefit from their business training and incubation.

■ **Civic Justice Corps Grants Serving Juvenile Offenders**

Civic Justice Corps projects focus on 1) community service projects that provide young offenders (ages 18 to 24) the opportunity to rebuild severed relationships, reestablish trust, and repair the harm they may have caused to the community in which they expect to return; and 2) work experience, other vocational training, and academic interventions that enable participants to improve their skills and enhance their future educational and career opportunities. Eligible applicants include any non-profit organization with IRS 501 (c) (3) status, unit of state or local government, or any Indian and Native American entity eligible for grants under WIA Section 166 may apply for these grants. Potential grant partners include Office for Employment Training, Rancho Cielo, Monterey County Probations and Behavioral Health Departments, Hartnell College, Sun Street Centers, and Restorative Justice.

- **Funding Source:** Discretionary, Dept of Labor (DOL), Employment & Train'g Admin (ETA)
- **Grant Award:** *Pending application submission.* \$20 million is available to award up to 13 grants. Maximum funding is \$1.5 million each. Application is in development and will be written by Social Policy Research (SPR).
- **Grant Period:** Start date not specified. The project is for 30 months; 4 months towards planning and a minimum of 26 months for operations.
- **Deadline for Grant Submission:** Mar 15, 2011, no later than 4 pm (EST)

■ **Enhanced Transitional Jobs Demonstration (ETJD)**

The intent of this solicitation is to fund successful applicants in providing enhanced transitional jobs (ETJ) programs, as well as other activities and services, to increase the workforce participation of low-income, hard-to-employ populations, specifically non-custodial parents and/or ex-offenders reentering their communities. ETA intends to fund grantees proposing to implement ETJ program models that go beyond transitional jobs (TJ) programs currently operating or tested previously. A "transitional job" is generally defined as temporary, paid work experience intended to improve participants' employability, earnings, and opportunities for advancement, and to promote self-sufficiency and long-term success in the unsubsidized labor market. Potential grant partners include Office for Employment Training, Hartnell College, Monterey County Behavior Health Department, and Sun Street Centers.

- **Funding Source:** Discretionary, Dept of Labor (DOL), Employment & Train'g Admin (ETA)
- **Grant Award:** *Pending application submission.* \$40 million is available to award between 6 to 12 grants. Maximum funding ranges from \$3 to \$6 million. Application is in development and will be written by the Office for Employment Training.
- **Grant Period:** Start date not specified. The period of performance for these grant awards will be for 4 years from the date of execution of the grant docs.
- **Deadline for Grant Submission:** April 15, 2011, no later than 4 pm (EST)

■ **Green Jobs Innovation Fund (GJIF)**


The intent of the GJIF is to increase the number of individuals completing training programs who receive industry-recognized credentials and to increase the number of individuals completing training programs for employment in green jobs. ETA proposes to fund approximately five to eight grants to national and statewide organizations with local affiliates with existing career training programs to provide technical and basic skills training that lead to green job opportunities in at least six communities per grant. Under this SGA, a community is defined as using all or part of the applicant's existing service areas for each of the local affiliates participating in the training programs. Service areas represent a single geographic area such as a neighborhood, city, or county, and the six communities should not overlap. Monterey County WIB is open to collaborating on either a statewide or national proposal.

- **Funding Source:** Discretionary, Dept of Labor (DOL), Employment & Train'g Admin (ETA)
- **Grant Award:** *Pending application submission.* \$40 million is available to award between 5 to 8 grants. Maximum funding ranges from \$5 to \$8 million. Application is in development and will be written by the WIB and Office for Employment Training.
- **Grant Period:** July 1, 2011, for 36 months.
- **Deadline for Grant Submission:** Mar 29, 2011, no later than 4 pm (EST)

■ **Creating Health Care Career Pathways & Preparing Workers to Enter and Advance in the Healthcare Industry**

Monterey County's One Stop Career Center and WIB are committed to supporting this proposed grant in collaboration with Monterey Bay Geriatric Resource Center (MbayGRC), Santa Cruz and San Benito County WIBs, Monterey Peninsula College, Galivan College, Hartnell College and Cabrillo College, and industry partners from Natividad Medical Center, Clinica de Salud, and Hawkins Hospital, Community Hospital of Monterey Peninsula, Central Coast Sr Servies, Salud Para La Gente, VA Clinic – VAPAHCS, Watsonville Hospital, and Santa Cruz Health Dept to: 1) Create Health Care Career Pathways including modifying existing curricular and developing educational/training materials to enhance ADN nursing and Medical Assistant degree/certificate programs; 2) develop a cross institution Career Pathway for ADNs to advance to BSN degree, 3) Create needed curriculum in geriatrics and chronic care management to be integrated into existing ADN and MA programs, 4) Create new certificate programs in senior care health for incumbent workers, 5) Provide recruitment and placement services for 500 unemployed, dislocated, and incumbent workers to enter and advance in the health care industry specifically the expanding senior health care sector in the Central Coast region and related area.

- **Funding Source:** Dept of Labor (DOL), Employment & Train'g Admin (ETA)
- **Grant Award:** *Pending application submission.* \$122 million is available to award between 40 to 50 grants. Maximum funding ranges from \$1 to \$5 million. The Monterey County WIB and Office for Employment Training will be the applicant. No matching funds.
- **Grant Period:** Pending approval.
- **Deadline for Grant Submission:** Mar 31, 2011, no later than 4 pm (EST)

  
 \_\_\_\_\_  
 Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board  
 Prepared by: Marleen Esquerra, Management Analyst

03/08/2011  
 \_\_\_\_\_  
 Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND UPDATE ON THE PROPOSED WORKFORCE INVESTMENT ACT (WIA) BUDGET REDUCTION  
**DATE:** MARCH 16, 2011

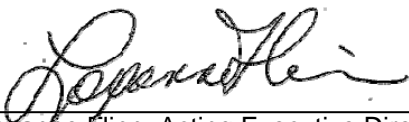
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**INFORMATION:**

Ms Loyanne Flinn, Acting WIB Executive Director will present an update on the proposed WIA budget reduction and potential impact on future funding within the Monterey County Local Workforce Investment Area (LWIA).

**ATTACHMENT:**

Handout - National Workforce Association (NWA) Webinar with David Bradley on 02-22-2011 (3 pages)



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

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03/11/2011  
Date



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  
Al Davis  
Rick Deraiche  
David Dwyer  
Dr. Douglas Garrison  
Rich Gillis  
Scott Grover  
Hunter Harvath  
Phoebe Helm  
Cesar Lara  
Mary Ann Leffel  
Maggie Melone-Echiburru  
Salvador Munoz  
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  
www.montereycountywib.org

# PUBLIC MEETING NOTICE

## Monterey County Workforce Investment Board Meeting

Wednesday, April 6, 2011 - 7:30 am

### AGENDA

<b>CALL TO ORDER/INTRODUCTIONS</b>	Erik Cushman, 1 <sup>st</sup> VC
<b>CHANGES TO THE AGENDA</b>	
<b>PUBLIC COMMENT</b> – For items not listed on the agenda. Limited to 3 min.	
<b>BUSINESS MEETING</b>	
1. <b>Action:</b> Approve the minutes of the December 1, 2010 Workforce Investment Board meeting. (See attached)	Erik Cushman
<b>APPOINTMENTS &amp; RESIGNATIONS</b>	Erik Cushman
2. <b>Action:</b> Concur with the February 16, 2011 Executive Committee action to accept the resignation of Youth Council member Mr. Andre Chapman, representing employers or organizations with experience in youth activities.	
3. <b>Action:</b> Concur with the February 16, 2011 Executive Committee action to approve the appointment of Ms. Ginger Pierce, representing human services and special interest and expertise in youth policy, for a two-year term on the WIB's Youth Council.	
4. <b>Action:</b> Concur with the March 16, 2011 Executive Committee action to approve the appointment of Andrea Zeller-Nield, California State University, Monterey Bay (CSUMB) Small Business Development Center, representing Economic Development to the WIB for a three year term ending in 2014.	
5. <b>Action:</b> Concur with the March 16, 2011 Executive Committee action to approve the appointment of Neal Heckman, representing Business to the WIB for a three year term ending in 2014.	
<b>BUSINESS MEETING</b>	
<b>Director's Report:</b> Summary of workforce development issues and considerations.	Loyanne Flinn
<b>CONSENT CALENDAR</b>	Erik Cushman
C-1: <b>Action:</b> Concur with the January 19, 2011 Executive Committee action to approve WIB policies #2011-01 - Lower Living Standard Income Level (LLSIL) and Poverty Guidelines for 2010, #2011-02 - Priority of Service and Economic Self-Sufficiency, and #2011-03 Tiered Service Levels - Core Intensive and Training.	
C-2: <b>Action:</b> Concur with the January 19, 2011 Executive Committee action to approve the development and issuance of new Request for Proposals (RFP) for Workforce Investment Act (WIA) Title I adult and youth program subcontracts, scheduled to commence July 1, 2011.	
C-3: <b>Action:</b> Concur with the January 19, 2011 Executive Committee action to approve the One Stop Operators Memorandum of Understanding.	
C-4: <b>Action:</b> Concur with the February 16, 2011 Executive Committee action to approve reimbursement of \$3,938.51 for classroom materials purchased by Pre-Apprenticeship Program Coordinator.	
C-5: <b>Action:</b> Concur with the February 16, 2011 Executive Committee action to approve t Discussion and review of the Monterey County Layoff Aversion grant Monitoring Report for PY 2009-10.	
C-6: <b>Action:</b> Concur with the March 16, 2011 Executive Committee action to approve the utilization of the 2007-08 and 2008-09 Exemplary Performance awards from the State of California Employment Development Department in the amount of \$21,271.	
C-7: <b>Action:</b> Concur with the March 16, 2011 Executive Committee action to approve the Workforce Investment Board (WIB), Department of Social and Employment Service – Office for Employment Training (DSES-OET) Memorandum of Understanding.	
C-8: <b>Action:</b> Concur with the March 16, 2011 Executive Committee action to approve t Review and approve the Workforce Investment Board Bylaws.	
C-9: <b>Action:</b> Concur with the March 16, 2011 Executive Committee to approve the	



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
- Al Davis
- Rick Deraiche
- David Dwyer
- Dr. Douglas Garrison
- Rich Gillis
- Scott Grover
- Hunter Harvath
- Phoebe Helm
- Cesar Lara
- Mary Ann Leffel
- Maggie Melone-Echiburu
- Salvador Munoz
- Lupe Palacio
- Dave Potter
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Monterey County  
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Unity Care Final Monitoring Report for PY2010-11.		
C-10: <b>Action:</b> Concur with the March 16, 2011 Executive Committee to the mid-year WIB budget revision for PY2010-11.		
<b>OTHER BOARD MATTERS</b>		Erik Cushman
<b>Board Member Comments and Referrals:</b> The Chair shall receive requests for information from board members for items not appearing on the agenda.		Erik Cushman
6. <b>Information:</b> Update on the Department of Labor's WIA Funding.		Loyanne Flinn
7. <b>Information:</b> Discussion and update on grants.		Loyanne Flinn
8. <b>Information:</b> Discussion and update on key issues for Economic Development and the Workforce Investment Board's transition to the Economic Development Department.		Erik Cushman
9. <b>Information:</b> Discussion and review of the WIB Strategic Plan		Loyanne Flinn
10. <b>Information:</b> Chair reports from Subcommittees and Advisory Roundtables		
<b>ANNOUNCEMENTS OF EVENTS OR SERVICES</b>		Erik Cushman
<b>Upcoming Subcommittee Meetings:</b>	<b>Upcoming WIB Meetings:</b>	
<ul style="list-style-type: none"> <li>▪ Executive: 4/20/11 &amp; 5/18/11</li> <li>▪ Planning: 4/7/11 &amp; 5/5/11</li> <li>▪ Oversight: 4/14/11 &amp; 5/12/11</li> <li>▪ Youth Council: 4/12/11 &amp; 5/10/11</li> </ul>	<ul style="list-style-type: none"> <li>▪ June 1, 2011 – TBD</li> <li>▪ August 3, 2011-TBD</li> </ul>	
<b>ADJOURN</b>		Erik Cushman
If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 USC Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Information regarding how, to whom and when a request for disability related modification or accommodation, including auxiliary aids or services may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting. For information, please call (831) 796-3313 or visit our website at <a href="http://www.montereycountywib.org">www.montereycountywib.org</a> .		

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** REVIEW THE YEAR TO DATE BUDGET OF THE WORKFORCE INVESTMENT  
**DATE:** MARCH 16, 2011


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**SUMMARY:**

As of February, actual expenditures are \$531,070 (63%) of the total planned budget of \$836,825.00 which leaves a balance of \$305,755 for the remainder of the fiscal year. The estimated remaining balance at the end of the year is \$15,847 (98% expended) although expenditures related to the new Economic Development Department are still being determined.

WIB Budget	2010-11 Budget	Actual Expenditures through February 2011	Cumulative Projected Expenditures thru June 2011 (End of Fiscal Year)	Estimated Balance Carried into the new fiscal year
1. Salaries & Benefits	\$604,505	\$346,021	\$592,354	\$12,151
2. Direct Operating Costs	\$116,835	\$105,569	\$114,569	\$2,266
3. Indirect Operating Costs	\$59,485	\$40,055	\$58,055	\$1,430
4. One-Stop Overhead Costs	\$56,000	\$39,425	\$56,000	\$0
<b>Total</b>	<b>\$ 836,825</b>	<b>\$531,070</b>	<b>\$820,978</b>	<b>\$15,847</b>

The WIB budget includes four broad categories of expenditures: 1) Salaries & Benefits; 2) Direct Operating Costs; 3.) Indirect Operating Costs; 4.) One-Stop Costs. The Salaries & Benefits category includes overtime, PERS (retirement), social security, life insurance, long-term disability insurance, flex-benefit plan contributions, workers compensation, unemployment insurance, and Employee Assistance Program benefits. Direct Operating Costs includes office equipment, supplies and services; temporary agency staffing; WIB member conference, training and travel; WIB staff conference, training and travel; advertising and public relations, memberships, and recognition.



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

03/16/2011  
 Date

Indirect Operating Costs include pooled expenditures such as information technology support, general liability insurance, telecom services, and other professional services. One Stop Overhead costs include the WIB share of rent and utilities in the Salinas One-Stop Career Center.

**DISCUSSION:**

- **Salaries & Benefits** – actual expenditures are \$346,021(57%) of plan for the year. For the first half of the year, five permanent positions were filled to carry out the proposed staffing plan for 2010-11 to include an Executive Director, one Management Analyst (MA) II, and three MA I. The budget reflects a total of 6 staff positions. Beginning November 2010, the salary of a temporary Senior Secretary has been and will continue to be drawn from this line item. Also included is a shared cost of \$8,333 for services provided by Mathis Consulting. The estimated remaining balance of \$12,151 will cover the shared recruitment cost of the new Economic Development/WIB Director.
  
- **Direct Operating Costs** – actual expenditures are \$105,569 (90%) of the plan for the year including expenditures for temporary staff from June to November which totaled \$42,190 (65% of the plan). This includes a Senior Secretary and an MA I. WIB member conference/training and travel expenditures are \$ 21,074 (105% of plan). WIB staff conference/training and travel are \$12,054 (120% of plan). This includes California Workforce Association (CWA) activities, grant submittals, and participation in training and meetings regarding updates in state policy and legislation which require staff and Board member involvement and travel. Outreach costs that were absorbed include the Extreme Entrepreneurship Tour with Santa Cruz County (\$7,362), the WIB annual report design (\$1,400), an exhibitor fee for the AG Green Summit (\$200), and public notices for the Request for Proposals (\$1,349). Expenditures also include food and beverages, recognition plaques and name plates for board meetings and WIB staff office supplies.
  
- **Indirect Operating Costs** – actual expenditures are \$40,055 (67%) of plan for the year.
  
- **One-Stop Overhead Costs** – actual expenditures for the Salinas One-Stop Career Center facility pooled costs are \$39,425 (70%) of plan for the year. The cost allocation for the WIB’s share of the Salinas One-Stop is an average of \$5,000 (9%) per month. The total is allocated between the Employment Development Department (EDD), the Monterey County Department of Social and Employment Services (DSES) California Work Opportunity and Responsibility to Kids (CalWORKs) Employment Services (CWES), the Office for Employment Training (OET) and the Monterey County Workforce Investment Board (WIB).




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Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board  
 This report was written by: Gloria Torrez, Senior Secretary

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11/5/2010  
 Date

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** SMALL BUSINESS PARTNERSHIPS TOOLKIT PROJECT  
**DATE:** MARCH 16, 2011

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**SUMMARY:*****Small Business Partnerships Toolkit Project Overview:***

The U.S. Department of Labor/Employment and Training Administration (ETA) desires to provide technical assistance to the public workforce system on best and promising practices for supporting small business development. The ETA envisions a range of practices beginning with entrepreneurship options for qualified jobseekers, to focused employer services for small business.

ETA and the Small Business Association (SBA) have jointly identified key partnership opportunities in these processes. Potential partners are Small Business Organizations (SBOs) such as Small Business Development Centers (SBDCs), Chambers of Commerce, business incubators, Community Development Corporations (CDCs), etc.

By applying the specific expertise of each partner in mutually agreed-upon ways, all parties can achieve their respective goals for promoting entrepreneurship and small business success.

***Overall Work Plan:***

ETA has contracted Performance Excellence Partners (PEP) to provide the following technical assistance:

- \* Research best and promising practices nationally
- \* Draft a Small Business Partnership Toolkit (now in revisions)
- \* Field test the Toolkit with WIBs that already "get it":
  - o Provide onsite training using the Toolkit content
  - o Gather onsite feedback about the Toolkit
  - o Facilitate trainees to create an implementation plan with specific goals
  - o Conduct weekly conference calls, emails for coaching through implementation
  - o Collect ongoing feedback
- \* Revise Toolkit based on initial results and feedback
- \* Submit a viable dissemination plan for distributing the Toolkit system-wide

***Small Business Partnerships Toolkit Project – Field Test:***

Leadership meetings and toolkit training sessions are scheduled for March 14 & 15, 2011. Attendees include, but are not limited to, One Stop Career Center partners and staff, Small Business Organizations, Small Business Development Center partners, and WIB Subcontractors.



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 Loyanne Flinn, Acting Executive Director  
 Monterey County Workforce Investment Board

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 03/09/2011  
 Date



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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND REVIEW OF THE MONTEREY COUNTY WIB STRATEGIC PLAN UPDATE FOR PY2010-15  
**DATE:** MARCH 16, 2011

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**DISCUSSION:**

Loyanne Flinn, WIB Acting Executive Director, will:

- Present an update on the strategic plan
- Validate PY2010-11 WIB priorities

**ATTACHMENTS:**

16a. Strategic Plan for PY2010-15 (6 pages)



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Loyanne Flinn, Acting Executive Director  
Monterey County Workforce Investment Board  
Report prepared by: Manley Bush, WIB Management Analyst

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03/10/2011

Date

# MONTEREY COUNTY WORKFORCE INVESTMENT BOARD PY2010 – PY2015 STRATEGIC PLAN

## 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.

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

**MONTEREY COUNTY WORKFORCE INVESTMENT BOARD PY2010 – PY2015 STRATEGIC PLAN**

**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>			<p><i>New Economic Development Department in the works. WIB unit to continue WIA policy and monitoring role and enhance labor market intelligence (LMI) and revenue generation capacity. Also bring relationships with education to the new department.</i></p> <p><i>Workforce Works continues in constant contact format</i></p>
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>			<p><i>WIB size reduced from 43 to 37</i></p>
Finalize WIB/Chief Local Elected Official agreement	3	Draft and have in place. Continue send at least quarterly updates to BOS			<p><i>WIB Annual Report on BOS consent. Need to take performance to WIB and BOS</i></p>
Review WIB Mission, revise as needed		People did agree that it needed to be shortened.			

**MONTEREY COUNTY WORKFORCE INVESTMENT BOARD PY2010 – PY2015 STRATEGIC PLAN**

**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 <i>retain, grow and</i> attract business to the area <i>Small Business Partnerships- Entrepreneurship</i>	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 increase workforce skill levels</li> <li><i>DOL/PEP and CAMEO projects</i></li> <li><i>Local training provider partnerships</i></li> </ul>		<i>Mar 2011</i>	<i>Small Business Partnership Toolkit Training</i>
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	<i>Jun 2011 Jul 2011</i>	<i>LMI:VOS conference in June 2011 Review of Econovue and ALMA C2ER conference?</i>
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>		<i>Jun 2011</i>	<i>Partner with Santa Cruz and SLO on RR/Layoff Aversion strategies</i>
Champion MCBC efforts to have business adopt WorkKeys certification	3	Outreach to business <i>WorkKeys partners: BI Inc, Hartnell, MCOE, subcontractors, Santa Cruz and San Benito</i>		<i>Mar 2011</i>	<i>3/6 WIB staff CRC</i>
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		<i>Mar 2011</i>	<i>SRI proposal for new Economic Development Department</i>
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					

**MONTEREY COUNTY WORKFORCE INVESTMENT BOARD PY2010 – PY2015 STRATEGIC PLAN**

**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> <li>• <i>Tap into industry advisory groups convened by education so as not to duplicate efforts</i></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>		<i>Oct 2010</i>	<i>Health Careers work with 9<sup>th</sup> grade</i>

**MONTEREY COUNTY WORKFORCE INVESTMENT BOARD PY2010 – PY2015 STRATEGIC PLAN**

**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 <i>Dec 2010</i>  Nov 2010   Feb 2011 Oct 2010	MCC launched August 2; <i>ended by December</i>  MCC and Library reports to Planning Committee on Nov 4  <i>RFP is out. Proof is in the proposals, which are due Mar 17</i>
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  <i>Nov 2010</i>  Ongoing  Weekly	Performance reporting in Nov-Dec  <i>Improved and clarified WIB policies with partners</i>  <i>OET and WIB staff are participating with subcontractor staff in Career Development Facilitator (CDF) training provided by Shoreline.</i>  <i>3 of 6 WIB staff have CRC</i>
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>			

**MONTEREY COUNTY WORKFORCE INVESTMENT BOARD PY2010 – PY2015 STRATEGIC PLAN**

**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>		Dec 2010  Jan 2011  Oct 2010  Dec 2010	<i>GCP presented at Dec WIB</i>  <i>Meeting convened by Assembly member Monning</i>  <i>EET completed 50/50 with Santa Cruz. Caught attention of DOL</i>  <i>Project 17 presented at WIB</i>
		“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>			<i>Proposal to add Santa Cruz and San Benito to create W6C</i>
		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>		Dec 2010	<i>RICOG presented at WIB</i>  <i>MCBC acting as key liaison to RICOG</i>
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>			<i>Santa Cruz and SLO to look at sharing admin responsibilities such as monitoring and ETPL</i>
Establish virtual meeting capabilities	3	Evaluate local access and other regions to assess costs and benefits of virtual meeting services. Increase contact, decrease costs		Jan 2011 Mar 2011	<i>Regional test – not so good</i> <i>State WIB agreed to look into</i>

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# MEMORANDUM

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**TO:** WORKFORCE INVESTMENT BOARD EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** DISCUSSION AND UPDATE ON THE OUTCOMES OF THE NATIONAL ASSOCIATION OF WORKFORCE BOARDS (NAWB) CONFERENCE IN WASHINGTON DC IN FEBRUARY 5 – 8, 2011  
**DATE:** MARCH 16, 2011

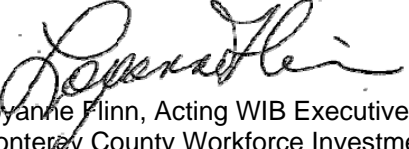
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**DISCUSSION:**

Ms. Loyanne Flinn will facilitate discussion and feedback from selected WIB members that recently attended the National Association of Workforce Boards (NAWB) 32<sup>nd</sup> annual conference in Washington DC on February 5 – 8, 2011, entitled “Dialogue for Workforce Excellence.” The conference attendees will provide insight on the various subject areas that were covered during the conference.

**ATTACHMENTS:**

Handouts will be provided by WIB attendees.

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

03/10/2011

Date



# MEMORANDUM

**TO:** WORKFORCE INVESTMENT BOARD (WIB) EXECUTIVE COMMITTEE  
**FROM:** LOYANNE FLINN, ACTING WIB EXECUTIVE DIRECTOR  
**SUBJECT:** UPDATE ON MONTEREY COUNTY'S LOCAL WORKFORCE INVESTMENT AREA'S (LWIA) PERFORMANCE RESULTS FOR PY 2009-10  
**DATE:** MARCH 16, 2011

**SUMMARY:**

On March 2, 2011, the State of California Employment Development Department issued an information notice that provided the Local Workforce Investment Areas (LWIA) with final performance results and success rates for Program Year (PY) 2009-10.

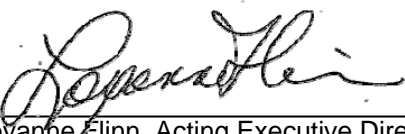
For 2009-10, Monterey County LWIA met and or exceeded all of its Common Measures performance goals for the following youth, adults and dislocated worker customer groups.

Youth	2008-09	2009-10
% of youth who attained their diploma or GED	62%	70.4%
Total Number	97	86
% on public assistance who attained their diploma or GED	45%	59.0%
Total Number	17	13
% disabled who attained their diploma or GED	78%	70.0%
Total Number	43	28
% of youth placed in employment or education	69%	70.9%
Total Number	122	95
% of basic skills deficient youth obtaining literacy or math gains	71%	49.1%
Total Number	21	29

Adults & Dislocated Workers	2008-09	2009-10
% of adult customers who got jobs	78%	55.1%
Total Number	251	497
% of dislocated worker customers who got jobs	74%	51.4%
Total Number	130	403
% of adults on public assistance who got jobs	80%	47.4%
Total Number	24	73
\$ of adult veterans who got jobs	67%	44.1%
Total Number	30	19
% of adult individuals with disabilities who got jobs	77%	44.0%
Total Number	30	33

**ATTACHMENT:**

Monterey County LWIA Performance Goals and Achievement – 2007 to 2010



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

03/09/2011  
 Date

## Monterey County Local Workforce Investment Area Performance Goals and Achievement

		2007-08 <i>(Common Measures)</i>			2008-09 <i>(Common Measures)</i>			2009-10 <i>(Common Measures)</i>		
<b>Participants / Exits</b>	<b>Total Participants Served</b>	Adults DW All Youth	448 230 350		Adults DW All Youth	985 720 203		Adults DW All Youth	TBD TBD TBD	
	<b>Total Exits</b>	Adults DW All Youth	386 202 179		Adults DW All Youth	158 53 112		Adults DW All Youth	TBD TBD TBD	
<b>Entered Employment</b>		GOAL	ACTUAL	Success %	GOAL	ACTUAL	Success %	GOAL	ACTUAL	Success %
	<b>Adults</b>	75.5%	91.6%	121.26%	75.5%	78.3%	103.74%	67.0%	54.4%	81.2%
	<b>Dislocated Workers</b>	79.0%	92.9%	117.65%	79.0%	74.4%	94.18%	63.4%	50.7%	80.0%
	<b>Older Youth (19-21)</b>	N/A			N/A			N/A		
<b>Retention</b>	<b>Adults</b>	76.5%	79.0%	103.20%	76.5%	76.8%	100.35%	75.0%	79.9%	106.5%
	<b>Dislocated Workers</b>	82.5%	80.6%	97.68%	82.5%	84.9%	102.91%	80.0%	79.5%	99.4%
	<b>Older Youth (19-21)</b>	N/A			N/A			N/A		
	<b>Younger Youth (14-18)</b>	N/A			N/A			N/A		
<b>Average Earnings</b>	<b>Adults</b>	\$10,500	\$11,204	106.70%	\$10,500	\$11,210	106.76%	\$10,500	\$9,952	94.8%
	<b>Dislocated Workers</b>	\$12,500	\$14,955	119.64%	\$12,500	\$14,969	119.75%	\$12,500	\$11,865	94.9%
	<b>Older Youth (19-21)</b>	N/A			N/A			N/A		
<b>Credential / Diploma</b>	<b>Adults</b>	N/A			N/A			N/A		
	<b>Dislocated Workers</b>	N/A			N/A			N/A		
	<b>Older Youth (19-21)</b>	N/A			N/A			N/A		
	<b>Younger Youth (14-18)</b>	N/A			N/A			N/A		
<b>Skill</b>	<b>Younger Youth (14-18)</b>	N/A			N/A			N/A		
<b>Common Measures</b>	<b>All Youth (14-21) Employment or Education</b>	65.0%	71.4%	109.89%	65.0%	69.1%	106.37%	69.0%	71.5%	103.6%
	<b>All Youth (14-21) Degree or Certificate</b>	45.0%	64.8%	144.07%	45.0%	61.7%	137.09%	65.0%	70.2%	108.0%
	<b>All Youth (14-21) Literacy or Numeracy Gains</b>	15.0%	21.1%	140.33%	15.0%	71.4%	476.20%	40.0%	51.6%	129.0%

**Legend:**

Green	100% or above
Yellow	Above 80% / Below 100%
Blue	To be determined.
Pink	Below 80% - failed