

ADOPTED
Minutes of the Monterey County Workforce Investment Board

Wednesday, April 1, 2009, 7:30 A.M.

Hyatt Regency Monterey, Grove Room, 1 Old Golf Course Road, Monterey, CA

MEMBERS PRESENT	REPRESENTING
David Bernahl, <i>Chair</i>	Business
Erik Cushman, <i>Vice Chair</i>	Business
Robert Brower, Sr., <i>Past WIB Chair</i>	Business
Robert Weakley	Business
Elliott Robinson	Department of Social and Employment Services
Mary Ann Leffel	Economic Development
Wendy Brickman	Business
Linda Coyne	K-12 Education
Judith Profeta	Business
Michael Oprish	Business
Doug Garrison	Post-Secondary Education
Mike Hutchinson	Business
Harry Gamotan	Labor Organizations
Rich Gillis	Business
Carol Blair	Labor Organizations
Al Davis	Community Based Organization (CBO)
Diana Carrillo	Migrant Seasonal Farm Worker Programs
Salvador Munoz	Business
Tony Aniello	Business
Scott Grover	Business
Jim Nakashima	Housing Authority
Mark Verbonich	Business
Teresa Sullivan	Older American Programs
Cesar Lara	Labor Organizations
Ralph Rubio	Labor Organizations
Mark Bastis	Business
Joseph Werner	WIB Executive Director, <i>Ex-Officio Member</i>
MEMBERS ABSENT	REPRESENTING
Joanne Webster, 2nd Vice Chair	Business
James Culcasi	Business
Bob Bittner	Employment Development Department (EDD)
Steve Hatch	Department of Rehabilitation
Theresa Ream	Business
Chris Chidlaw	Business
Chris Hasegawa	Post-Secondary Education
Aaron Johnson	Business
Lupe Palacio	Community Based Organization (CBO)
Jose Mendez	Labor Organizations
Barbara Jennings	Labor Organizations
Rosalinda Batsford	Business
Phoebe Helm	Economic Development
OTHERS PRESENT	REPRESENTING
Marleen Esquerra	WIB staff
Manley Bush	WIB staff
Delfia Knighton	WIB staff
Miguel Banda	WIB staff
Stephanie Shonley	WIB staff
Lynda Dunn	Office for Employment Training (OET)
Rosie Chavez	Turning Point
Paul Farmer	Office Star
Wil Moore	Shoreline
Mary Concepcion	Arbor
Supervisor Dave Potter	Monterey County Board of Supervisors, 5th District

CALL TO ORDER/INTRODUCTIONS: Mr. Bernahl called the meeting to order at 7:40am. He welcomed those in attendance and called for introductions from those present. A quorum was established.

CHANGES TO THE AGENDA: In accordance with the WIB protocol and procedures policy, Mr. Bernahl accepted and distributed a handout in reference to agenda item #3 regarding a presentation on the VOS system and reporting of MIS data.

PUBLIC COMMENT: None.

BUSINESS MEETING:

1. Action: Approve the minutes of the February 4, 2009 Workforce Investment Board meeting.

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

Second: Ms. Leffel

Motion passed unanimously

APPOINTMENTS & RESIGNATIONS:

2. Action: Review the credentials and act upon the nomination of WIB nominee Supervisor Dave Potter, representing WIA Title I Programs.

Motion: Mr. Brower moved to approve the item as stated.

Second: Ms. Leffel

Motion passed unanimously

CONSENT CALENDAR:

Mr. Bernahl requested a motion to approve the consent calendar referencing items C-1 through C-4.

Motion: Ms. Carrillo moved to approve the consent calendar as listed.

Second: Mr. Munoz

Motion passed unanimously

C-1: Action: Concur with the February 17, 2009 Executive Committee action to approve the acceptance of \$72,890 in additional job training economic State stimulus grant funds from the Governor's Workforce Investment Act (WIA) 25 Percent Dislocated Worker Additional Assistance fund.

C-2: Action: Concur with the February 17, 2009 Executive Committee action to approve the restoration of the Ad&PR Committee's budget to support outreach efforts related to the economic stimulus funds.

C-3: Action: Concur with the February 17, 2009 Executive Committee action to approve \$2,500 from the Ad&PR Committee budget to support the Monterey County Business Council's "Best Places to Work" project that recognizes businesses in Monterey County.

C-4: Action: Concur with the February 17, 2009 Executive Committee action to approve the Memorandum of Understanding with the four-County Workforce Collaborative of California's Central Coast (WCCCC)

OTHER BOARD MATTERS:

Board Member Comments and Referrals: None.

Director's Report: Since the last full WIB meeting, Mr. Werner stated that he is excited to report on the four-County Workforce Collaborative of California's Central Coast (WCCCC) which has initiated its first collaborative meeting with hospitals and members from the four-county consortium. Several weeks ago, a meeting was conducted at the Salinas One Stop Career Center with twenty-two representatives from the healthcare industry and the WCCCC partners to discuss allied health at a PhD level with community colleges and hospitals to make sure businesses are lockstep over the next 5 to 10 years. It was decided that many grants would be done. Ms. Stephanie Leach of the State Department of Labor attended this meeting and was excited of the new consortium. The Healthcare Advisory Committee chaired by Ms. Webster will lead this effort with the support of our new analyst Ms. Shonley. Additionally, the WIB staff coordinated a trip with the Richmond WIB to visit their Richmond BUILD Solar Installation Training program on March 5, 2009. Over twenty-two people attended this event representing Supervisor Simon Salinas, Mayor Ralph Rubio, representatives from the International Brotherhood of Electrical Workers Local 234, Monterey County Business Council, Building Trades Council, Center for Employment Training, Housing Authority, Monterey Peninsula College, MPUSD, SUSD, and Shoreline Workforce Development Services. The attendees toured RichmondBUILD's solar training program and learned how it works in the community that leads to meaningful employment. Their program placement rate is 90% and they work with over 100 companies to serve at-risk youth. The program has received national attention.

Mr. Bernahl welcomed Supervisor Dave Potter to the meeting. Supervisor Potter stated that he is pleased to be here and part of the system.

3. Information: Presentation regarding the Virtual One Stop system and reporting of Management Information System data.

Mr. Deane Toler gave a presentation on the VOS system and what the software is capable of doing. He stated that he appreciates the opportunity to present to the full WIB. Mr. Toler referenced his handout that shows the services offered to the community and the link to access the site to login. Mr. Toler stated the system is being retrofitting to incorporate ARRA tools as a One Stop solution. At present, Monterey County is using version 9. Version 10 will be brought to Monterey County and will be available in Spanish. The version includes new enhancements such as job search and spidering. At present Monterey County is at level 2. Upon inquiry, Mr. Toler stated there are 8 customers in California currently using VOS. Three of the original 12 learning labs use VOS for core and intensive services to include case closures. Not all areas use case closures because of the large caseloads and inefficient use of time. Mr. Toler stated that WorkKeys and level 3 spidering can be offered in the VOS system. In addition, they are including a scanning tool that keeps track of all documents electronically through the system. Mr. Robinson stated that he assumes there will be a high level of password security that addresses HIPPA security requirements. Mr. Cushman requested to review the VOS system similar to what the WIB views. Mr. Toler stated the system was built to mirror the Job Training Automation (JTA) system. Mr. Bernahl

inquired if we were using the tools. Mr. Toler stated the majority of tools are used. He stated that it's important to train human resource representatives in businesses to understand the system better because of the job search tools and opportunities. Ms. Dunn stated with the limited staff we still need to train our business services staff to pass on the information. Mr. Toler stated that Monterey County has been using VOS since 2000. The conversion to 9.0 started a year ago in March 2008. Mr. Bernahl inquired about the upgrades and Mr. Toler stated the system is completely different and more robust. Mr. Bernahl inquired about the costs for Monterey County to upgrade the job search tool from level 2 to 4. Mr. Toler stated that Florida is paying seven figures because it takes 25 people to research the websites. Mr. Bernahl stated that one of the big reasons to get Mr. Toler involved is to find out how we are utilizing the VOS system that may impact our strategic plan. We can use this tool to channel jobs and job seekers. From a community-based effort, this would be a phenomenal tool. Upon inquiry, Mr. Oprish stated that Bernardus Lodge would use the job search tool. Mr. Toler stated that Chambers of Commerce could use it as well. The website address is available and free. To login, all you need to do is to create your own account. Mr. Cushman requested to review the interface from a WIB staff level. Ms. Leffel stated that she could promote the system to businesses through the Monterey County Business Council's Eggs and Issues meetings. Mr. Bernahl proposed this as an option for the Ad&PR Committee to promote. We need to come up with a strategy for the Board and how to roll it out. Mr. Bernahl requested that it go to the Planning Committee and the joint OEDC/WIB Subcommittee as an economic development issue. Ms. Leffel reported that the joint OEDC/WIB Subcommittee has been floundering due to problems convening a quorum. Ms. Leffel agreed that this tool could be a great way in Monterey County to garner some awareness and support for job seekers. Upon inquiry, Ms. Dunn stated the subscription price is \$12,000 per quarter, since 2001. Ms. Dunn stated that there has been a struggle on the changes for exits. The strategy has changed dramatically so that exits occur as a result of 90 days in the system instead of staff closing out when they are done with the services. There is a longer lag. If staff identify that a client has entered employment and met the other exit requirements, then a form is filled out and a case closure is completed. Then it is closed 90 days after the last date of service. Mr. Weakley stated that he sat on Oversight for the last 2 years and waited a long time for the numbers. Ms. Dunn stated that we are letting the system close our cases. Mr. Bernahl inquired as to why we do not close them ourselves. Mr. Robinson explained that staff has to wait for the base wage information. He stated it is important to use the predictive reports to get information on soft exits so that clients are actively engaged. Ms. Leffel stated that there is no point in spending the money if we do not use the system effectively. Mr. Bernahl stated that this is a critical item on the agenda and recommended that it be forward to the Oversight Committee for further discussion. Mr. Bernahl recommended that new staff be trained to use the VOS system and to work together to do the best job with the assets and infrastructure. As a potential solution, Mr. Cushman requested that the MIS representative come to the next Oversight and Planning Committee meetings. The members thanked Mr. Toler for presenting the VOS product, which helped the members to initiate the dialog. Mr. Robinson stated that the system is a useful tool to connect with job seekers. The Board members requested a report to the subcommittee meetings on predictive reports. Mr. Toler recommended training staff and also offered to help with the marketing efforts through the Ad&PR Committee.

Mr. Bernahl recommended to move agenda item #8 to be presented next since it's related to the VOS system discussion.

8. Information: Discussion regarding Monterey County Local Workforce Investment Area performance for PY 2008-09.

Mr. Werner stated this year, Ms. Dunn transition her model to an integrated service delivery strategy, which is a difficult model to transition into. There are a lot of risks with this model to meet federal mandates on job placements, wages and employment retention. With this level of concern, Mr. Werner stated that he has discussed this with Ms. Dunn and she advised him of the risks in terms of meeting our performance standards for program year 2008-09. As Mr. Toler mentioned earlier, there is a case closure form that is used to document when a client is placed in employment. We need to work with the clients who leave the system and find the clients in the system that are most likely to secure jobs and meet the threshold to pass our performance measures. Embedded in WIA, local Boards are responsible for assuring that the performance measures are met. Failure to ensure success will potentially reorganize a Board. Ultimately, it is important to do the right thing for our community. Monterey County has successfully achieved its performance measures last program year. Now, under this system, we have 500 exits and there are not enough case closure forms to give us any predictive analysis to monitor the system. We will need to work with MIS and Geographic Solutions to ensure a successful exit based on the statistics. Mr. Werner stated that he is very concerned that we will not meet our performance measures this year. He stated that we have to make a decision as to who is exiting our system and whether or not we let the clients go and move forward aggressively on new enrollments. Mr. Werner stated that EDD will soon release the base wage data. He stated that we need to be on top of this to do a predictive analysis to ensure the services are meaningful. Mr. Bernahl thanked Mr. Werner for bringing this to the Board's attention. Now, he wants to hear from Mr. Robinson and Ms. Dunn on what we need to do to work as a team to hit the goals. Mr. Robinson stated that there is a significant administrative cost associated with tracking and evaluating the job placement success rates of our customers. Mr. Toler stated that he looked at the case closure issue, but can't draw any conclusions. Mr. Bernahl stated that it may be a system or training issue. Mr. Robinson stated the system is compared to base wage files and knows that some employers have challenges. Mr. Bernahl stated that its important to clear the path to success; not failure. Ms. Leffel stated that since March of last year, the Oversight Committee has had a difficult time evaluating performance due to the lack of data presented to the committee by incomplete or inaccurate VOS reports. Ms. Profeta stated that if the system cannot prepare accurate data for our review why are we using it for that purpose. Mr. Cushman stated if we are spending the funds, we should get results. We have the staff dedicated and the technology paid for. Ms. Dunn stated she chose to go with the new model because of the number of people looking for services at the One Stop. They have been providing services to 10,000 to 12,000 people and have registered over 8,000. They have 900 people enrolled in system, compared to 400 enrolled last year. Even if we don't meet our performance, we will have placed 500 people in employment by the end of the year. Last year, OET reported a placement of 300 people. The numbers indicate that OET is not enrolling everyone because they don't get benefits from services provided. Geographic Solutions is still completing the setup to provide predictive reports. Ms. Dunn stated that there still appears to be glitches in the VOS system from data entry points that impact how staff run reports. The challenges with the system include uploading data from VOS to the State system. Mr. Toler

stated that he stands behind the VOS product. There may be two to three issues related to the software. Mr. Bernahl agreed that it's important to get more people jobs. However, if we have performance measures, he agrees that it is important to achieve those as well because it's based on an agreement with the State. Ms. Dunn stated that there was some confusion regarding which field staff utilized to complete the case closure information and she will be working with Geographic Solutions to resolve this issue. Mr. Werner stated upon the receipt of data, he will report on the status of the performance measures. Mr. Bernahl stated that Mr. Toler offered to train our staff at no cost. Mr. Bernahl asked for the next steps. Mr. Werner reported that he plans to have a conversation with the State regarding the renegotiation of our performance measures and to setup a conversation with MIS, Geographic Solutions, and staff to discuss who we enroll and how to monitor the system to meet our performance measures.

4. Action: Approve the Monterey County WIB and subcommittee calendar of meetings for program year 2009-2010.

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

Second: Ms. Brickman

Motion passed unanimously

5. Action: Approve the Office for Employment Training's (OET) utilization of the job training State economic stimulus funds in the amount \$364,451 from the Governor's discretionary funds.

Mr. Werner stated the agenda packet includes the budget plan submitted by OET for the Board to review.

Motion: Mr. Cushman moved to approve the item as stated.

Second: Ms. Leffel

Abstained: Mr. Robinson

Motion passed unanimously

6. Action: Accept the ARRA stimulus funds in the amount of \$6,843,806 for planning purposes.

Mr. Werner stated approving this item will give the Board the opportunity to plan the funds for Request for Proposals and recommendations. The LWIA can incur expenses starting on February 17, 2009. Ms. Leffel recommended that this item be brought to the joint OEDC/WIB Subcommittee meeting to work on a plan with WIB staff to develop recommendations on where the funds should be directed. Mr. Robinson stated for the youth funds, he is planning to work with the Community Alliance Partnership (CAP). Ms. Leffel stated that she has gone to the CAP meetings and stated she and Mr. Rice were the only business representatives. Most of the attendees were non-profit organizations and she recommended that they include more business involvement. Mr. Werner supports Ms. Leffel's recommendation with a caveat that the recommendations go to the WIB's Planning and Executive Committees.

Motion: Ms. Brickman moved to approve the item as stated.

Second: Ms. Leffel

Motion passed unanimously

7. Action: Approve the transfer of no more than \$140,000 in economically disadvantaged adult ARRA stimulus funds or WIA formula funds to support the continuation of the Certified Nursing Assistant (CNA) Pipeline program through June 30, 2009.

Mr. Werner stated the recommendation is to allocate no more than \$140,000. Upon review, Shoreline stated the budget should be no more than \$128,000.

Motion: Ms. Leffel moved to approve the item, and to transfer no more than \$128,000 in economically disadvantaged adult ARRA stimulus funds or WIA formula funds to support the continuation of the CNA Pipeline program through June 30, 2009.

Second: Ms. Brickman

Abstained: Ms. Coyne

Motion passed unanimously

9. Information: Update on the National Association of Workforce Boards conference in DC on March 7 – 10, 2009.

10. Information: Update regarding the 2008 WIB Retreat work plans.

11. Information: Chair report updates.

Mr. Bernahl recommended deferring information items 9 through 11 to the next WIB meeting.

Motion: Mr. Robinson moved to approve the recommendation as stated.

Second: Ms. Leffel

Motion Passed Unanimously

ANNOUNCEMENTS OF EVENTS OR SERVICES:

Mr. Bernahl announced the upcoming Pebble Beach Food and Wine event on April 16-19. CASA is also having a fundraiser this Saturday honoring their program and the positive impacts on disadvantaged youth. Mr. Bernahl announced the next full WIB meeting on June 3, 2009 and the upcoming subcommittee meetings. Mr. Werner announced that one of our long time WIB members Mr. Pete Tomanio had passed. The members asked for a moment of silence.

ADJOURNMENT:

Motion: Mr. Cushman moved to adjourn the meeting.

Second: Ms. Leffel

Motion Passed Unanimously

Mr. Bernahl adjourned the meeting at 10:05am