



CALIFORNIA WORKFORCE INVESTMENT BOARD MEETING NOTICE



Tuesday, November 15, 2011
9:30 a.m. to 4:00 p.m.

Radisson Hotel Sacramento
Meeting Room Edgewater B
500 Leisure Lane
Sacramento, CA 95815
(916) 922-2020

Edmund G. Brown, Jr.
Governor

Douglas Sale
Acting Executive Director

AGENDA

1. **Welcome and Opening Remarks**
2. **Update: Labor and Workforce Development Agency Report**
3. **Action:**
 - a. Approval of August 16, 2011 State Board Meeting Summary
 - b. Approval of Waiver Requests to the U.S. Department of Labor
 - c. Approval of State Board Meeting Schedule
 - d. Approval of nominations to California's Committee on Employment of Persons with Disabilities
4. **Discussion:**
 - a. Legislative Report – Workforce Bills Signed by Governor Brown
 - b. State Board Work Plan
 - c. Performance Dashboard
 - d. Outreach Strategy Initiative Update
 - e. Status of Local Plan Modifications
 - f. Integrated Service Delivery Next Steps
5. **Presentations/Information**
 - a. Student Success Task Force Report
Paul Feist, California Community Colleges Chancellor's Office
 - b. Digital Literacy Update - *Barrie Hathaway, Executive Director – Stride Center*
 - c. Jobseeker Mindset Software - *Jeff Garton, Career Contentment, Inc.*
 - d. CareerBuilder Supply and Demand Portal – *Devon Ford, California Strategies*
6. **Executive Director Report**
 - a. Budget and Staff Report
 - b. Executive Director and Member Appointments
7. **Employment Development Department Report**
8. **Update: State Board Committee and Industry Council Reports**
 - a. Green Collar Jobs Council – Mr. Barry Sedlik, Chair

Addendum: Changes were made to correct administrative errors, add the State Board Workplan and ISD Evaluation Recommendation. All documents added are discussion items before the State Board.



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- b. Issues and Policy Committee – Mr. Jamil Dada, Chair
- c. Health Workforce Development Council – Ms. Audrey Taylor, Chair

9. Public Comment

10. Other Business

Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the State Board to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information. Meeting materials for the public will be available at the meeting location.

Addendum: Changes were made to correct administrative errors, add the State Board Workplan and ISD Evaluation Recommendation. All documents added are discussion items before the State Board.

**California Workforce Investment Board
August 16, 2011 Meeting Summary**

The State Board held its quarterly meeting in Sacramento. The following members were present.

Members Present:

Secretary Marty Morgenstern
Acting Board Chair Jamil Dada
Daniel A. Enz, representing Assembly Member Carter
Ms. Carol Harris
Ms. Pam Harris
Ms. Faye Huang
Ms. Debra Jones
Councilwoman Michelle Martinez, representing Mayor Miguel Pulido
Mr. Elvin Moon
Mr. Tim Rainey
Mr. Lloyd McCabe
Mr. Doug Sale
Mr. Barry Sedlik
Mr. Jeremy Smith
Ms. Audrey Taylor
Ms. Van Ton-Quinlivan, representing Chancellor Jack Scott
Mr. Willie Washington
Senator Roderick D. Wright

Members Absent:

Mr. Ken Burt
Ms. Diane Dooley
Mr. Louis Franchimon
Mr. Victor Franco
Senator Ted Lieu
Ms. Kathleen Milnes
Mr. Pete Parra
Mr. Arturo Rodriguez
Mr. Richard Rubin
Superintendent Tom Torlakson

Others in Attendance:

Ms. Renee Bacchini, Department of Industrial Relations
Ms. Barbara Halsey, California Workforce Association
Mr. Robert Mejia, South Bay Workforce Investment Board
Dr. Richard Moore, California State University Northridge

Mr. Art O'Neal, Employment Development Department
Mr. Dan Rounds, Senate Office of Research

Welcome and Opening Remarks:

Mr. Dada welcomed Senator Wright, as well as State Board members and attendees. Senator Wright introduced himself and gave an overview of his district (information can be found [here](#)). He further stated jobs are very important and the ability of the state to get out of the way becomes part of our challenge. He hopes the Board will make recommendations on how to make the state more efficient in the areas where the state uses funds. He expressed his views regarding the role of government, the importance of allowing the *private* sector to create jobs, as opposed to the government spending money to attempt to do so.

Welcome and Swearing in of New Members:

Mr. Dada welcomed Mr. Jeremy Smith from the State Building and Construction Trades Council and swore him in as a new State Board member.

Update: Labor and Workforce Development Agency Report:

Mr. Dada welcomed Secretary Morgenstern. Secretary Morgenstern assured the Board that neither the Labor and Workforce Development Agency (LWDA) nor the Governor had forgotten about the CWIB, and of the need to get more people back to work. The Governor's office has been busy up with budget, pension, redevelopment, and enterprise zone issues. Secretary Morgenstern assured Board members there will be CWIB appointments made in the near future and stated that he hoped to hear from the Governor's office "any day this week" regarding the announcement of a "point person" for jobs and business. The new appointee and Secretary Morgenstern will work with the Governor's office to discuss Board appointments, and other employment and job training activities. The Secretary assured the Board that these are important areas and the Governor believes in moving deliberately and carefully.

With millions of Californians not graduating or attending college, there is a great concern for non-college bound youth and others to find employment. The Governor is very interested in the area of apprenticeships and feels they are very important. We can create a program that creates well-trained workers that earn while they learn and graduate into careers that pay. Europe has much more extensive apprenticeship programs that focus on more areas than just construction. We are eager to support and expand apprenticeships. There are recent appointments to the Apprenticeship Council, steps being taken to expand apprenticeship programs into health fields, firefighting and other areas. We should support apprenticeship programs by putting them on the Eligible Training Provider List (ETPL). Rene Bacchini, with the Division of Apprenticeship

Standards (DAS) is on the CWIB agenda and will speak on this subject. LWDA and the Governor are interested in helping all Californians get jobs. Apprenticeships will help young people. We will do everything we can to support the Board's work. We want people trained and in jobs.

Mr. Washington asked if an appointment had been made for the CWIB's Executive Director position. Secretary Morgenstern advised that the appointment is in the Governor's office.

Action:

a. Approval of May 17, 2011 State Board Meeting Summary

Mr. Sedlik made the motion to approve the May 17, 2011 Board meeting summary. Mr. Jeremy Smith seconded the motion and the summary was unanimously approved. There was also discussion and clarification was provided to indicate Senator Wright was not required to be sworn in as a Board member.

b. Review and Approval of Draft Narrative – U.S. Department of Labor Annual Report Program Year 2010/2011

Mr. Sale gave an overview of the CWIB's Annual Report and the timelines for submission to the U.S. Department of Labor (DOL). The required October 1st, 2011 submission will be in draft form and will include only the narrative sections.

Mr. Washington suggested putting two dates for deadlines for comments. Ms. Taylor stated the Board wants time to make comments and suggested that the report could be given to the Issues & Policy Committee (IPC) for approval, as it has two scheduled meetings prior to the DOL deadline. The additional suggestion was made to empower the IPC for approval of the report. Ms. Taylor made the motion; Ms. Ton-Quinlaven seconded and the motion was unanimously approved.

c. Approval of Workforce System Outreach Strategy Name, Logo, Next Steps

Mr. Dada introduced the item and thanked the IPC Sub-Committee for its work and stated this is being pushed at national level and that he is in favor of doing this at the state level.

Ms. Harris stated this is the culmination of a two-year effort. She further explained Congress looking at what's going to be cut and that by not having an identity for all 49 Local Workforce Investment Boards (LWIBs), decision-makers don't identify the good work being done by the 49 LWIBs and the attached funding streams. She re-stated there is very little recognition out there.

Ms. Taylor stated the Sub-Committee did a great job and thanked Pam and her team. and make changes. LWIBs were represented in the discussions and their concern about their brands being taken over was noted. The intent is not to change what they're doing, but rather, to help them become part of the network.

Senator Wright stated there are two current Senate bills that would wipe out One-Stop Centers and provided information on the purposes of the legislation. He feels money is squandered and should be transferred somewhere else. He believes the LWIBs have a job to explain and should quantify what they do. There are challenges not only in Washington, but also in Sacramento. The challenge becomes, if you say "I helped people", then you have to define the help. Help is not a deliverable. You need to say "x number of jobs, and x number of training".

Mr. Dada agreed we have to show how many are being helped. Mr. Washington agreed and said we have to define what we do.

Ms. Taylor commented it would be appropriate to add a definition as to what deliverables are (in a measureable way) into our "next steps" and add jobs, training, and economic impact.

Mr. Smith disagrees with what Senator Wright said about the bills, but agreed with the point the Senator was trying to make. He would like to know what the LWIBs do with their money and stated that is part of the outreach strategy.

Senator Wright stated that training is oblique and doesn't mean anything. The important point is "how many jobs did you create"? The Board needs to define what the value is. There are many ads are for private postsecondary schools - he has been trying for 35 years to put them out of business because they don't provide jobs. Senator Wright believes the objective must be defined and that quantified information must be provided as to how it is achieved.

Mr. Sedlik stated there have been discussions at the Board, the IPC, and the GCJC on the issue of metrics. The EDD collects data from the LWIBs; he doesn't feel we have the luxury of redefining metrics. We need to go back and see what we already have, find the more compelling ones and "make the case". We should work with what we already have.

Ms. Taylor agreed with Mr. Sedlik's comments and suggestions, as she feels the numbers are already available.

Mr. Rainey asked if the state is going to invest in a brand, what is the state going to do to hold the locals accountable and move them toward a brand. Is the brand going to be more than just a common logo? Is there consistency for moving job seekers? Hold system accountable? THEN they get the certification?

Ms. Harris stated that all those questions and details are beginning to be “fleshed out” by the Subcommittee. All the questions will be included in the next steps.

Ms. Taylor stated LWIB certification would eventually be tied to branding. One step first, then another later.

Senator Wright made the motion to approve the outreach strategy, Mr. Smith seconded, and the motion was unanimously approved.

Presentation/Information:

- a. Integrated Services Delivery Evaluation – Final Report
Richard Moore, PhD., University of California at Northridge

Dr. Moore gave an overview of the California Integrated Service Delivery Final Evaluation Report (available [here](#)).

Members discussed and received clarification from Dr. Moore regarding the methodology and results of the report.

Mr. Rainey added that Congress is looking at return on investment all the time. The City of Los Angeles has the biggest funds allocation, but the actual number of people relative to that allocation is not much. Sometimes there is a tendency to only serve those who will be easily placed and boost a local area’s performance numbers – funds may be spent on core and not intensive and training. He also posed the question: Why are we spending so much WIA Title 1 money on core services when we can’t track any of those services, and EDD is already spending so much money there? There may be a lot of duplication in core services.

Mr. Sedlik asked if there could be a breakdown of success rate per service level. Mr. Rainey stated that it has been done in some studies in Wisconsin. They discussed different ways of measuring users, levels of service, rates, and outcomes.

Mr. Rounds asked what the baseline is for measuring the increase in intensive services. Members discussed the issues around enrolling everyone in the ISD sites and not enrolling everyone and how that affects outcomes.

Mr. Rainey added that the Wisconsin study was commissioned by DOL and it included fourteen states. Self assisted services are valuable, but not for people with barriers to employment. They need higher levels of services.

- b. California Multi-Sector Partnership Grant

Mr. Robert T. Mejia, South Bay Workforce Investment Board

Robert Mejia gave an overview of the report. Full report can be found [here](#).

Members discussed and received clarification from Mr. Mejia regarding the plans for the grant presented in the report.

At this point Mr. Dada asked Ms. Halsey for an overview of the California Workforce Association's Meeting of the Minds in Monterey. The information provided regarding the conference can be found [here](#).

- c. Regional Industry Clusters of Opportunity Grant Summary
Mr. Javier Romero, staff to the California Workforce Investment Board

Javier Romero gave report about RICOG. The full report can be found [here](#).

Members discussed the report. Mr. Barry Sedlik also added some background as chair of the GCJC and thanked staff for the work conducted.

- d. Listing of Registered Apprenticeship Programs on the Eligible Training Provider List
Renée Bacchini, Area Administrator, Department of Industrial Relations' Division of Apprenticeship Standards

Ms. Bacchini gave an overview of the Department of Industrial Relations' (DIR) registered apprenticeship programs. She noted some of the benefits of the programs are that workers earn as they learn, being employed as soon as they start the program – this being great for middle-skill jobs. The programs typically need at least a year of apprenticeship, but not necessarily a four year degree program.

The standards for the programs are set by the industry itself, and the DIR's Division of Apprenticeship Standards writes the standards so that workers have well-rounded training. Upon completion, the participant receives a certificate which is portable, is great for high-growth and high-demand jobs, and flexible. DIR helps to customize training for their business as well, making these programs a win-win for everyone. Ms. Bacchini would like to encourage local workforce investment areas (local areas) to use these programs and include them on the ETPL.

Mr. Robert Mejia from the South Bay Workforce Investment Board spoke on behalf of his board and stated it strongly believes in apprenticeship programs. South Bay WIB maintains a system for training and contracting, with the Employment Training Panel (ETP) having looked at their program as a model for contracting. It encompasses thirteen community colleges under contract which

provide training referrals. South Bay WIB believes the strength is in local management and individual labor markets.

Mr. Sedlik asked what benefits accrue to the employer. Mr. Mejia responded that they receive supplemental instruction dollars – a certain amount per seat, per hour, per apprentice. South Bay WIB is looking into developing financial incentives; and added that if apprenticeship programs were on the ETPL it would be very helpful. He added there are already programs that are not in building construction trades; for example, San Diego Trolley, firefighters, and culinary disciplines. These programs create loyalty and participants get a real comprehensive learning.

Ms. Taylor asked how the State Board can get more information and how the programs are registered with DIR.

Ms. Bacchini stated that there are apprenticeship consultants in 5 different offices who work with a DAS consultant to put together the standards. They work with community colleges or the California Department of Education to outline the educational part of the program, and then create the standards. The consultants make sure there is an educator or “local education agency” and they must get a letter stating they’re connected. The standards go through a review process and are signed off by the DAS chief. They know the exact training curriculum.

Ms. Huang asked what kind of incentive programs exist for employers. Ms. Bacchini stated there are already incentive programs in place which give supplemental and instruction dollars per hour which are paid from the local education agency to the employer

Mr. Washington stated that he was surprised they topic was being discussed again. He had worked with apprenticeship before but noted the resurgence in interest in the topic. Ms. Bacchini confirmed there was more interest with the Brown Administration, and that there is new leadership and excitement at DAS. She also noted that green construction has impacted many trades and programs are being updated to reflect this new dimension of training.

Senator Wright asked Ms. Bacchini how the program could be deemed successful. He expressed his views that any such claim should be backed up by quantifiable, reliable, objective data which completely supports the claim. He wants to know how much it costs to run the program, place participants, how many kept their jobs, etc. He stated that employers tell him there are too many regulations already.

Ms. Bacchini responded by stating that there are 64,000 apprentices in the State of California, many in the building/construction trades, and that she could provide additional information to answer the Senator’s questions and appreciated his comments.

Mr. Rainey provided clarification on how apprenticeship programs are funded by stating that employers pay into them, there are employer/employee contributions as well. AB 1115's goal was to say that those programs that graduate people, should automatically be on the ETPL. The question is, how to take the programs that are already meeting standards and put them on the ETPL. Right now there are 49 local areas with different application standards and a program may have to apply several times in different areas. It would be great to streamline this process.

Mr. Mejia clarified how the South Bay WIB local ETPL works, with Mr. Rainey responding that CWIB staff is trying to create some consistency and would like to see some progress.

Ms. Van Ton-Quinlaven said that the bigger policy question is, if this is such an effective training model, why do not more employers want to partake – at the state and national level as well? We should look at training beyond traditional sectors, in health care for example where there have been effective models of apprenticeship. Why don't those employers come to the table? She stated that one reason is that sometimes apprenticeship is sometimes tied with unionization.

Mr. Smith stated that many apprenticeship programs are non union. Others are joint labor/management programs. This arrangement with unions actually helps employers to pay for the program - together. This is a good example of leveraging funds.

Ms. Taylor reiterated her request for more information and asked if this topic could be brought back at the next State Board meeting.

Mr. Sale explained that CWIB staff has been working to find a way to add registered apprenticeship programs and community colleges to the ETPL, as allowed for in the Workforce Investment Act. There have been some administrative obstacles in this area related to waivers from the U.S. Department of Labor's Employment and Training Administration, but work continues. The next step is to request from local areas their permission to allow these programs to be added to the ETPL on their behalf, while preserving the local areas rights and responsibilities to evaluate and determine subsequent eligibility of training providers. There has been a waiver in place which waives the subsequent eligibility requirement in WIA, but this discussion brings up the possibility and need to discontinue that waiver in the interest of keeping a more accurate and productive ETPL. Mr. Rainey agreed with this last point.

Regarding the expansion of apprenticeship programs, a joint letter from DIR and CWIB will encourage local directors to contact their local DIR office to inform it of any type of program the LWIBs may be using which could become an apprenticeship program. Secretary Morgenstern, in fact, asked for this.

Mr. Wright reiterated his earlier point that it would be helpful to understand the current number of placements, the cost per placement, current capacity for placement, funds used, the employer recruitment standards, the strategy to grow employers, etc. If the program is right, then the employers will *want* to participate.

Executive Director Report:

Mr. Sale summarized CWIB's administration. He noted there are 19 positions, including 5 which are vacant – excluding the Executive Director position.

He also thanked staff for work on the Annual Report.

Discretionary projects/initiatives include:

Regional Industry Clusters of Opportunity Grants (RICOG).

Exemplary performance grants to the LWIBs.

High-Concentration of Eligible Youth grants to LWIBs.

Interagency agreement with the California Community Colleges Chancellor's Office to strengthen the collaboration between the respective entities.

Mr. Sale also gave an overview of the Lieutenant Governor's jobs plan, a summary of pending legislation (included in agenda packet), a summary of the LWIB member composition (included in agenda packet), and a description of work being done on the performance dashboard with information available from [Future Works Systems](#).

Regarding local area plans, the State Board approved the timeline and requirements for submission. The submission date was moved to June 30th to coincide with the state fiscal year. All but 3 local areas have submitted their plans and CWIB staff is working with EDD to review the plans.

Mr. Sale closed by giving an overview of the Digital Literacy Program.

Employment Development Department Report:

Mr. O'Neil stated that of the American Recovery and Reinvestment (ARRA) funding of \$488 which California received, all was spent and none would be returned to federal government. Ms. Harris thanked all LWIBs and grantees for expending the funds well, and thanked staff for working with local areas.

He added that the Lake County and Napa County local area merger has been successful.

Mr. O'Neal discussed the performance data included in the agenda packet and clarified information asked by Board members. Ms. Harris noted it would be useful to see the allocations for each local area and the people served, that way we can see how much money was spent for certain performance numbers. Mr. Franco would like to be able to identify best practices and replicate them with others, and provide technical assistance when/where needed.

Mr. O'Neal additionally spoke of the replacement for the Job Training Automation (JTA) system and Cal-Jobs provided by Geo Solutions. The project is on time, within budget, and will have an implementation date of July 2, 2012. Training plans are being formulated, with 27 local areas already using the system at the local level.

Mr. Rounds, Mr. O'Neal, and Board members discussed the validity and reliability of the data, as well as definitions used and the importance of presenting the data to all interested parties.

Update: State Board Committee and Industry Council Reports:

a. Green Collar Jobs Council – Mr. Barry Sedlik, Chair

Mr. Sedlik gave an overview of the work done by the Green Collar Jobs Council. The Regional Industry Clusters of Opportunity Grant report is in the agenda package. The State Energy Sector Partnership \$6 million grant has been extended through January 2013. The Clean Energy Workforce Training Partnership has \$27 million spent, with EDD showing 5,000 participants enrolled with a 37% employment rate. The Green Workforce Master Plan included in the agenda packet summarizes key policy issues related to the green economy. He also stated there are 298 training programs for green jobs in 130 institutions. There are 12,000 to 15,000 students. Access to capital to hire is still a very serious problem. Permitting delays also add to the difficulty in this sector.

b. Issues and Policy Committee – Mr. Jamil Dada, Chair

Mr. Dada gave an overview of the work done by the Issues and Policy Committee. He noted staff is reviewing local area plan modifications for Program Year 2011-12. There has also been work done to produce a performance dashboard. Additionally, staff has been working to find a way to streamline the ETPL policy as discussed earlier in this meeting.

c. Health Workforce Development Council – Ms. Audrey Taylor, Chair

Ms. Taylor gave an overview of the Health Workforce Development Council and its subcommittee. Information on the work of the HWDC can be found [here](#).

Public Comment:

There was no public comment.

Other Business:

There was no other business. The meeting was adjourned.

DRAFT

- 1. Welcome and Opening Remarks**

- 2. Update: Labor and Workforce Development Agency Report**

- 3. Action:**
 - a. Approval of August 16, 2011 State Board Meeting Summary
 - b. Approval of Waiver Requests to the U.S. Department of Labor
 - c. Approval of State Board Meeting Schedule
 - d. Approval of Nominations to California's Committee on Employment of Persons with Disabilities

California Workforce Investment Board Request for Waiver

Action Requested

The California Workforce Investment Board approves the waiver requests and their submittal to the U.S. Department of Labor.

Background

The Employment and Training Administration published Training and Employment Guidance Letter (TEGL) 9-11 on October 26, 2011. The TEGL confirms the allowable amount of funds the Governor can reserve, which had been reduced from 15 percent to 5 percent. Recognizing this reduction significantly impacts the ability of states to carry out all the mandatory activities included in the Workforce Investment Act, the TEGL provides instructions to states to request a waiver for the current program year. The attached waiver request formalize California's request for providing incentive and high concentration of eligible youth grants and performing evaluation activities.

Discussion

The Governor has consistently reserved a portion of the WIA funds to carryout statewide activities. These funds support a range of mandatory activities such as fiscal and accountability information systems, disseminating the list of eligible training providers, incentive grants, statewide administration activities, and competitively awarding grants to a variety of local partners to carry out training activities.

Through Congressional action, this year the amount of funds allowed to be reserved was reduced by 10 percentage points, significantly impacting the Governor's ability to provide funding and support all the mandatory WIA activities.

As such, the Employment and Training Agency recognizes the impact carrying out all mandatory activities will have on States, and has issued TEGL 9-11 to provide instructions to states to request formal waivers for these activities.

These waivers are being submitted for the State Board's review and approval through the direction of the office of the Secretary of Labor and Workforce Development Agency and consistent with the roles and responsibilities given to the State Board to advise and make recommendations to the Governor on the expenditures of these reserved funds.

WORKFORCE INVESTMENT ACT WAIVER REQUEST
Required Statewide Activities

Date: November 4, 2011

State: California

Agency: California Workforce Investment Board

Statutory and/or regulatory requirements to be waived

Waiver of WIA Section 134(a)(2)(B)(iii) and 20 CFR 665.200(e) requiring provision of incentive grants to local areas.

Actions undertaken to remove state or local barriers

There are no state or local barriers.

Goals and expected programmatic outcomes of waiver

The reduction to five percent in the WIA allotment for Program Year 2011 Governor's Reserve funds restricts the state's ability to effectively fund and carry out all of the required statewide workforce investment activities. The current funding level in the Governor's Reserve is insufficient to cover the cost of evaluations. The state's reduced funds are being used to cover the following required activities:

Required statewide administrative agencies
Governor's Award for Veterans Grants

Our goal in seeking this waiver is to ensure that the state may prioritize the use of Governor's Reserve funds for the required activities we deem most essential to the basic functions of the workforce investment system.

Individuals impacted by the waiver

The individuals impacted by this waiver will be the local boards that met the required performance levels for the previous program year. The amount of funds from the Governor's Reserve funds is \$490,000 which is to be shared among those eligible local boards. An additional \$210,000 was set aside to incentivize local boards to increase regional cooperation and planning. In its place, The State Board has been able to leverage \$2.25 million in non-WIA resources from the California Energy Commission to provide for the continued capacity building efforts of local boards to further implement the Regional Industry Clusters of Opportunity

methodology. This methodology is being used as the foundation of regional partnerships and targeting of regional industry sectors in California.

This waiver, if granted, will also provide the state agency with more flexibility in directing Governor's Reserve funds to those activities that best preserve basic functions of the statewide workforce investment system.

Process for monitoring progress in implementation

The State will monitor progress and ensure accountability for Federal funds in connection with these waivers by reviewing monthly expenditure, performance and other reports, through regular contact with the ETA Regional Office liaisons, and through its monitoring and performance accountability system.

Notice to affected local boards

Local boards were notified in writing of the State Board's intent and by posting the State Board's agenda packet to its website in compliance with Bagley Keene Act.

WORKFORCE INVESTMENT ACT WAIVER REQUEST
Required Statewide Activities

Date: November 4, 2011

State: California

Agency: California Workforce Investment Board

Statutory and/or regulatory requirements to be waived

Waiver of WIA Section 129(b)(2)(C) and 20 CFR 665.200(h) requiring provision of additional assistance to local areas that have a high concentration of eligible youth.

Actions undertaken to remove state or local barriers

There are no state or local barriers.

Goals and expected programmatic outcomes of waiver

The reduction to five percent in the WIA allotment for Program Year 2011 Governor's Reserve funds restricts the state's ability to effectively fund and carry out all of the required statewide workforce investment activities. The current funding level in the Governor's Reserve is insufficient to cover the cost of evaluations. The state's reduced funds are being used to cover the following required activities:

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Individuals impacted by the waiver

The Governor reserves a total of \$500,000 for this activity. For Program Year 2010 the State competitively awarded five \$100,000 grants to local workforce boards that met the criteria for having a high concentration of eligible youth. If this waiver is granted, five local boards will not receive a high concentration youth grant award during the current program year.

This waiver will provide the state agency with more flexibility in directing Governor's Reserve funds to those activities that best preserve basic functions of the statewide workforce investment system.

Process for monitoring progress in implementation

The State will monitor progress and ensure accountability for Federal funds in connection with these waivers by reviewing monthly expenditure, performance and other reports, through regular contact with the ETA Regional Office liaisons, and through its monitoring and performance accountability system.

Notice to affected local boards

Local boards were notified in writing of the State Board's intent and the Agenda was published on its website in compliance with the Bagley Keene Act.

WORKFORCE INVESTMENT ACT WAIVER REQUEST
Required Statewide Activities

Date: November 4, 2011

State: California

Agency: California Workforce Investment Board

Statutory and/or regulatory requirements to be waived

Waiver of WIA Section 134(a)(2)(B)(ii) and 20 CFR 665.200(d) requiring the conduct of evaluations of workforce investment activities for adults, dislocated workers, and youth.

Actions undertaken to remove state or local barriers

There are no state or local barriers.

Goals and expected programmatic outcomes of waiver

The reduction to five percent in the WIA allotment for Program Year 2011 Governor's Reserve funds restricts the state's ability to effectively fund and carry out all of the required statewide workforce investment activities. The current funding level in the Governor's Reserve is insufficient to cover the cost of evaluations. The state's reduced funds are being used to cover the following required activities:

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Our goal in seeking this waiver is to ensure that the state may prioritize the use of Governor's Reserve funds for the required activities we deem most essential to the basic functions of the workforce investment system.

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California Workforce Investment Board

Action Requested

The California Workforce Investment Board approves the proposed meeting schedule for the 2012 Calendar year.

Background

The State Board is required to conduct its business in meetings that are publicly noticed in accordance with the provisions of the Bagley Keene Public Meeting Act. To ensure advance notice and planning is provided, to ensure a quorum is present and to facilitate preparation for the Board's deliberation and action, the following dates are recommended for the 2012 calendar year.

Tuesday, February 14, 2012

Tuesday, May 8, 2012

Tuesday, August 14, 2012

Tuesday, November 13, 2012

With the Boards consent and approval, these dates will be listed on the State Board's website and meeting materials and agendas will be posted accordingly.

Approval of Nominations to California's Committee on Employment of Persons with Disabilities

Budget Trailer Bill AB 119 has changed the administrative authority and responsibility for the California Governor's Committee on Employment of People with Disabilities from the Employment Development Department (EDD) to the Department of Rehabilitation (DOR), and changes the name of the committee to the California Committee on Employment of People with Disabilities (California Committee).

These changes are effective on January 1, 2012. There are also some membership changes that require the California Workforce Investment Board (State Board) to take action. The State Board will have a representative who is "nominated" by the State Board. The law does not specify if the representative needs to be a board member or a qualified staff member, as it is currently seated. Recently, staff sent a notice to State Board members in regards to being a nominee representing this body. That notice included a link to the DOR site with relevant background information on the California Committee and the application process.

Things to consider when nominating a representative of the State Board:

- Time commitment involved with four meetings each year and possibly some additional meetings involving sub committees or special projects. Travel has been severely limited by the State budget and some meetings may be participated in via teleconference. A site from which a member participates by teleconference becomes a public participation site as well due to the Bagley-Keene Open Meeting Act of 2004.
- Preparation of a report of State Board activities. This report takes several hours to a full day to prepare, and requires going through various reports and meeting minutes. There would be some level of staff support for this.
- The ability to articulate with accuracy, State Board activities and being able to respond to questions from other California Committee members and members of the public. Also a representative must understand the role of the California Committee member vs. the role of a State Board member and how ideas and suggestions are brought up and passed to the State Board and onto the Labor and Workforce Development Agency, often via the State Board's Special Committees.

The State Board may decide to keep the representative seat at a staff level as it is currently, since our staff have the ability to provide all the above within the framework of their regular job duties. Earlier this year the staff representative was able to have the current Chair of the California Committee be a presenter at a State Board meeting to give members a better understanding of that committee. Also the staff representative has given oral presentations and written reports of current CWIB activities in addition to providing comment and suggestions on the activities of the California Committee.

Or as a third option the State Board may decide to maintain a staff representative for the time being and let this revised edition of the California Committee "work out the bugs" and then take a handoff from the State Board staff to a nominated member.

4. Discussion

a. California Workforce Bills signed by Governor Brown

1. AB 554: Apprenticeship Training and Coordination
2. SB 734: State and Local Workforce Investment Boards: Funding
3. SB 698: Workforce Development: High Performance Boards
4. AB 29: Governor's Office of Business and Economic Development

b. State Board Work Plan

c. Performance Dashboard

d. Outreach Strategy Initiative Update

e. Status of Local Plan Modifications

f. Integrated Service Delivery Next Steps

5. Presentation/Information:

a. Student Success Task Force Report

Paul Feist, California Community Colleges Chancellor's Office

b. Digital Literacy Update

Barrie Hathaway, Executive Director – Stride Center

c. Jobseeker Mindset Software

Jeff Garton, Career Contentment, Inc.

d. CareerBuilder Supply and Demand Portal

Devon Ford, California Strategies.

Legislative Report – Workforce Bills Signed by Governor Brown

Background

During the recent legislative session, Governor Brown signed four (4) pieces of legislation that require action by the California Workforce Investment Board (State Board). The State Board staff has been working with the Issues and Policy Committee to discuss those responsibilities and to take the necessary actions. The specific bill numbers and titles are as follows:

1. AB 554: Apprenticeship Training and Coordination
2. SB 734: State and Local Workforce Investment Boards: Funding
3. SB 698: Workforce Development: High Performance Boards
4. AB 29: Governor's Office of Business and Economic Development

The Committee recommended the formation of a workgroup to develop and promulgate guidance to implement the requirements of these new statutes.

A brief summary of the State Board responsibilities from each of the bills is attached for your information. The full text of the bill is also included in your meeting materials.

Assembly Bill 554 Summary

AB 554 seeks to ensure programs and services funded by the Workforce Investment Act of 1998 (WIA) and directed to apprenticeable occupations will be coordinated with one or more apprenticeship programs approved by the Division of Apprenticeship Standards (DASP) for the occupation and geographic area.

This legislation provides universal access of core services to all adult residents, regardless of other eligibility requirements. The bill also requires collaborative policies to be developed between the State Board, each Local Workforce Investment Board (LWIB), community colleges and approved regional apprenticeship programs to provide specified training and education.

The State Board is specifically required to:

- Work with the LWIBs to ensure WIA-funded programs and services that are directed to apprenticeable occupations (including pre-apprenticeship training) are coordinated with one or more DASP-approved apprenticeship programs for the occupation and geographic area; and
- Work with each LWIB to develop a policy to promote collaborations with community colleges and approved apprenticeship programs in the specific geographic area.
 - ✓ The approved apprenticeship programs should include pre-apprenticeship training, apprenticeship training, and continuing education.

The State Board is currently working with the Division of Apprenticeship Standards, Local Workforce Investment Areas and the California Workforce Association to list all DAS approved apprenticeships and appropriate community college classes on the statewide Employment Training Provider List (ETPL), thereby increasing accessibility and usage of the programs.

Senate Bill 734 Summary

This bill requires Local Workforce Investment Boards (LWIBs) to spend a specified percentage of available federal funds for adults and dislocated workers on workforce training programs, consistent with federal law, as prescribed, and would allow the LWIBs to leverage specified funds to meet defined funding requirements.

SB 734 requires LWIBs to spend:

- An amount equal to (at least) 25 percent of available Title I Workforce Investment Act (WIA) funding for adults and dislocated workers on workforce training programs.
 - ✓ Begins PY 2012
 - ✓ Minimum may be met by spending 25 percent of the base formula funds on training, or by combining a portion of those base formula funds with specified leveraged funds

- An amount equal to (at least) 30 percent of available Title I WIA funding for adults and dislocated workers on workforce training programs.
 - ✓ Begins PY 2016
 - ✓ Minimum may be met by spending 25 percent of the base formula funds on training, or by combining a portion of those base formula funds with specified leveraged funds

SB 734 defines eligible expenditures.

The bill further authorizes a credit of up to 10 percent for resources leveraged from public education, public or private resources from industry and joint labor-management trusts used for training purposes.

The EDD will be required to calculate each LWIB's expenditures and provide that information to the LWIB within a specified timeframe.

Any LWIB that does not meet the specified expenditure levels will be required to submit a corrective action plan, with specified components.

The State Board has no defined role or responsibility in SB 734.

Senate Bill 698 Summary

This bill requires the Governor to establish, through the State Board, standards for certification of high-performance Local Workforce Investment Boards (LWIBs), in accordance with specified criteria. The bill also requires the Governor and the Legislature, in consultation with the State Board, to reserve specified federal discretionary funds to high-performance LWIBs. Additionally, it would require the State Board to establish a policy for the allocation of those funds.

The State Board is specifically required to:

- Certify a LWIB as high-performance.
 - ✓ Only certified high-performance LWIBs will be eligible to receive any portion of the money reserved for those boards
 - ✓ Only high-performance LWIBs will be eligible for any portion of the state's 15-percent discretionary funds.
- Establish a policy for the allocation of incentive moneys to high-performance LWIBs.
- Consult with representatives from LWIBs in initiating a stakeholder process to determine the appropriate metrics and standards for high-performance certification.
 - ✓ Standards shall be implemented before January 1, 2013.
 - ✓ The first LWIB high-performance certification shall occur before July 1, 2013.
 - ✓ Certification and re-certification shall occur at least once every two years.

Assembly Bill 29 Summary

The Governor's Office of Business and Economic Development ("GO-Biz") will be established in the Governor's office. The Governor shall appoint the GO-Biz director; that director will be responsible to the Governor.

The office shall serve as the lead entity for economic strategy and the marketing of California on issues relating to business development, private sector investment, and economic growth.

The office will be authorized to exercise various powers, including, but not limited to, making recommendations to the Governor and the Legislature regarding policies, programs and actions to advance statewide economic goals.

The bill also creates the California Business Services Program, as specified, for the purposes of serving employers, corporate executives, business owners, and site consultants who are considering California for business investment and expansion.

AB 29 moves the Office of the Small Business Advocate into GO-Biz and contains other provisions.

The State Board has no defined role or responsibility in AB 29.



OFFICE OF THE GOVERNOR

OCT 05 2011

To the Members of the California State Assembly:

Assembly Bill 29 establishes the Governor's Office of Business and Economic Development (GO-Biz) to help the state create jobs and promote economic recovery.

I am directing GO-Biz and the following other state entities to work with my Senior Advisor for Jobs and Economic Development to better focus the state's multiple economic-development efforts:

The Small Business Loan Guarantee Program,
The Employment Training Panel,
The California Workforce Investment Board,
The Employment Development Department,
The Infrastructure Bank,
The Tourism Commission, and
The Film Commission.

Executive Order S-05-10, which established the Governor's Office of Economic Development, is hereby rescinded and this rescission is effective on the date GO-Biz becomes operational.

Sincerely,

A handwritten signature in black ink that reads "Edmund G. Brown Jr." with a large, sweeping flourish extending from the end of the signature.

Edmund G. Brown Jr.

CALIFORNIA WORKFORCE INVESTMENT BOARD 2012 WORKPLAN

2012 is going to be a year of significant change for the CWIB with a great deal of emphasis on taking a more active role in assisting the Governor in the development, oversight and continuous improvement of California's workforce investment system (UI Code 14010). The CWIB will be focusing on the following priorities:

- **Work with LWDA and the Governor to appoint additional members as necessary to bring the CWIB into compliance with federal and state membership requirements (UI Code 14012).**
A majority of business representatives is required as well as a 15% organized labor contingent. These will be the two primary areas of focus.
- **As required by UI Code 14013(b), work with LWDA and the Governor to begin to develop the five year State Workforce Investment Plan to include the workforce development priorities of the Brown Administration.**
This plan is separate from the WIA state plan. The CWIB has never developed this plan and is committed to collaborating with all relevant partners and stakeholders once the Brown Administration finalizes its jobs/workforce development and economic development priorities. This may not be complete by the end of 2012, depending on when the Administration releases its broad priorities. The Issues & Policies Special Committee will lead the collaborative plan development effort and additional subgroups may be established to facilitate the completion of specific plan sections with the CWIB giving final approval.
- **As mandated by UI Code 14013(c), develop guidelines for the continuous improvement of the one-stop system via the following activities:**
 - **Work with EDD, CWA and stakeholders to develop policies and procedures to implement SB 734 – LWIB 25% training expenditure requirement for Adult & Dislocated Worker funds by July 2012 (UI Code 14211).**
The IPSC has begun working to implement these requirements and a workgroup has been established to assist EDD in calculating and enforcing these training expenditure requirements and to look at including them into other policies that measure performance.
 - **Work with EDD, CWA, Department of Industrial Relations, Labor partners and other stakeholders to develop policies and procedures to implement the requirements of AB 554 (UI Code 14230(e)).**
AB 554 requires the CWIB and LWIBs to ensure that programs and services funded by WIA funds for preapprenticeship training and apprenticeable occupations are coordinated to the maximum extent with DASP approved registered apprenticeship programs in the geographic area. It also requires

the CWIB and LWIBs to develop policies to foster collaboration between community colleges and approved apprenticeship and preapprenticeship programs and in the provision of continuing education in apprenticeable occupations.

The IPSC has begun working to implement these requirements and an ETPL workgroup has been established to incorporate these requirements into the ETPL policy.

- **Work with EDD, CWA and stakeholders to develop policies and procedures to implement SB 698 – High Performing Local Boards by July 2012 (UI Code 14200(c)-(f)).**
The IPSC has asked CWIB and EDD staff to collaborate and make recommendations to the committee. State staff is reviewing model policies from other states provided by the Senate Office of Research to help develop California's policy recommendations.
- **Implement the California Career and Business Network (SM) outreach strategy and statewide system identification by November 2012.**
The Outreach Strategy Workgroup will continue to provide the CWIB with status reports at each Board meeting with the goal of implementing the "California Career and Business Network" SM website portal, outreach strategy and statewide system identity by January 2013.
- **As part of the UI code 14013(d) requirement that the CWIB develop linkages to assure coordination and nonduplication among workforce programs and activities:**
 - **Complete the review of the LWIB plans and certify all 49 by March 2012.**
27 LWIB plans have been conditionally approved to date. CWIB staff will work with all 49 LWIBs to provide some additional strategic planning information in their plans prior to receiving formal approval.
 - **As required by AB 29 and Governor Brown's signing message, actively participate with the Governor's Office of Business and Investment, Jobs Advisor Michael Rossi and the other entities named by the Governor.**
Manager Ken Quesada currently represents the CWIB and meets monthly with the Governor's Office of Business Investment.
 - **Actively participate on the California Committee for the Employment of Persons with Disabilities.**
Manager Ken Quesada currently represents the CWIB and attends all Committee meetings.

- **Actively participate on the State Rehabilitation Council.**
Manager Ken Quesada currently represents the CWIB and attends quarterly SRC meetings.
- **Actively participate on the California Veterans Council per Executive Order B-9-11.**
The Executive Director will represent the CWIB on the Veterans Council.
- **Actively participate on the California Community Colleges Economic & Workforce Development Program Advisory Committee.**
Manager Ken Quesada currently represents the CWIB and attends the quarterly meetings.
- **Actively collaborate with CWA through monthly coordination meetings, quarterly directors meetings and semi-annual conferences.**
Manager Ken Quesada meets with CWA Director Barbara Halsey monthly. Acting Executive Director Sale participates in the quarterly CWA meetings and semi-annual CWA conferences.
- **Complete the biennial recertification of the 49 Local Workforce Investment Boards by November 2012 (UI Code 14013(f)).**
Every two years, EDD Workforce Services Branch staff provides the CWIB with an assessment and analysis of each LWIB's compliance with criteria specified in the federal and state regulations and makes recommendations to the CWIB for full or conditional recertification of the LWIBs.
- **Modify allocation formulas for distribution of Adult, Dislocated Worker, and Youth funds to LWIAs (UI Code 14013(g)).**
EDD Workforce Services Branch runs the allocation formulas based on funding provided by USDOL.
- **As mandated by UI Code 14013(h), continue to develop and refine performance dashboard data to assess the effectiveness and efficiency of the one-stop system.**
Evaluate performance of 15% discretionary projects as well as Adult, DW and Youth targeted expenditure areas such as training, number of job placements and jobs retained, wages earned, cost of services and return on investment.
- **Prepare the WIA Annual Report to DOL in September 2012 (UI Code 14013(i)).**
CWIB staff and EDD Workforce Services Branch staff collaborate in developing the annual report. The annual report is traditionally presented to the Board for review and approval at the August meeting.

- **Review and approve the annual Workforce Information Grant application and annual report from LMID per UI Code 14013(j).**
The CWIB Chair reviews and approves the workforce and economic data annual report from the EDD Labor Market Information Division.
- **Recommend to EDD and LWDA investments for the Governor's 15% discretionary funds (if more than 5%) per UI Code 14013(k).**
EDD Fiscal Programs Division and Workforce Services Division allow the CWIB Executive Director to review and provide input on the 15% funding priorities. The CWIB Executive Director also participates in meetings with Secretary Morgenstern prior to Agency's final approval of the priorities and submission to DOF and the Legislature.
- **Submit WIA State Plan extension and waiver requests to DOL in June 2012 (UI Code 14013(l)).**
Due to 15% funding reductions and at the request of DOL, CWIB requesting new waivers for Exemplary Performance and High Concentration Youth Grants as well as a waiver of program evaluation activities.
- **Work with CWA and EDD to review the existing 25% rapid response funds policy and determine if any policy changes are necessary (UI Code 14013(m)).**
The CWIB last revised this policy in 2009 specifically limited to ARRA 25% funds.
- **As required by the Green Collar Jobs Act and UI Code 15001(a)(6), the CWIB will:**
 - **Continue the Green Jobs Initiative and Health Care Workforce Initiative through regular meetings of both the Green Collar Jobs Council and the Health Care Workforce Development Council (UI Code 15002(a)).**
These councils will continue to focus on the framework, funding, strategies, policies, partnerships, and opportunities necessary to ensure a well-trained and highly skilled green and healthcare workforce (UI Code 15002(b)1-8)), such as:
 - **Continue the Regional Industry Cluster of Opportunity grant program.**
The California Energy Commission has provided CWIB with \$2.3 million to be used over the next three years to fund 2 additional RICO grant cycles as well as sustain some original grantees and to conduct some specific research activities. The GCJC will continue to oversee these grants.
 - **Continue the State Energy Sector Partnership Grant.**
USDOL funded a \$5.8 million SESP grant through January 2013. There are 6 grantees. The GCJC has the administrative oversight

responsibility of this grant. The GCJC will continue to oversee this grant.

➤ **Complete the Health Care Workforce Planning Grant.**

The Health Care Workforce Development Council will oversee the completion of the federal planning grant by June 30, 2012. As part of the planning grant process, the HWDC will provide a comprehensive set of recommendations to the Labor and Health & Human Services Agencies for consideration as the Brown Administration and the Legislature begin to make policy to implement the federal Health Care Reform Act in 2014.

- **The CWIB will seek to gain budgetary authority to accept any revenues, moneys, grants, goods, or services from federal and state entities, philanthropic organizations, and other sources, to be used for the purposes of funding the Green Jobs and Health Care Workforce Initiatives (UI Code 15002(c)).**

The CWIB has submitted a draft Budget Change Proposal to Agency for inclusion in the FY 12/13 Governor's Proposed Budget.

- **Prepare the GCJC Annual Report and summary of grants awarded related to the Green Workforce Initiative to the Legislature in March 2012 (UI Code 15003(a)).**

The Green Collar Jobs Council approves this report annually.

Performance Dashboard

The State Board has been engaged in discussions regarding ways in which the efforts of the Workforce Investment Act (WIA) in California may be tracked and evaluated.

The Employment Development Department tracks this data and provides a summary on a yearly basis, and is included in the California Workforce Investment Board's Annual Report. This report is approved by the State Board and submitted to the U.S. Department of Labor (DOL) by October 1 of every year.

In order to track data and assist the State Board in evaluating performance on a quarterly basis, State Board staff has purchased a license to use Future Works Systems' Performance Matters Quarterly. This web-based application provides access to WIA participant information. Reports can be customized for the State Board's review by using various dimensions such as time, training and placement results throughout the country, state, or local area, and funding streams, among others.

Future Works Systems is a software company which utilizes data from DOL's Workforce Investment Act Standardized Record Data (WIASRD). WIASRD consists of information provided by local workforce investment boards across the country and due to DOL 45 days after the end of each calendar year quarter.

The data is the most consistent available country wide, allowing for analysis across regions and states, and gives an opportunity for in-depth analysis of best practices used throughout the workforce investment system.

**Issues and Policy Committee
Outreach Strategy Workgroup Report
November 2011**

The workgroup continues to meet on a regular basis. During its last meeting it finalized a project schedule for this effort. The timelines are associated with the time period for the State Board to recertify local workforce investment boards, in November 2012.

The workgroup is also developing a web portal that will provide a single point of entry and access to the state workforce system where interested parties can obtain information for One-Stop Career Centers , job banks, unemployment benefits information, business services, etc.

The workgroup is working to finalize the portal design which will be presented to the State Board at its next scheduled meeting.

Item #	Project Milestones DRAFT	Due Dates
1	<p>Complete Roll out of Portal and Logo</p> <ul style="list-style-type: none"> Includes launch of portal, outreach strategy and all implementation policies being in place. 	November 2012
2	<p>Develop and Launch Portal</p> <ul style="list-style-type: none"> Collect success stories and upload to system One Stop Center Search and mapping Clarify responsibilities for management of portal (publishing, eliminating duplication, day to day administration/up keep) Shared Funding Strategies for Portal's ongoing costs 	<p>April 2012</p> <p>February 2012</p> <p>December 2011</p> <p>January 2012</p> <p>February 2012</p>
3	<p>Brand Management Guidelines</p> <ul style="list-style-type: none"> Logo Use/Display Standards (windows, website, cards, letter head, etc.) Determine criteria for who flies the logo One Stop Certification Policy 	<p>January 2012</p> <p>November 2011</p> <p>December 2011</p>
4	<p>Listing in Local Directories</p> <ul style="list-style-type: none"> Do we want to provide guidance in this area for consistency and easy statewide recognition around the state? 	TBD
5	<p>Communication to Business Community</p> <ul style="list-style-type: none"> Identify an effective means of communicating to our business partners the services and benefits to employers Develop a list of what those benefits are 	<p>May 2012</p> <p>March – April 2012</p>
6	<p>Communication to Partners</p> <ul style="list-style-type: none"> State Agencies and State Associations 	<p>May 2012</p> <p>April 2012</p>

	<ul style="list-style-type: none">• What does it mean to be a partner of the system?	April 2012
7	Communication to Elected Officials <ul style="list-style-type: none">• Local, State, California Congressional Delegation• Develop in coordination with Agency and State Partners and Governor's Office	May/June 2012 June 2012 May 2012
8	Internal Communication <ul style="list-style-type: none">• Posters communicating shift to state and local partner employees	TBD
9	Job Marketing Strategy -- Hire One? <ul style="list-style-type: none">• Funding for Initiative• Link to new Governor's Office of Business and Economic Development	TBD

Local Plan Modification Status Program Year 2011-2012

On April 7, 2011 the California Workforce Investment Board and the Employment Development Department issued a Draft Directive informing the workforce community that local plan modifications would be required for Program Year 2011-2012. The final Directive was published May 13, 2011. The instructions requested the plan modifications be submitted by June 30, 2011. There were provisions included in the Directive allowing for the submittal of unsigned copies of the plan due to the scheduling of local board meetings and Board of Supervisors approval prior to submittal to EDD.

The plan modification required a significant change from previous years, as the State Board and EDD sought to align state strategies and goals with local efforts. The intent of the direction in the Directive was to have local plans be strategic documents, which described, assessed and identified action steps to improve service delivery in the local workforce area.

The State Board staff has reviewed the plans submitted to date, and although provisionally approved, returned them in writing asking for additional information according to the guidance provided.

The attached matrix reflects, by local workforce area, the receipt date of the required plan modifications.

LOCAL PLAN MODIFICATION Program Year 2011/12
Due: June 30, 2011

Local Workforce Investment Board	Original Signature + 4 cc's received	Received unsigned	Original + 4cc's expected	Received at CWIB
Alameda County		07/01/11 (pdf)		
Anaheim	07/27/11 (4)			08/11/11
Contra Costa County	09/02/11	06/30/11 (pdf)		09/07/11
Foothill Employment and Training Consortium	07/26/11 (4)	06/29/11		08/11/11
Fresno County	08/08/11 (4)	07/01/11 (1)		08/17/11
Golden Sierra Consortium	08/04/11 (4)	06/23/11 (1)		08/12/11
Humboldt County	10/31/11	07/13/11 (1)	09/30/11	10/31/11
Imperial County	08/30/11	07/12/11 (1)		09/06/11
Kern/Inyo/Mono Consortium	08/10/11 (4)	06/30/11 (2)		08/15/11
Kings County	06/30/11 (4)			08/15/11
Los Angeles City	10/21/11		09/30/11	10/23/11
Los Angeles County		06/30/11 (1)	10/31/11	
Madera County	08/11/11 (4)			08/12/11
Marin County	07/22/11 (1)	06/30/11 (1)		08/12/11
Mendocino County		07/05/11 (1)	09/30/11	
Merced County	06/28/11 (4)			08/19/11
Monterey County		06/30/11 (1)		
Mother Lode Consortium	10/31/11	06/29/11 (1)		11/04/11
Napa County			11/01/11	
NoRTEC Consortium		06/30/11 (1)	08/30/11	
North Central Counties Consortium	08/29/11	06/30/11 (1)	08/30/11	09/07/11
NOVA Consortium	10/27/11			11/04/11
Oakland City				
Orange County	08/08/11 (4)	07/01/11 (pdf)		08/11/11
Pacific Gateway (Long Beach)	06/30/11 (4)			08/12/11
Richmond City	06/30/11 (4)			
Riverside County	10/04/11	06/30/11 (2)	09/20/11	10/05/11
Sacramento City/County Consortium	07/01/11 (4)			08/12/11
San Benito County	10/27/11	06/30/11 (1)		11/04/11
San Bernardino City	06/28/11 (1)	06/30/11 (1)	08/31/11	10/21/11
San Bernardino County		06/30/11 (2)	08/09/11	
San Diego Consortium		06/21/11 (2)	07/31/11	08/17/11
San Francisco City/County		07/05/11		
San Joaquin County		06/30/11 (1)		
San Jose/Silicon Valley				
San Luis Obispo County		08/11/11 (1)	09/30/11	
San Mateo County		07/01/11 (1)		
Santa Ana City			10/07/11	
Santa Barbara County	10/03/11	07/05/11 (1)	08/31/11	10/05/11
Santa Cruz County	09/06/11	07/01/11 (4)		09/07/11
SeLACO (Southeast Los Angeles County Consortium)	06/28/11 (6)			
Solano County	08/01/11 (4)	06/16/11 (4)		08/12/11
Sonoma County	07/22/11 (3)	06/08/11 (1)		08/11/11
South Bay Consortium	07/26/11 (4)	06/30/11 (1)		08/25/11
Stanislaus County	10/31/11	06/20/11 (1)		11/04/11
Tulare County	08/31/11	06/30/11 (1)	08/30/11	08/31/11
Ventura County	09/29/11	06/30/11 (1)	08/31/11	10/05/11
Verdugo Consortium	09/20/11	06/28/11 (1)	08/15/11	09/26/11
Yolo County		06/23/11 (1)	10/31/11	

Integrated Service Delivery Evaluation Results –Next Steps

The One Stop Integrated Service Delivery (ISD) Initiative, supported by the State Board and Employment Development Department (EDD) in partnership with the California Workforce Association (CWA), attempted to learn how services provided by WIA Title I (WIA) and WIA Title III (EDD) employment services could be best integrated at the local One-Stop level by co-enrolling all participants in both programs and redesigning service delivery. The State Board contracted with California State University, Northridge (CSU Northridge) in January 2010 to conduct a two-phased formative and summative evaluation of the ISD initiative. The first phase formative evaluation report was discussed at CWA and State Board meetings in November 2010. The second and final evaluation findings were discussed with the State Board August 2011 and with local workforce investment area staff at the California Workforce Association conference September 2011. State Board staff recommends we address the evaluation findings and recommendations through its Issues and Policies Committee in conjunction with EDD, CWA and local workforce staff. Following are recommendations based on evaluation findings and proposed action for policy and implementation.

Recommendations:

Evaluators recommend the State take the following strategic actions:

1. Encourage but not mandate the existing ISD model.
2. Have all Local Areas enroll all clients.

To implement these strategies they recommend the following policies:

3. Over a five year period locate a substantial EDD presence in all comprehensive One-Stops.
4. State should establish shared performance measures for local WIA and EDD operations, and evaluate them through an integrated data management system.
5. Incent local areas to integrate with EDD by providing preference to integrated One-Stops in the award of discretionary funds.
6. Continue to support identification, evaluation and the dissemination of best practices among One-Stops, Local Areas and EDD.

Policy and/or Strategic Action:

1. Encourage but Not Mandate the Existing ISD Model

Pros: Mandating all to implement ISD model would allow for more uniform system of One-Stops; performance data would be more meaningful; would increase official count of people being served and would guarantee an EDD presence in every comprehensive One-Stop.

Cons: Mandating everyone implement ISD would reduce local autonomy and instill resistance from some areas. It would cause a steep drop in statewide performance levels and might stifle innovation. It would require a significant restructuring of EDD operations and the State would need to develop a regulatory process to enforce the practices.

Recommendation: Encouraging but not mandating ISD implementation is most realistic strategy.

Strategies: State would need to provide technical assistance and capacity building to help with implementation, would need to provide incentive money and/or other supports and to address

barriers to implementation such as co-location with EDD, streamlined and integrated data systems, common process and outcome measures, effective practices to address administrative burden of enrolling all clients and State would need to allow for lower local performance levels for those implementing ISD, including getting a federal DOL waiver for lower state performance levels if enough sites implement.

2. Have All Local Areas Enroll All Clients

Pros: Increases official count and improves perception of WIA productivity; uniform statewide method for measuring volume of clients served and performance. Allows for One-Stops to enroll and serve more individuals with many barriers who are hardest to serve; eliminates the disincentive to enroll hardest to serve individuals due to performance level requirements.

Cons: Federal performance levels will be lower; increased administrative costs to enroll everyone.

Recommendation: Have all local areas register all clients into universal/core services and enroll all clients who receive intensive and training services.

Strategies: Local ISD Areas that enrolled all clients experienced lower performance levels on the WIA common measures, so California would need to negotiate lower state level performance levels with the federal Dept. of Labor if enough local areas implement the ISD model. Other states who fully implemented ISD experienced lower WIA performance measure levels. State would need to develop policy mandating enrollment or registration of all clients, however would need to provide more funding and/or technical assistance to support the additional reporting burden. The streamlined enrollment process would need to meet federal data collection requirements and if not, State would need to get a waiver from federal Dept. of Labor such as to allow paperless eligibility documentation. The State and Local Workforce Areas would need to develop, support and share clear, cost effective, and streamlined ways to consistently register all visitors into core services for the purpose of counting services, then to further enroll clients into intensive and training services which would fall under WIA Performance. The forthcoming new statewide data system presents an opportunity to assist in easing administrative burden for both clients and staff. The One Stop system would clearly communicate the need for necessary right to work, selective service, and income and employment documentation at all points of contact with clients.

3. Over a Five Year Period Locate a Substantial EDD Presence in All Comprehensive One-Stops:

Pros: One-Stops would have sufficient numbers of staff from both EDD and WIA to fully staff all key functions; would create better alignment between both funding streams and efficiencies for staff and clients and would support the original intent of WIA.

Cons: Might be problematic or resource intensive for EDD to realign existing regional and statewide administrative processes to different local workforce area processes.

Recommendation: Over a five year period, phase in a substantial EDD presence in all comprehensive One-Stops.

Strategies: Due to regional statewide administrative and staffing processes, some One-Stops have many EDD staff while others have barely any EDD staff. The evaluation found that effective implementation necessitates that One-Stops have sufficient numbers of staff from both EDD and WIA

to so all key functions can be staffed by both agencies. One-Stops with no or minimal EDD management presence created problems, while other centers with sufficient EDD management presence resulted in better integration. If staffing every One-Stop with an EDD manager is too resource intensive, perhaps One-Stops could be staffed with higher level EDD staff to expedite decision making and reduce need for an on-site EDD supervisor at each center. Another area needing attention is better alignment between State building and other standards and each county. The One-Stop Premises Workgroup would continue work on mitigating these issues including developing recommendations for further action or policy via the Issues and Policies Committee.

4. State Should Establish Shared Performance Measures for Local WIA and EDD Operations and Evaluate Them Through an Integrated Data Management System.

Pros: Shared performance measures create an incentive for local staff and managers to find new and innovative ways to effectively deliver more relevant services to shared clients; common measures help minimize reporting and administrative burdens and support integration.

Cons: Different accountability and program standards are problematic to effective integration; different data systems and measures prohibit collaboration and contribute to administrative and service barriers that divert time and resources resulting in barriers to ISD implementation.

Recommendation: State establish shared performance measures for WIA and EDD operations and evaluate them through an integrated data management system.

Strategies: Current and planned implementation of the new statewide data system could address better integration of EDD and WIA data systems. People working on phasing in the new statewide integrated data management system would be aware of and address the data issues cited in the evaluation. A performance measures workgroup would be formed to identify the best way in which to consolidate WIA Title III and Title I measures in the most meaningful way while addressing federal mandates. The workgroup would consider both process and outcome measures and consist of people with performance management, data and program expertise with representation from all state and local partners and federal staff. If necessary, waivers might be needed for some measures.

5. Incent Local Areas to Integrate with EDD by Providing Preference to Integrated One-Stops in the Award of Discretionary Funds.

Pros: Creates additional resources to support implementation and ease burdens for ISD sites; incentives work better than regulation in getting organizations to change; motivates local area and EDD operations to find ways to work collaboratively; easy to implement.

Cons: Might not be perceived as enough money to make a difference; might conflict with provision of new state law on *High Performing Boards* in terms of lower WIA performance levels that result when all One-Stop clients are enrolled.

Recommendation: State should incent local areas to integrate with EDD by providing extra points or preference when awarding discretionary funds.

Strategies: Initially all WIA discretionary grants administered by EDD and the State Board would be designed to give extra points to ISD sites. Additional State Board incentive awards would incorporate extra points for ISD site. We would need to obtain State Board endorsement to add this component.

Any potential contradiction with the new state law on High Performing Boards would be addressed during planning and implementation.

6. Continue to Support Identification, Evaluation and Dissemination of Best Practices Among One-Stops, Local Workforce Areas and EDD.

Pros: Improves services to shared clients; supports effective implementation; creates energy and helps mobilize staff; results in better outcomes.

Cons: Might be too staff/resource intensive to identify and determine best practices.

Strategies: Work can be developed by State Board, CWA, Local Workforce Area and EDD staff with input from the Issues and Policies Committee. Local or regional groups of ISD sites would meet to exchange and teach best practice and continuous improvement processes which would be shared statewide. Metrics for what determines a best practice would need to be identified including an objective study and evaluation of the practices. These would help inform One-Stop certification. Work would focus first on streamlining registration and enrollment process and integrated practices between EDD and WIA and eventually all significant One-Stop partner agencies.

Green Collar Jobs Council November 15, 2011

This report provides an update on the activities and results of the Green Collar Jobs Council (Council). The report outlines the issues and strategies the Council is pursuing.

Green Collar Jobs Council Description

The Green Collar Jobs Act, signed into law by Governor Schwarzenegger on September 26, 2008, established the Council under the purview of the California Workforce Investment Board (State Board). The Green Collar Jobs Council is tasked with understanding the current and future workforce needs of the Green/Clean economy, developing a comprehensive strategy to prepare California's workforce to meet the needs of businesses supporting the economy and ensure that efforts aimed at improving worker's skills are coordinated and effective.

Summary of Activities

The Green Collar Jobs Council is currently overseeing the implementation, with the intent to provide technical assistance, of the **California Green Workforce Initiative**. Those efforts consist of the following:

- **California Clean Energy Workforce Training Programs (CEWTP)**, California Energy Commission (Energy Commission) awarded additional \$1,217, 471 State Energy Programs (SEP) funds to five successful CEWTP grantees for the On-the-Job (OJT) training programs. The program term is from 7/1/2011 - 1/31/2012. The OJT program is a wage subsidy program providing employers a wage reimbursement for hiring eligible employees and training them in the clean energy fields. (Generally the reimbursement rate is from 50 - 90% of wages for the contract period).

Particularly in this economic environment, OJT would allow CEWTP graduates to take the next step following their CEWTP training, increase their job skills, and add practical work experience that would prepare them for career advancement, higher wages, and secure long-term employment. The following were the CEWTP grantees:

- Kern Community College District
 - Peralta Community College District
 - NoRTEC
 - Sacramento Employment Training Agency
 - Richmond City
- **Regional Industry Cluster of Opportunity (RICO) Grants**; the California Energy Commission (,Energy Commission), State Board, and California Employment Development Department (EDD) will use funds remaining available (\$300,000) to support RICO grantees in implementing regional action plans that

support long-term sustainability and growth of an alternative fuel and/or vehicle

regional cluster. Working with Energy Commission staff, Proposals were submitted by:

- **Northern Rural Training and Employment Consortium (NoRTEC)** for the North State's RICO Alternative and Renewable Fuel and Vehicle Technology Program.
- **Pacific Gateway Workforce Investment Board for the So. Cal Green Growth Initiative's** RICO Alternative and Renewable Fuel and Vehicle Technology Program.

RICO grantees from the first cohort that completed all four phases of the RICO methodology for their Alternative and Renewable Fuel and Vehicle Technology Programs were invited to submit a proposal for this additional funding. This is to say; only those applicants that have developed a regional action plan, which addresses all aspects of the market chain, are eligible for additional funding.

The Energy Commission approved its Alternative and Renewable Fuel and Vehicle Technology Program (AB 118) 2011-2012 investment plan, which included \$2 million for an AB 118 Regional Industry Clusters of Opportunity (RICO) program to be overseen by the Council. Staff from the State Board, Energy Commission, and EDD are working together to develop this solicitation process, which is anticipated to be released early in the new-year. Attached is a **draft information brief** regarding the second RICO cohort which will be exclusively targeting the clean transportation industry cluster.

- **State Energy Sector Partnership (SESP)**; California received a \$6 million dollar grant award from the Department of Labor Employment and Training Administration under the SESP grant for the development of six regional collaborations that are responsive to the needs of their emerging regional green industries. The Council will serve as the SESP and at minimum 1200 workers will be trained with these funds. The grant period will end January 2013. As of October 1, the six regional teams have enrolled a total of 673.

California's SESP implementation was evaluated by the Academy for Educational Development (AED) and IMPAQ International. The evaluation was a 2 day site visit to the Sacramento Employment and Training Agency and included a focus group comprised of program participants. In addition, interviews were conducted of the remaining five grantees via conference call.

The Green Collar Jobs Council has instituted an **Issue Brief** template process to ensure meeting agenda items further **Master Plan** recommendations and that outcomes are shared in "real-time." Based on the discussion that occurs at each

Green Collar Jobs Council meeting, staff will develop an Issue Brief capturing conclusions, findings, and information shared by speakers and members.

Economic Development Issue Brief - This Issue Brief was based on panel discussions that occurred at the May 17, 2011 meeting that focused on financing and job growth from the perspective of the financial sector, business, and government financing programs and was approved by the Council on August 15, 2011 (**See attachment 2**).

Regional Competitiveness and Economic develop Issue Brief – This Issue Brief captures the lessons learned from the Green Collar Jobs Councils Regional Industry Clusters of Opportunity Grants and the Lt. Governor’s “Economic Growth and Competitiveness Agenda for California as discussed at the August 15, 2011 meeting. These conversations focused on the need for systemic changes for California’s Workforce and Economic Development System. The Council at its November 2nd meeting provided edits and additional input, which staff will incorporate and bring forward to the Council at its next meeting.

The next meeting of the Green Collar Jobs Council will focus on another recommendation from the Green Workforce Master Plan, the “Expansion of Successful Education and Training Programs” This will include a discussion of the *California Workforce Education and Training Needs Assessment for Energy Efficiency, Distributed Generation, and Demand Response*.

The Council discussed recent California legislation in the context of its Master Plan recommendations. The following state laws were discussed:

- AB 29 –Governor’s Office of Business and Economic Development.
- SB 698 – Workforce Development: High-Performance Boards
- SB 734 – State and Local Workforce Investment Board: Funding

Regarding SB 698 and SB 734 the Council intends to develop guidance that can be utilized by the State Board as it develops its activities and policies in the implementation of these laws. In regards to AB 29, the Labor and Workforce Development Agency will facilitate a presentation from Go-Biz in the near future to inform the State Boards and its subcommittees. .

Additionally, the staff to the Green Collar Jobs Council is continuing its work on the **Business Services Resource Catalog (Catalog)**. This Catalog packages California’s business resources with the purpose of supporting businesses in all phases of development, and encouraging businesses to invest in and grow in California. This Catalog is a tool that documents business incentives, grants, rebates, financing, and tax credits. It will be housed on a website (to be determined) and will be utilized by business services representatives to engage businesses to support regional economic competitiveness. To this end, staff completed Volume II, Issue 1.

The Green Collar Jobs Council will leverage its Catalog by joining Cool California's Funding Wizard website. The Funding Wizard was developed by the California Air Resources Board and its partners that include the California Natural Resources Agency, the UC Davis, and the Strategic Growth Council. This Funding Wizard is a web-based tool where businesses and individuals can search for grants, rebates, tax credits, and other financial assistance to assist users with clean air vehicle purchases/retrofits, recycling and waste prevention, water recycling, and many other environmental projects.

Issues and Policy Special Committee Report November 2011

Committee Mission Statement

Our mission is to provide advice, counsel and recommendations to the full California Workforce Investment Board that improve Local Workforce Investment Boards' (LWIB) ability to provide world-class services to constituents; and to provide overall strategic recommendations to the full Board in identifying the most critical priorities.

Summary of Activities

The Committee's last meetings were August 25, 2011, October 25, 2011 and a future meeting is currently scheduled for December 15, 2011. Workgroups formed under the direction of the Committee continue to meet to develop the necessary policies and guidance to carry out the strategic direction of the State Board.

Workforce System Outreach Strategy

A workgroup formed under the Committee continues its work to develop the policy guidance and web portal for implementing a system wide outreach strategy. The State Board was briefed on that effort earlier today. This initiative will continue to be a Committee focus.

Workgroup membership includes a wide breadth of local and state stakeholders such as local workforce board directors, California Workforce Association, members of the State Board, Employment Development Department, and State Board staff.

Local Plan Modification for Program Year 2011-12

The Committee staff continues to review and comment on the recently submitted local plan modifications for Program Year 2011-2012. The plan review is to ensure the local plans are strategic documents and reflect the State Board vision for current and future strategies for the local workforce system.

Performance Dashboard

The Committee staff has purchased a license from Future Works Systems, Inc. to access the volume of performance data reported by states to the U.S. Department of Labor (DOL). The software is developed to support reporting and performance monitoring on DOL programs. Staff has begun using this software to generate reports for the Committee and the State Board members' information. This will be an ongoing effort.

Implementation of State Workforce Legislation

The Committee recommended the formation of a working group to address the policy issues contained in the recently signed workforce legislation. Staff is developing implementation plans and required work products for the workgroup's

review and comment. Those workgroups will be formed in December and begin meeting in January 2012.

Memorandum of Understanding (MOU)

At the August meeting the DOL Project Officer joined the Committee's discussion regarding MOUs. These documents are a critical and required component of the local partnership and planning process. The Committee will be strengthening existing policies and guidance to ensure these local agreements contain the required elements and more specifically, accurately describe the relationships among the One-Stop partners and the local board.

Eligible Training Provider List

Staff has formed a working group of state and local stakeholders to address several issues regarding this mandatory listing of training programs. Their first meeting was held November 8, 2011 and involved representatives from state wide labor organizations, Division of Apprenticeship Standards, Chancellor of Community College Office, Bureau of Private Post Secondary Education, Employment Development and representatives from the State Legislature.

Health Workforce Development Council November 15, 2011

This report provides an update on the activities and results of the Health Workforce Development Council (Health Council). The report outlines the issues and strategies the Health Council is pursuing.

Health Council Description

The Health Council was established at the August 17, 2010 California Workforce Investment Board (State Board) meeting to help ensure that California has the health workforce needed to provide all Californians with access to quality health care.

The Health Council is tasked with understanding the current and future workforce needs of California and with developing a comprehensive strategy to meet those needs. Health workforce development issues will be addressed by the Health Council through strategic actions at the state, regional, and local levels. The Health Council provides a forum for broad stakeholder engagement by ensuring its public deliberations include the expertise and perspective of industry representatives, education, economic development, elected officials, the public workforce system, philanthropic organizations, health professional and advocacy organizations and organized labor.

Summary of Activities

September 22 and October 25, 2011 Council Meetings

On September 22, 2011 the Health Council embarked in a three-part process over the course of three meetings to prioritize over 100 recommendations that have been identified through the Health Council's *Health Care Reform Workforce Development planning activities*. The recommendations have been organized under emerging themes, which have been integrated into the Coordinated Health Career Pathway model (See Illustration A).

The State Board and Office of Statewide Health Planning and Development (OSHDP) partnership has contracted with facilitators from Unleashing Leaders to assist the Health Council through this three meeting process. At its next meeting in December, the Health Council will continue and conclude the process of prioritizing the numerous recommendations received throughout the planning grant process.

Career Pathway Sub-Committee

A Career Pathway Sub-Committee (Sub-Committee) of the Health Council was established to develop statewide planning recommendations addressing specific career pathway questions contained in the federal Health Care Workforce Planning Grant.

During a series of four meetings, the Sub-Committee selected priority professions for pathway development. Those professions included:

- Clinical Lab Scientists
- Primary Care Physicians
- Primary Care Nursing
- Community Health Workers/Promotoras
- Social Work
- Medical Assistants

For each profession, facilitators worked with experts to develop system level pathways, identify key barriers to a high quality, sufficient & diverse workforce, and develop recommendations for each pathway. In addition, cross cutting recommendations were identified through the facilitated discussion of various pathways.

The cross cutting recommendations focused on the areas of: Awareness and Support, Academic Preparation and Training Program Capacity and Alignment, Academic Entry and Logistical Feasibility, Financial Support and Incentives, Training Program Capacity, Diversity and Service, Roles and Scope of Practice and Infrastructure. The Career Pathways Sub-Committee report is currently being finalized.

Next Steps for the Health Council

At its next meeting, the Health Council will conclude the process of prioritizing the recommendations that have been integrated into Coordinated Health Career Pathway model. Thereafter, the Health Council will begin focusing on how to move those recommendations into action plans as part of the development of comprehensive workforce development strategies that address the needs of health care reform and the health sector as a whole. The next Health Council meeting is being planned for December 2011.

ILLUSTRATION A

