



**CALIFORNIA WORKFORCE INVESTMENT BOARD
MEETING NOTICE**



Tuesday and Wednesday, October 30 and 31, 2012

**Red Lion Hotel Woodlake Conference Center
Meeting Room Edgewater A
500 Leisure Lane
Sacramento, CA 95815
(916) 922-2020**

Edmund G. Brown, Jr.
Governor

Tim Rainey
Executive Director

AGENDA

**October 30, 2012
1:00 pm to 5:00 pm**

- 1. Welcome and Opening Remarks**
- 2. Overview: California's Workforce Investment Board**
 - a) Organizational Structure
 - b) Review of Existing Bylaws
 - c) Review of Orientation Materials
 - d) Administrative Forms Related to Your Appointment
- 3. Presentation: California's Economy**
 - Economic, Labor Market, Demographic Trends
- 4. Discussion: California's Workforce Investment System**
 - a) Role of the California Workforce Investment Board
 - b) Strategic Workforce Plan – Vision, Strategy and Goals
- 5. Other Business**
- 6. Public Comment**

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.



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**AGENDA
October 31, 2012
9:00 am to 3:00 pm**

- 1. Welcome and Opening Remarks**
 - a) Swearing In of New Members
- 2. Business:**
 - a) Approve November 15, 2011 Meeting Summary
 - b) Approve Proposed Bylaws
 - c) Approve Appointment of Committee Chairs\Members
 - d) Approve State Strategic Workforce Plan
 - e) Approve High Performing Workforce Investment Board Criteria
- 3. Working Lunch**
 - a) Approve Annual Report to the U.S. Department of Labor
 - b) Approve Branding of California's One-Stop System
 - c) Approve Meeting Calendar
- 4. Other Business:**
- 5. Public Comment**
- 6. Adjourn**
- 7. Committee Chairs' Meeting to Discuss Career Pathways**

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- Economic, Labor Market, and Demographic Trends

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- a) Role of the California Workforce Investment Board
- b) Strategic Workforce Plan – Vision, Strategy, and Goals
- c) Committee Chairs' Meeting to Discuss Career Pathways

5. Other Business

6. Public Comment

1. Welcome and Opening Remarks

- a) Swearing In of New Members

2. Business:

- a) Approve November 15, 2011 Meeting Summary
- b) Approve Bylaws
- c) Approve Appointment of Committee Chairs/Members
- d) Approve State Strategic Workforce Plan
- e) Approve High Performing Workforce Investment Board Criteria

California Workforce Investment Board November 15, 2011 Meeting Summary

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

Members Present:

Mr. Jamil Dada, Acting Chair
Mr. Douglas Sale, Acting Executive Director
Mr. Ken Burt
Mr. Ben Ebbink, representing Assemblymember Swanson
Mr. Daniel Enz, representing Assemblymember Wilmer Amina Carter
Senator Ted W. Lieu
Mr. Elvin Moon
Mr. Dennis Petrie
Mr. Tim Rainey, representing Mr. Art Pulaski
Mr. Jeremy Smith, representing Mr. Bob Balgenorth
Ms. Audrey Taylor
Ms. Van Ton-Quinlivan, representing Chancellor Jack Scott
Mr. Willie Washington

Staff Present:

Mr. Dada welcomed everyone to the meeting and acknowledged Ms. Carol Padovan from the Department of Labor's Employment and Training Administration Region 6 Headquarters in San Francisco.

The State Board had not achieved quorum at this time, so the Board moved ahead to Item 4 on the agenda, Discussion.

Discussion:

- a. Legislative Report – Workforce Bills Signed by Governor Brown

Mr. Sale gave an overview of the four workforce bills signed into law and outlined the work that the Issues and Policies Special Committee (IPC) has already begun to implement the legislation.

Ms. Van Ton-Quinlivan added that the bills could add focus to the fact that there are many veterans coming back to California. They live in all our communities and are very diverse. We need to do them justice by providing them with jobs. Hopefully these bills will focus on how to keep training veterans and giving them jobs.

Senator Lieu and Mr. Sale discussed SB 698 and exemplary performance by LWIBS, noting that currently the standards are not very high. Also, there is not much money in the Governor's discretionary fund to award high performance as in past years. Those funds have recently been reduced to just 5%, which is just enough to cover the administration of the Workforce Investment Act (WIA).

Mr. Rainey commented that WIA set a minimum standard for exemplary performance and that Congress intended states to use WIA as a floor, not a ceiling. He also added that the new standards have to be developed in coordination with LWIBs. Also, local plans should be consistent with the State plan, and LWIBs have to be in compliance with all policies.

At this time Mr. Dada welcomed three more Board members and asked them to introduce themselves for the record. They were Mr. Jeremy Smith, Mr. Kenneth Burt, and Mr. Tim Rainey.

Mr. Dada provided a legislative update from his visit to Washington, D.C.

Action:

a. Approval of August 16, 2011 State Board Meeting Summary

Mr. Moon moved to approve the summary. Senator Lieu noted that Ms. Alma Perez was present at the last meeting representing him. Ms. Taylor seconded the motion adding that if something is brought up in the meeting it would be good to have it in the summary so that at the next meeting there can be follow up. The minutes were then approved.

b. Approval of Waiver Requests to the U.S. Department of Labor

Mr. Sale gave an overview of the waivers to be requested from the DOL. CWIB staff, along with input from Ms. Padovan, is submitting three waiver requests. Mr. Sale stated that the Labor and Workforce Development Agency (Agency) felt we needed flexibility with the discretionary funds. These waivers will result in \$1.2 million being re-directed and placed elsewhere to fund one or many programs that are being de-funded. What the funds will go towards, the legislature would decide that.

There was further discussion regarding the timing and process for using the funds obtained by waiving certain WIA requirements. It was also clarified that waiving the exemplary performance award would affect only the current cycle, and that high performance certification as required in SB 698 would not occur until the 2013-14 fiscal year. With that clarification, Senator Lieu said he supports the waivers.

Mr. Washington stated that a lot of the work done on these waivers was done by staff with great background information. He believes staff has been through all the pertinent circumstances and believes that there is sufficient oversight in place. Mr. Dada asked if that was a motion to approve the waivers. Mr. Washington responded in the affirmative. Mr. Moon seconded the motion. The motion to approve the waivers was approved.

Ms. Taylor stated that on the third waiver, it doesn't say who it affects and what is being funded. Mr. Patterson responded by saying overall, the waivers are saving \$490,000 for exemplary performance, \$210,000 for regional cooperation, and \$500,000 for high concentration of youth grants.

At this point it was further clarified in discussion that the motion is to approve the waivers alone and any recommendations regarding where the diverted funds are to be spent belongs in a committee setting.

c. Approval of State Board Meeting Schedule

Senator Lieu moved to approve the schedule. Ms. Taylor seconded the motion. The schedule was approved unanimously.

d. Approval of nominations to California's Committee on Employment of Persons with Disabilities.

Mr. Quesada briefed Board members on the Committee. He stated that while the administration of the committee is moving from the Employment Development Department (EDD) to the Department of Rehabilitation (DOR), CWIB will still have a seat. A member must be nominated by the Board, even though in the past it was a more informal appointment, including CWIB staff representing (Mr. Quesada is currently serving in the capacity). Mr. Washington made a motion to keep Mr. Quesada as the representative, with Mr. Moon seconding the motion. The motion was approved unanimously.

Mr. Quesada also mentioned that there also needs to be a representative from a local One-Stop Career Center or LWIB. This is an *additional* nomination by the Board. Mr. Sale added that the State Board nominates both representatives and can approve this additional nomination at its February meeting.

Discussion:

b. State Board Work Plan

Mr. Sale gave an overview of the work plan, giving credit to Ms. Taylor for suggesting it and adding that the BSA auditors were asking questions which suggested it should be created.

Ms. Van Ton-Quinlivan asked, at the end of next year, what outcomes we want in terms of jobs and employment. What's the outcome desired? If looked at that way, we can decide what's more important. Mr. Sale said that goals of all activities will give a clearer definition at the state level of what is it that we should be measuring. What the standards should be for measuring – which gets into the data component. How do we evaluate training? Mr. Sale added that discussion could also be had in the IPC.

c. Performance Dashboard

Mr. Sale gave an overview of the performance dashboard and clarified definitions and methodology for Board members.

At this point Secretary Morgenstern joined the meeting and addressed the State Board members. He thanked the Board on the important work it does. He added that the Governor appointed Michael E. Rossi to lead the Governor's Office of Business and Economic Development, and that he might be able to attend a future Board meeting. Right now is a difficult time for the Governor and he does not take the need for new appointments to the Board lightly. The budget situation is a dire one and everyone will have to do some belt tightening. If the budget does not reach the revenue levels predicted, we face trigger cuts that are severe and will affect everybody. Community colleges especially face significant cuts.

Regarding the legislation on the agenda, the Governor considered the bills very carefully and he used his best judgment. The signed bills show the Governor's commitment to apprenticeship and training that leads people to good jobs. This is an urgent time and your help and support is needed and the Governor knows he can count on it.

Stan noted that there was a disconnect between past and current the administration and job creation policies. Will this administration at some point get engaged in legislation to help *create* jobs? This legislation is about training. Mr. Morgenstern answered by saying that job creation is key to recovery in the state and his administration is looking at that. Mr. Rossi believes strongly that government can help create jobs.

d. Outreach Strategy Initiative Update

Ms. Levy and her staff presented the California Career and Business Network (CCBN) website portal mockup and style guide. Mr. Dada spoke of the Workforce Investment Works website as it relates to this outreach strategy. He commended Ms. Harris and her entire team at EDD on the work done thus far.

The remaining discussion items were postponed until the Executive Director's report to allow the presenters to give their presentations.

Presentations/Information:

- a. Student Success Task Force Report, Paul Feist, California Community Colleges Chancellor's Office

Mr. Petrie added that there could be alignment between the presented strategy and what the California Department of Education (CDE) is doing with Adult Education. Mr. Feist responded by saying that they are trying to move toward everyone using the same assessment tool. Discussion regarding a K-12 assessment tool could take 2-3 years and they'll work to match. Mr. Petrie asked if the Chancellor's Office has determined what the assessment tool is, for it could benefit the workforce system. Stan also spoke about integrating systems.

- b. Digital Literacy Update, Barry Hathaway, Executive Director – Stride Center
- c. Jobseeker Mindset Software, Jeff Garton, Career Contentment, Inc.
- d. CareerBuilder Supply and Demand Portal, Devon Ford, California Strategies

Executive Director Report:

Mr. Sale gave the executive director report focusing his comments on the recent local plan modification and work with local boards in this area. The next major local plan modification will likely come when WIA is reauthorized and a new state plan is needed or when the strategic state plan is adopted. Mr. Sale also presented the CWIB operating budget and its reduction.

Discussion:

- f. Integrated Service Delivery Next Steps.

Mr. Sale stated that the BSA has been asking what CWIB will do with the ISD recommendations, and that the IPC along with stakeholders plan on discussing the matter. There were several comments about the report and how it may be used. Mr. Sale concluded by stating that this is a big issue and a decision will not be arrived at lightly. The IPC will take up the issue.

Employment Development Department Report

Mr. Evashenk gave the EDD report. The Workforce Services Division (WSD) is taking funding reductions and a hiring freeze is in place. WSD is changing tactics from putting out Requests for Proposals (RFPs) and grants and turning into an organization that *looks* for grants.

EDD was successful in receiving a disability employment initiative grant of \$6 million over 3 years to reach out for people with disabilities. EDD will work with the Department of Rehabilitation (DOR) on this effort. EDD is also seeking the \$5 million grant funding for the H1B visa program; an application will be submitted this week with four LWIBs. EDD has also been successful in partnering with other state agencies such as the California Energy Commission (CEC) with American Recovery and Reinvestment Act (ARRA) and AB 118 funds.

The new system to replace the job training automation system and Cal-Jobs is on schedule for implementation on July 2, 2012.

Mr. Harris noted that WSD has been doing all it can, even with reduced funding, and managing downsizing in a way that does not impact service.

Update: State Board Committee and Industry Council Reports.

Considering the time, Mr. Sale directed Board members and the public to the written updates to save time. There was no objection.

Public comment

There was no public comment.

Other Business

There was no other business. Board members had nothing to add. The meeting was adjourned.

RECOMMENDATION:

The California Workforce Investment Board (State Board) approve the revised Bylaws as recommended by the Executive Committee.

ISSUE:

The State Board's Bylaws were approved in May 2005. Since that time there have been state legislative mandates that clarify its roles and responsibilities, changed its membership composition and requires specific actions and activities be carried out. In addition, there have been organizational and administrative changes that must be reflected in the Bylaws.

BACKGROUND:

Since their approval in May 2005, there have been changes to state law that affects the role and responsibility of the State Board. These changes must be reflected in its Bylaws. The principal changes are as follows:

- Eliminates the Administrative Committee, which was a Standing Committee.
- Establishes the Executive Committee as a new Standing Committee. The additions also identify the Committee's minimum required membership and its role in support of the State Board
- Adds the Green Collar Jobs Council as a Standing Committee and identifies the California Code Sections that govern its roles and responsibilities and membership requirements.
- Makes minor administrative changes and clarifications.

Recommendation:

The State Board approve the changes to the Bylaws as recommended by the Executive Committee.

CALIFORNIA WORKFORCE INVESTMENT BOARD BYLAWS

ARTICLE 1: NAME

The Workforce Investment Act (WIA) of 1998 requires that each state establish a state workforce investment board to carry out certain responsibilities related to the state's workforce investment system. The *California Workforce Investment Board*, hereinafter referred to as the State Board, was established through Executive Order (D-9-99) and formalized through the enactment of state statutes in 2006.

ARTICLE II: PURPOSE

~~The purpose of the State Board is to assist the Governor in implementing and continuously improving California's workforce investment and One-Stop Career Center systems and in meeting certain federal requirements to ensure the quality and efficiency of the system as required by the WIA.~~ *State Board is the body responsible for assisting the Governor in the development, oversight and continuous improvement of California's workforce investment system.*

ARTICLE III: GOVERNANCE

The State Board shall reside within the California Labor and Workforce Development Agency and shall report *through its Executive Director* to ~~the Governor through the Secretary of the Labor and Workforce Development Agency.~~ following protocols agreed to by the State Board and that Agency.

ARTICLE IV: STATE BOARD MEMBERSHIP

Section 1 – Appointments

The members of the State Board are appointed by the Governor in conformity with ~~Section 111 of the WIA.~~ *Section 14012 of the California Unemployment Insurance Code. In addition, the Senate President Pro Tem shall appoint two legislative members, and the Speaker of the Assembly shall appoint two legislative members. The Governor may add additional members to those required by the California Unemployment Insurance Code.*

Section 2 – Composition

~~The composition of the State Board shall be in conformity with the WIA. A majority of the members of the State Board shall be private sector representatives. At least 15 percent of the membership shall be representatives from organized labor. The Chair of the State Board shall be selected by the Governor from among the private sector representatives. The Senate President Pro Tem appoints two legislative members, and the Speaker of the Assembly appoints the other two legislative members. The Governor may add additional members to those required by the WIA.~~

Section 3 – Designees

Section 7.5 of *in the General Provisions of the California Government Code* allows a Director of a State Department or a Secretary of a State Agency, either of whom is appointed as a member of a State body, to designate a deputy director of that Department or Agency, exempt from State civil service, to act in the Director's or Secretary's place. Each Department Director or Agency Secretary may have a designee, however only one designee may vote on behalf of the Department or Agency at any one meeting. If more than one designee is present for a meeting, the Chair will select which designee can participate in voting for that meeting. State Department

Directors and Agency Secretaries must notify the Chair in writing of the names and titles of their designees prior to the designees' participation on the State Board.

Section 7.6 of *in the General Provisions of the California Government Code* allows a Constitutional Officer to appoint a designee. A designee for a Constitutional Officer must be a deputy who is exempt from State civil service. Section 7.6 also allows a member of the California Legislature to name a designee. In addition, the California Constitution Article 9, Section 2.1, requires that the State Superintendent of Public Instruction designee be an individual from one of the following offices which are exempt from State civil service: the Deputy Superintendent of Public Instruction, or one of the three Associate Superintendents of Public Instruction. The Constitutional Officers must notify the Chair in writing of the names and titles of the designees prior to the designees' participation on the State Board.

Section 4 – Alternates and Proxies

Under no circumstances shall the State Board permit absentee or proxy voting at any of its proceedings.

Section 5 – Conflict of Interest

Members of the State Board are subject to a comprehensive body of state law governing conflict of interest. (*Government Code* §§ 81000-91014). Pursuant to State and federal law, the State Board has adopted and promulgated a Conflict of Interest Code. The State Board members, including designees, are required to file statements of economic interests with the State Board. The State Board staff will maintain copies on file and deliver the original statements of economic interests to the Fair Political Practices Commission. The statements of economic interests are governed by State law and include the specific kinds of financial information members of the State Board must disclose. Upon appointment, Board members are required to file an ~~initial filing~~

“*Assuming Office*” statement within 30 days of their appointment. Thereafter, Board members are required to file annual statements. Board members are also required to file “*Leaving Office*” statements upon ~~leaving~~ *vacating* their position.

Section 6 – Resignation

A member may resign from the State Board by sending a written notice, which includes the effective date of resignation, to the Governor. The member must also send ~~a copy~~ *copies* of that written notice to the Chair *and the Executive Director*.

Section 7 – Removal

The Governor has sole authority to appoint and to remove members of the State Board. The Chair, ~~however,~~ on behalf of the ~~Administrative-Executive~~ Committee, may request the written resignation of any State Board member who fails, without good cause, to attend three consecutive State Board meetings or who otherwise demonstrates an inability or unwillingness to actively participate in the meetings, discussions, activities, and decisions of the State Board. In the event that such a member fails to submit a written resignation, the Chair, on behalf of the ~~Administrative-Executive~~ Committee, may forward a written recommendation for removal to the Governor.

ARTICLE V: OFFICERS

The State Board shall have two officers: the State Board Chair (Chair) and the State Board Vice-Chair (Vice-Chair). ~~Both of these positions~~ *The Chair shall be a member of the private sector* appointed by the Governor and shall *serve at the pleasure of the Governor.*~~be of indeterminate length.~~

~~The Chair and the Vice-Chair shall be members of the private sector.~~ The Chair shall call and preside at all State Board meetings and perform other duties as required by the

State Board. The Vice-Chair shall act as Chair in the Chair's absence and perform other duties as required.

ARTICLE VI: COMMITTEES

Section 1 – Committee Structure

The State Board will operate with a committee structure comprised of standing committees, special committees, and ad hoc committees:

Standing Committees – are constituted to perform continuing functions and are permanent committees of the State Board. A standing committee is comprised of State Board members for purposes of voting. A standing committee shall have a minimum of five members in addition to the chair and the vice chair of the committee. A standing committee is established or discontinued through an amendment to these bylaws. With the exception of the ~~Administrative~~ *Executive Committee*, the Chair shall designate the chair, vice-chair, and members of a standing committee annually, subject to ratification by the full State Board. The committee chair shall be the presiding officer at all committee meetings. The committee vice-chair shall assume the duties of the committee chair in the committee chair's absence.

Special Committees – are ~~appointed~~ *assigned specific tasks and assignments* by the State Board Chair ~~to carry out specified tasks~~. ~~Special committees~~ *Membership* may include State Board members and State and local partners, stakeholders, practitioners, and customers, all as voting members. Unless otherwise specified in the description of the committees adopted as part of these bylaws, the State Board Chair shall designate the chair, vice-chair, and members of each special committee, subject to ratification by the ~~State Board~~ *Executive Committee*. The committee chair shall be the presiding officer at all committee meetings. The committee vice-chair shall assume the duties of the committee chair in the committee chair's absence.

Ad Hoc Committees – are informal workgroups, *task forces, councils and other formal sub-groups* comprised of State Board members, and/or State Board staff, and/or State and local partner, stakeholder, and practitioner staff. Ad hoc committees may be established by the Chair, the Executive Director, or special committee chairs and are not subject to ratification by the full State Board *nor the Executive Committee*. Ad hoc committees are time-limited and task oriented and are formed to develop work products for the State Board. *Each Ad hoc committee shall remain in existence only as long as necessary to fully address the task with which it is charged.*

Section 2 – Standing Committees

There shall be ~~one~~ *two* standing committee of the State Board:

The Administrative Executive Committee – shall be chaired by the State Board Chair and shall consist of the Vice-Chair, the chairs of the special committees, the Secretary of the Labor and Workforce Development Agency (*or the Secretary's designee*), and the Executive Director of the State Board. *The membership of the Executive Committee shall reflect the membership of the full State Board with a minimum of one third private sector, one third labor organizations and one third governmental entities.* The State Board Chair shall have the discretion to appoint additional members to the ~~Administrative-Executive~~ Committee as deemed appropriate.

The ~~Administrative-Executive~~ Committee shall meet at the call of the Chair, as required by State Board meetings, issues, activities, and workflow. It shall provide recommendations to the full State Board regarding standing committee assignments; coordinate the work of standing, special, and ad hoc committees; develop agendas for State Board meetings; and *shall be empowered to take action on behalf of the full State Board* in instances where urgency and time constraints do not permit items to be acted upon by the full State Board. ~~take necessary actions and make necessary commitments~~

~~on behalf of the State Board.~~ All such actions and commitments shall be ~~subject~~ reported to ratification by the full State Board at its next regularly scheduled meeting.

The Green Collar Jobs Council – shall be comprised of appropriate representatives from the State Board’s existing membership and meet at the call of the Chair. The Green Collar Jobs Council (GCJC) shall perform the duties and responsibilities specified in Sections 15002 - 15003 of the California Unemployment Insurance Code and shall report all actions to the full State Board at its next regularly scheduled meeting

ARTICLE VII: MEETINGS

Section 1 – Board Meetings

The State Board shall conduct at least one, full, public meeting each year. It is the goal of the State Board, however, to conduct full State Board meetings three to four times each year and in such locations as will facilitate the work of the State Board and the participation of the public. *Regular attendance at meetings is expected of each Board member.* The meetings will be open and accessible to the public and will be publicly announced. Agendas, minutes of the previous meeting and available supporting materials for State Board meetings will be ~~mailed~~ provided to the members at least ten days prior to the meeting.

Section 2 – Board Quorum

A quorum is defined as a majority of the members appointed to the State Board. If a quorum is not present at a State Board meeting, the State Board may not vote or take action, but members in attendance may continue to meet for the purpose of discussion, including taking public testimony on agenda items.

ARTICLE VIII: CLOSED MEETINGS

A closed session of the State Board may be called to discuss personnel issues, pending litigation, or any other matters appropriate for a closed meeting under Government Code Section 11126. The Chair may call for a closed meeting, or a closed meeting may be called by any member, with a majority vote.

ARTICLE IX: PARLIAMENTARY AUTHORITY

Robert's Rules of Order shall govern the State Board in all cases in which they are applicable and in which they are not inconsistent with these Bylaws, any special rules of order the Board may adopt, or any applicable State and federal laws and regulations.

ARTICLE X: CHANGES IN BY-LAWS

These Bylaws may be amended or replaced and new Bylaws adopted by the approval of a majority vote by those members voting at a *State* Board meeting with a quorum present, provided that the amendment is not in conflict with any State and federal laws and regulations and had been noticed in writing to all State Board members 30 days in advance of any proposed action by the State Board.

		Name	Title	Organization
Business				
	Board Chair	Michael Rossi	Senior Jobs Advisor	Office of Governor Brown
	Chair - Health Workforce Development Council	Bob Redlo	VP, Labor Relations & Workforce Development	Doctors Medical Center
	Chair – Manufacturing Committee	Ro Khanna	Attorney/Intellectual Property & Clean Tech	Wilson Sonsini Goodrich & Rosati
		Richard Rubin	President	Richard A. Rubin and Associates
		Richard Rosenberg	Past Chairman and CEO	Bank of America
Labor				
	Board Vice-Chair	Cindy Chavez	Exec Secretary-Treasurer	South Bay Labor Council
	Chair - Issues & Policy Committee	Bill Camp	Exec Secretary-Treasurer	Sacramento Labor Council
		John Brauer	WED Executive Director	California Labor Federation
		Jeremy Smith	Deputy Legislative Director	State Building and Construction Trades Council
Government				
		Marty Morgenstern	Secretary	Labor & Workforce Development Agency
		Pam Harris	Director	Employment Development Department
		Dr. Brice Harris (Van Ton-Quinlivan)	Chancellor	CA Community Colleges
	Chair – Green Collar Jobs Council	Carol Zabin	Director of Research	UC Berkeley Labor Center

RECOMMENDATION:

The California Workforce Investment Board (State Board) approve the Vision, Goals and Strategies portion of the State Plan as recommended by the Executive Committee.

ISSUE:

Section 112 of the WIA requires the Governor of each state to submit a plan to the U.S. Secretary of Labor that outlines a 5-year strategy for the statewide workforce system.

BACKGROUND:

On March 27, 2012, the Department of Labor Employment and Training Administration issued Training and Employment Guidance Letter 21-11, which communicate changes to state planning requirements. The California Unemployment Insurance Code Section 14000 also requires the State Board, in collaboration with state and local partners, to develop a strategic workforce plan to serve as a framework for the development of public policy, fiscal investment, and operation of all state labor exchange, workforce education, and training programs to address the state's economic, demographic, and workforce needs.

The State Board convened the directors of the state's key workforce departments and agencies to develop a blueprint for action, which committed them to common strategies, goals, and concrete action steps. The draft blueprint was then taken to regional focus groups to validate, revise, and improve.

The California Strategic Workforce Development Plan has a five year time horizon. As such, we see it as a living document that – based on experience and changing conditions – will be reworked over time. However, the core commitments of the Plan will not change. These are to a skilled workforce, vibrant economy, and shared prosperity for all Californians.

Recommendation:

The State Board approve the Vision, Goals and Strategies portion of the State Plan as recommended by the Executive Committee.

RECOMMENDATION:

The California Workforce Investment Board (State Board) approve the evaluation criteria and rubric developed for implementation of the High Performing local board standard as recommended by the Executive Committee.

ISSUE:

In September 2011 Governor Brown signed legislation (Senate Bill 698), which requires the State Board, in partnership with stakeholders, to develop criteria to designate a local board as “high performing.” WIA Section 117 also requires the Governor to certify a local board for each of the forty nine local workforce investment areas. Both of these certifications are required every two years. The State Board is undertaking a process of continuous improvement and consolidating these two requirements into a single policy.

BACKGROUND:

A workgroup was formed, including representatives from the Legislature, Employment Development Department, State Board and local board directors. A consultant was also employed to aid in the effort.

The high performance standards assume the following:

- The criteria must be meaningful
- Incentivize the desired behaviors
- Be achievable/replicable
- Be easily understood

The stakeholder group also identified five performance areas for evaluation.

1. Strategic planning and implementation
2. Business Services/Partnerships/Sector Strategies
3. Youth Strategies
4. Investment in training/skills development/career pathways
5. Managing the work of the local board

Local boards that seek the High Performance designation must meet the baseline criteria, the minimum requirements for each criterion and obtain 26 of 32 possible points. To achieve the WIA Section 117 certification, the local boards must meet the baseline requirements for each criterion.

RECOMMENDATION:

The State Board approve the evaluation criteria and rubric developed for implementation of the High Performing local board standard as recommended by the Executive Committee.

		Maximum Points	Section 117 Certification
I	Strategic planning and implementation		
1	The Plan Meets the Local Planning Requirements in SB 698	Pass\Fail	Pass
2	The Plan's Scope of Vision is Strategic and Comprehensive.	2	1
3	Key Stakeholders are Actively Engaged both in the Planning and Implementation.	2	1
4	The Plan's Goals and Strategies are Evidence-Based.	2	1
II	Business Services/Partnerships/Sector Strategies		
1	The LWIB has adopted a business services plan, consistent with its Strategic Plan, that integrates local business involvement with workforce initiatives.	2	1
2	The LWIB partners with employers in key industries and educators in developing and operating industry sector partnerships as a primary strategy.	2	1
3	The LWIB facilitates and/or participates in unified workforce services support to employers within their labor market, integrating with other relevant LWIBs, educators, and other partners.	2	1
4	The LWIB leads in identifying and obtaining resources to sustain operation of industry sector partnerships over time.	2	1
III	Youth Strategies		
1	The LWIB is a partner with K-12 education and others on strategies that reduce high school dropout rates.	2	1
2	The LWIB is a partner in strategies to re-engage disconnected youth.	2	1
3	The LWIB partners with employers, educators and others to help youth understand career pathway options.	2	1
4	The LWIB encourages youth to focus on attainment of post-secondary degrees and other credentials important to employers in the LWIB's labor market.	2	1
IV	Investing in training/skills development/career pathways		
1	The LWIB ensures pre-apprenticeship and apprenticeship training is coordinated with in one or more apprenticeship programs approved by the Division of Apprenticeship Standards for the occupation and geographic area.	Pass\Fail	Pass
2	The LWIB prioritizes training for occupations in demand in the local economy resulting in completion and attainment of a degree and/or other credentials valued and used by industries within the region.	2	1

3	The LWIB emphasizes career pathways as a framework through which learners can connect their skills and interests with viable career options.	2	1
4	The LWIB partners with employers, educators, and other stakeholders continually to identify funding to support worker training and education that results in improved skills, credentials, and employment.	2	1

V Managing the work of the WIB

1	The LWIB membership meets all legal requirements and is representative of the community.	Pass\Fail	Pass
2	The LWIB meets WIA requirements.	Pass\Fail	Pass
3	The LWIB continuously reviews performance of both programs and LWIB initiatives, and has a strategy for encouraging and ensuring ongoing improvement.	2	1
4	The LWIB transparently communicates the results of its efforts within the community.	2	1

Scoring Criteria

0 = did not meet minimum requirements

1 = met minimum requirements

2 = exceeded minimum requirements

Total Maximum Points Available

Minimum Score for WIA Section 117 Certification	<u>16</u>
Minimum Score for High Performing Certification	<u>26</u>

High-Performance Local Workforce Investment Boards DRAFT Standards and Certification Criteria

Purpose

On behalf of the Governor, the State Board must concurrently perform three statutorily required activities related to ensuring effective local Workforce Investment Boards (LWIBs). These activities are:

1. **Approve of Local Strategic Plans based on adherence to the *State Strategic Workforce Development Plan*:** LWIBs are required by federal law to submit to the State Board local strategic plans that reflect the vision, strategy, and goals of the State Strategic Workforce Development Plan.
2. **Biannually recommend LWIB recertification to the Governor:** Federal and State law require the State Board to biannually recommend to the Governor recertification of each LWIB. Consideration is based on meeting minimum federal performance measures and compliance with State and federal law and regulations.
3. **Evaluate LWIB performance for biannual “High-Performance” certification:** Last year, Governor Brown signed SB 698 [UI Code 14200(c)] to set the bar higher for LWIB performance. By January 1, 2013, the State Board must implement standards for certifying high-performing LWIBs. The first certification must occur on or before July 1, 2013.

In order to maximize efficiency and minimize the administrative workload of the LWIBs and State staff, the State Board is combining the three above activities to be evaluated concurrently.

The High-Performance LWIB standard will serve as the core for State guidance to LWIBs for developing their Local Plans. Those LWIBs that comply with the minimum requirements of this guidance will be considered for Local Plan approval as well as LWIB recertification. Those LWIBs that exceed the minimum requirements promulgated in the High-Performance standard will be considered for status as a High-Performance.

Those LWIBs that do not meet the minimum standard will receive further technical assistance from the State Board and EDD to correct shortfalls. The goal is that all LWIBs receive Local Plan approval and recertification. Additionally, those LWIBs that do not meet the level of High-Performance, but wish to do so, will receive further technical assistance from EDD and the State Board.

High-Performance certification is a voluntary process. An LWIB must request consideration of High-Performance certification at the time its Local Plan is submitted to the State Board. It is expected that this certification will provide an LWIB increased recognition, credibility and visibility for its work.

The initial 2013 High-Performance certification will primarily be based on LWIB commitment in the Local Plan to the *State Strategic Workforce Development Plan*. In 2015, the State Board will revise the High-Performance standard and evaluation criteria to place more emphasis on measurable data related to specific employment and education outcomes for workers and job seekers.

Assumptions

The High-Performance LWIB standards are intended to:

- **Be Meaningful** – They should be credible to all stakeholders and defensible in their correlation to whether a LWIB is “high-performance” or not.
- **Incentivize commitment to the *State Strategic Workforce Development Plan*** – The standards should encourage LWIBs to:
 - Take on strategic community leadership roles that engage diverse partners and stakeholders;
 - Prioritize and invest in worker training;
 - Adopt and use sector partnerships as a key part of service delivery;
 - Publicize workforce successes; and
 - Continuously improve service delivery.
- **Be Achievable/Replicable** -- The standards should be a “fair game” that strong LWIBs can pass with realistic metrics. These standards should help identify LWIBs that are “high-performance,” and neither be set so low that all variants of practice pass, nor so high that no one can pass.
- **Be easily understood** – The standards should be clear and easily understood and not result in additional administrative burden.

Scoring

LWIBs will be assessed against five standards. These standards coincide with the *State Strategic Workforce Development Plan* strategy and goals. Each standard contains four criteria for a total of twenty. Four of the twenty criteria are required elements contained in WIA and state law and will be scored as pass/fail. The other sixteen criteria will be worth 2 points each for a maximum of 32 possible points.

LWIBs that fail any of the four required elements and/or fail to meet the minimum requirements for each of the sixteen other criteria will receive a “conditional” certification and will be required to submit a corrective action plan to address those areas that did not meet the minimum requirements.

LWIBs that pass the four required elements and meet the minimum requirements for each of the sixteen other criteria will receive full certification.

LWIBs that seek to be considered for High-Performance certification must pass the four required elements and meet or exceed the minimum requirements for each of the sixteen other criteria and obtain at least 26 of the 32 possible points.

Scoring Definitions:

0 Points:

The Local Plan element contains *insufficient* detail and *does not* meet minimum requirements.

1 Point:

The Local Plan element contains the required analysis and identifies goals and strategies for achieving the desired outcomes in sufficient detail to meet minimum requirements.

2 Points:

The Local Plan element contains detailed analysis and clearly identified goals and strategies for achieving the desired outcomes and *EXCEEDS* minimum requirements. The plan provides evidence that a regional partnership is\has formed (that includes education, business, labor, and other workforce entities) that supports the goals and the strategies in the plan. The plan leverages resources of the partnership. Local elected officials were actively engaged in the planning process and participate as champions for the workforce system.

Tips for LWIBs requesting High-Performance certification as part of their Local Plan submission:

- **Focus on the standards and the criteria.** Review of the Local Plan will center on the LWIB's demonstrated performance against each standard and the four criterion that are being used to operationalize the standard.
- **Treat the detail under each criterion as examples, not required points of response.** The State Board recognizes that different LWIBs bring different strengths and approaches to these expectations. Use whatever combination of the topics included as examples of proof with others that are locally relevant to make your case.
- **Be clear and concise.** Applicants won't get additional points for volume of detail provided. The State Board and the reviewers are interested in LWIBs telling their story succinctly.

Standards

I. STRATEGIC PLANNING AND IMPLEMENTATION

Expectation: In support of the *State Strategic Workforce Development Plan* (State Plan), the LWIB developed and will implement an actionable strategic plan through an inclusive stakeholder process that articulates key workforce issues and prioritized strategies for impacting them, both within the LWIA, regionally, and, where applicable, the overall labor market.

Criteria:

1. The Local Plan Meets the Local Planning Requirements of SB 698 in UI Code 14200(c). (MANDATORY, PASS/FAIL)

Evidence must include:

- The Local Plan is a strategic plan, not just a WIA program plan.
- The Local Plan incorporates and reflects the Governor’s vision, goals, actions and policy priorities of the State Plan.
- The Local Plan contains measurable goals that support the “Goals, Objectives, Actions” articulated in section III of the State Plan and includes a well-specified blueprint for attaining the goals with benchmarks, timelines, and action steps that specify who will take action to meet the goals.
- The Local Plan identifies local and regional community stakeholders and includes their input.

2. The Local Plan’s Vision is Strategic and Comprehensive. (Maximum 2 points possible)

Examples of evidence:

- The Local Plan demonstrates a good understanding of the labor market and economic analysis and the workforce needs of the key industry sectors in the local and regional economy.
- The goals and strategies of the Local Plan address the workforce needs of the identified priority sectors in the local and regional economy and include career pathway programs to provide upward mobility to unskilled and entry level workers in these priority sectors.
- The Local Plan demonstrates an awareness of the various workforce, education and training services provided in the local and regional economy and their relevance to meeting the labor market needs of the priority sectors.
- The Local Plan articulates how the LWIB and One-Stop delivery system will make use of and coordinate with the various workforce, education and training service delivery organizations and systems in the local and regional economy to achieve the goals and strategies.

3. The Local Plan's Goals and Strategies are Evidence-Based. (Maximum 2 points possible)

Examples of evidence:

- The Local Plan is informed by and based upon data from a comprehensive, regional labor market analysis.
- Strategies chosen are based on evidence drawn from research, evaluation, and promising practices.
- The Local Plan contains clear metrics, both quantitative and qualitative, for each strategy, and the LWIB is prepared to regularly assess progress against those strategies, including a game plan for collecting and analyzing needed information.
- The LWIB regularly receives performance information to enable it to perform its oversight role of the One-Stop operations.

4. Key Stakeholders are Actively Engaged Both in the Planning and Implementation of the Local Plan (Maximum 2 points possible)

Examples of evidence could include describing how:

- Employers from major industry sectors in the LWIA or regional economy were actively engaged in the planning process and continue to be during implementation.
- Local elected officials were actively engaged in the planning process and participate as champions for the workforce system.
- Labor organizations were actively engaged in the planning process and continue to be during implementation.
- Education partners, including K-12, adult education, career-technical education, community colleges, and universities were actively involved in the planning process and continue to be during implementation.
- Community based organizations representing target populations of job seekers were actively engaged in the planning process and continue to be during implementation.
- The LWIB collaborated regionally with other LWIBs who share common labor markets during the planning process and continue to do so during implementation, including aligning resources and investments in support of shared strategies and priority sectors.
- The Local Plan is a living document, which the LWIB and community partners modify and update as needs and economic conditions change.

II. BUSINESS SERVICES/PARTNERSHIPS/SECTOR STRATEGIES

Expectation: The LWIB partners effectively with businesses to identify and resolve skill gaps in priority industry sectors, working in particular through sector partnerships.

Criteria:

- 1. The LWIB has included in its Local Plan a business services plan, which integrates local business involvement with workforce initiatives. (Maximum 2 points possible)**

Examples of content in the business services plan include:

- How the LWIB collaborates with businesses to identify skill gaps reducing the competitiveness of local businesses within relevant regional economies.
- How the LWIB effectively engages employers, including representatives from priority sectors, as members of the LWIB and in development of the business services plan.
- What regional/joint approaches with other LWIBs and other partners, are being undertaken to align services to employers.
- What metrics will the LWIB use to gauge the effectiveness of services provided to business.

- 2. The LWIB partners with priority sector employers and educators in developing and operating regional workforce & economic development networks as a primary strategy. (Maximum 2 points possible)**

Examples of evidence:

- Regional networks include employers from priority sectors and include other partners such as colleges, other LWIBs, philanthropy, community leaders, labor, and others the partnership deems important. An industry-credible convener facilitates the work of each network.
- Regional networks focus on identifying and meeting the skill needs of the priority sectors while sector partnerships focus on developing career pathways that contain entry points for low-skilled workers for each priority sector.
- Regional networks operate at the regional geographic scale appropriate to the labor markets for the relevant priority sectors.

- 3. The LWIB facilitates and/or participates in unified workforce services support to employers within their labor market, integrating with other relevant LWIBs, educators, and other partners. (Maximum 2 points possible)**

Example of evidence:

- The LWIB leads and/or partners in a unified employer services strategy/regional workforce & economic development networks that provides businesses with single points of contact spanning all relevant agencies.

4. The LWIB takes the lead in identifying and obtaining resources to sustain operation of regional workforce & economic development networks over time. (Maximum 2 points possible)

Examples of evidence:

- The LWIB embeds regional networks into its use of formula WIA funds and other funds it manages.
- The LWIB works with regional networks to develop and implement sustainability strategies, leveraging combinations of public and private funding.
- The LWIB seeks out funding opportunities and aligns resources with labor, education, corrections, social services, economic development and other key partners and programs in support of the Strategic Workforce Plan.

III. INVESTMENT IN TRAINING/SKILLS DEVELOPMENT/CAREER PATHWAYS

Expectation: The LWIB prioritizes increasing worker skills and workplace competencies and the development/use of career pathways that connect skills to good jobs that can provide economic security.

Criteria:

1. The LWIB ensures pre-apprenticeship and apprenticeship training is coordinated with one or more apprenticeship programs approved by the Division of Apprenticeship Standards [UI Sec. 14230(e), AB 554] for the occupation and geographic area. (MANDATORY, PASS/FAIL SCORING)

Example of evidence:

- The LWIB has clearly articulated goals and strategies for fostering collaboration between community colleges and approved apprenticeship programs in the geographic area to provide pre-apprenticeship training, apprenticeship training, and continuing education in apprenticeable occupations through the approved apprenticeship.
- 2. The LWIB prioritizes training for occupations in priority sectors in the local economy resulting in completion and attainment of a degree and/or other credentials valued and used by priority sector employers within the region. (Maximum 2 points possible)**

Examples of evidence:

- The LWIB requires training funds be used to prepare workers for occupations in priority sectors for which demand can be articulated or projected through their local workforce and economic analysis.

- The LWIB engages priority sector employers to ascertain what degrees and credentials are of value to them.
- The LWIB has clearly defined strategies to ensure it meets the minimum expenditure levels of their adult and dislocated worker WIA formula allocations on workforce training services, as required by the Workforce Training Act (UI Sec. 14211, SB 734).
- The LWIB sets training completion as an ETPL eligibility requirement and performance expectation for continued eligibility of its training providers.
- The LWIB identifies high quality training providers based on credentials attained and employment outcomes for graduates.
- The LWIB sets the attainment of industry-recognized degrees or certificates in its identified priority sectors as a measurable expectation in its training investments.

3. The LWIB emphasizes career pathways as a framework through which learners can connect their skills and interests with viable career options. (Maximum 2 points possible)

Examples of evidence:

- The LWIB utilizes sector partnerships to collaborate with priority sector employers and local K-12 and post-secondary educators to map career pathways within and across those industries.
- The LWIB collaborates with educators, One-Stop operators and training providers to ensure learners can obtain and make effective use of career pathway information.

4. The LWIB partners with employers, educators, and other stakeholders continually to identify funding to support worker training and education that results in improved skills, credentials, and employment. (Maximum 2 points possible)

Example of evidence:

- There is a regional workforce & economic development network or similar partnership with a written revenue plan, or a similar document, which describes strategies to obtain or leverage resources and includes goals and progress measures aligned to the Local Plan.

IV. YOUTH STRATEGIES

Expectation: The LWIB is a strategic leader in building partnerships to reduce high school dropout rates; to effectively re-engage disconnected youth in education and work; to help youth understand career pathway options; and to encourage attainment of post-secondary degrees and other credentials valued by industry in the local area/region's labor market.

Criteria:

- 1. The LWIB is a partner with K-12 education and others on strategies that reduce high school dropout rates. (Maximum 2 points possible)**

Examples of evidence:

- The LWIB helps craft strategies that identify students at risk of dropping out and helps execute interventions to work closely with those students to keep them engaged.
- The LWIB partners in setting metrics for dropout rate reduction and in engaging employers, parents, and other stakeholders in meeting those goals.

- 2. The LWIB is a partner in developing and executing strategies to re-engage disconnected youth. (Maximum 2 points possible)**

Examples of evidence:

- The LWIB partners with diverse stakeholders such as education, juvenile justice, human services, faith-based organizations, and others, to develop and deliver a comprehensive set of services designed to re-engage young people who have already dropped out of school and are at risk in education and employment attainment.
- The LWIB collaborates with those partners to fund disconnected youth re-engagement in education and employment.
- The LWIB works with its partners to set metrics for success rates in youth re-engagement and to make those results visible in the community.
- New and innovative strategies and partnerships have resulted in increased employment opportunities for youth in the local area\region.

- 3. The LWIB partners with employers, educators and others to help youth understand career pathway options. (Maximum 2 points possible)**

Examples of evidence:

- The LWIB partners in developing career pathway information and tools that will work effectively with youth.
- The LWIB contextualizes its youth employment strategies within career pathways.

- 4. The LWIB encourages youth to focus on attainment of post-secondary degrees and other credentials important to priority sector employers in the LWIB's local/regional labor market. (Maximum 2 points possible)**

Examples of evidence:

- The One-Stop system is youth-friendly and provides information on jobs in priority sectors with career pathways leading to economic security in the region; access to post-secondary education that provides credentials and degrees in priority sectors; and financial assistance and scholarship programs and opportunities.
- The LWIB publicizes information and research that shows the connections of various kinds of post-secondary attainment with employment rates and wages.
- The LWIB informs young people about the market value of career technical education, apprenticeships and industry-valued credentials that require less time than a two or four year degree.

V. MANAGING THE WORK OF THE LWIB

Expectation: The LWIB has a strong, engaged board that represents the community; measures its effectiveness in meeting legal requirements and both the State and its own local goals; has a process for continuous review and improvement of performance; and shares information about results.

Criteria:

1. The LWIB membership meets all legal requirements (WIA, SB293) and is representative of the community. (MANDATORY, PASS\FAIL)

Evidence must include:

- Membership includes a majority of business members from key industries/priority sectors within the local area/regional labor market.
- The LWIB membership includes at least 15 percent of members representing labor organizations and this requirement is incorporated into its bylaws.
NOTE: A LWIB with a participation level of 10%-15% may receive a passing score only if there is a letter from its local labor council stating that the labor council has reached an agreement with the LWIB to that participation level.

2. The LWIB meets other required elements (WIA, SB698). (MANDATORY, PASS\FAIL)

Evidence must include:

- The LWIB has established and provided a copy of the MOUs with all the mandatory partners identified in WIA, as well as other local partners supporting One-Stop service operations.
- The LWIB has established at least one comprehensive One-Stop in its LWIA.
- The LWIB has established a Business Council or subcommittee and this requirement is incorporated into its bylaws.
- The LWIB has an active and engaged Youth Council.
- The LWIB has met the 30% expenditure requirement for out of school youth.

- The LWIB has an approved Corrective Action Plan for all audit findings.
- The LWIB has achieved at least 80 percent of its negotiated WIA Common Measure performance goals in the past year.

3. The LWIB continuously reviews performance of its programs and initiatives, and has a strategy for encouraging and ensuring ongoing improvement. (Maximum 2 points possible)

Examples of evidence:

- The LWIB uses a performance dashboard to track metrics on the results from its programs and initiatives.
- The LWIB seeks and receives feedback from its customers and partners and has a strategy for responding to customer/partner-identified issues and improving customer satisfaction.
- The LWIB engages local constituencies in the analysis of community workforce information and subsequent strategic planning.
- The LWIB has a mechanism for determining return on investment (ROI).
- The LWIB works with partners and/or other LWIBs to reduce administrative costs by streamlining paper processes, improving efficiencies, reducing duplication, etc.

4. The LWIB transparently communicates the results of its efforts with the community. (Maximum 2 points possible)

Examples of evidence:

- LWIB meeting summaries clearly articulate and demonstrate progress on the Local Plan.
- The LWIB publishes and widely disseminates a performance dashboard containing program and initiative results.
- The LWIB communicates the success of its programs to employers and job seekers.

3. Working Lunch

- a) Approve Annual Report to the U.S. Department of Labor
- b) Approve Branding of California's One-Stop System
- c) Approve Meeting Calendar

4. Other Business

5. Public Comment



California Workforce Investment Board ANNUAL REPORT

Results Achieved Under the
Workforce Investment Act (WIA) for
Program Year 2011-2012

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Chapter 1 - Year in Review

Program Year (PY) 2011-2012 began with its own set of unique challenges for California's workforce. Across the state, California continued to experience high levels of unemployment, ranging from a low of 6.7 percent in suburban areas and reaching to a high of 29.7 percent in rural areas of the state. These levels of unemployment continue to create a demand for employment and training services on an already impacted workforce system. These challenges are also magnified by the geography and size of California. As the most populated state in the nation, California also enjoys having the nation's largest labor force and working-age population. In 2011, the Employment Development Department (EDD) reported a labor force participation rate of 63.4 percent for working-age population (civilian, non-institutional, persons age 16 years and over) and for young workers, with only 26.4 percent of Californians aged 16-19 participating in the civilian labor force in 2011. This age group's participation rate has declined by 19.3 percentage points since 2000.

The expiration of the American Recovery and Reinvestment Act (ARRA) funding coupled with the decrease in the Governor's Workforce Investment Act (WIA) discretionary funding eliminated most state-sponsored discretionary projects listed in the PY 2010-11 annual report. These funding reductions required innovative solutions from the State Board and California's 49 local workforce investment boards (Local Boards) to stretch limited resources, form new local and regional partnerships, develop and implement creative solutions among Local Boards and their partners, and increase collaboration among state partners. The Local Boards have sought out new partnerships with public and private entities to support their workforce training initiatives, such as on-the-job training programs, leveraged funding from the Employment Training Panel (ETP) for incumbent worker training initiatives, and worked with county governments to secure funds to place ex-offenders back into the community and workforce.

In partnership with the Legislature, Governor Edmund G. Brown, Jr. also responded by enacting four workforce-related bills in 2011. These bills created the Governor's Office of Business and Economic Development; focused expenditures of WIA funds on providing training services; called for increased coordination among community college training programs and approved apprenticeship programs; and required the State Board, in partnership with stakeholders, to establish new criteria for the designation of "high performance" Local Boards. A brief summary of these statutes are as follows:

Investment in Sector-Based Training Services (SB 734)

Senate Bill 734 (*Statutes of 2011, Chapter 498*) amended state law to require the Local Boards to spend at least 25 percent of their Adult and Dislocated Worker funds on training services beginning July 1, 2012. This minimum training expenditure requirement increases to 30 percent on July 1, 2016. The purpose of SB 734 is to establish minimum training investment levels for Local Boards in support of the data-driven, sector-based strategic investment activities.

State and Local Strategic Planning to Achieve Continuous Improvement (SB 698)

Senate Bill 698 (*Statutes of 2011, Chapter 497*) requires the State Board to establish standards for measuring quality services and develop Local Board evaluation criteria to biennially certify “high-performance” Local Boards beginning July 2013. This statute also requires the state to set aside a portion of any available WIA Governor’s discretionary funding for providing incentive awards to certified “high-performance” Local Boards.

Emphasis on Pre-Apprenticeship and Apprenticeship Training (AB 554)

Assembly Bill 554, (*Statutes of 2011, Chapter 499*) requires the State Board and each Local Board to ensure that programs and services funded by the WIA and directed to apprenticeable occupations, including pre-apprenticeship training, are conducted in coordination with one or more apprenticeship programs approved by the Department of Industrial Relations (DIR) Division of Apprenticeship Standards (DAS) for the occupation and geographic area. This statute also requires the State Board and each Local Board to develop a policy of fostering collaboration between community colleges and approved apprenticeship programs in their geographic area to provide pre-apprenticeship training, apprenticeship training, and continuing education in apprenticeable occupations through the approved apprenticeship programs.

Office of Business and Economic Development (AB Bill 29)

Assembly Bill 29 (*Statutes of 2011, Chapter 495*) established within the Office of the Governor, the Office of Business and Economic Development (“GO-Biz”). The GO-Biz will 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 and among a variety of responsibilities, will make recommendations to the

Governor and the Legislature regarding policies, programs and actions to advance statewide economic goals.

AB 29 also requires the State Board to work closely with GO-Biz in the formulation of workforce development strategies.

In November, 2011, Governor Brown appointed Tim Rainey as the Executive Director of the State Board. In August 2012, Governor Brown revitalized the State Board by appointing 30 new members and recast the State Board with new leadership and direction. These new members represent a broad coalition of business, industry, labor, community based organizations and the public sector.

Under the direction of Executive Director Rainey and other public agency leaders, in May 2012 the State Board formed a “State Working Group” to develop a new five-year state strategic workforce investment plan. The State Working Group membership represents the many facets and champions of California’s workforce system. Following internal strategic planning sessions, the State Working Group conducted several regional forums across the state for the purpose of receiving feedback and buy-in from the regional workforce partners represented at these forums.

These forums also provided a consensus on a strategic direction and helped to set short and long range priorities with corresponding and achievable goals for the workforce system as a whole. These elements will be included in California’s Strategic Workforce Investment Plan and will become the foundation of the State Board’s work for the foreseeable future.

The State Board will use the Strategic Workforce Investment Plan to implement the statutory requirements to certify high performing Local Boards; develop new and meaningful performance criteria beyond those currently required by the WIA; conduct regional strategic forums to provide technical assistance to Local Boards and to receive feedback on local planning; launch a web-based portal as a single access point for workforce information, service points and assistance; and provide a unifying brand for the statewide workforce system.

The current economic climate remains challenging for all, but with every new challenge comes the opportunity to rethink and retool how stakeholders can work together, as a system, as partners, to prepare California’s talent pool to meet the needs of its ever evolving economy.

Chapter 2 – Program Year 2011-2012 Performance Summary

California’s workforce investment system is comprised of 49 local areas, each with its own local board. California’s PY 2011-12 (federal PY 2011) federal allotments for WIA Title I Adult, Dislocated Worker, and Youth funds totaled \$401,734,577. The allotments to California and the amounts available for formula allocation are as follows:

Program Year 2011-12	Total Allotment	Amount Available for Formula Allocation
Adult Program Title I	\$113,738,979	\$108,052,031
Youth Program Title I	\$117,952,080	\$112,054,476
Dislocated Worker Program Title I	\$170,043,518	\$119,030,464

Source: EDD WSIN 11-41 3/15/2012

These 49 local areas work in concert with their local chief elected official to oversee the delivery of workforce services relevant to their local residents and businesses. Critical to their charge is their oversight of the local One-Stops; which are the hub of the system’s statewide service delivery for workforce, education, training and business services. The One-Stops provide access to jobs, skill development, and business services vital to the social and economic well-being of their communities through partnerships with other local, state, and federal agencies, education, and economic development organizations.

The workforce system is governed by a federal/state/local partnership. The U.S. Department of Labor (DOL), in coordination with other federal agencies, oversees and administers the workforce investment system nationwide. California’s workforce investment and One-Stop systems are overseen by the Governor through California’s Labor and Workforce Development Agency (Labor Agency), which operates under the leadership of Secretary Marty Morgenstern. The Labor Agency Secretary represents the Governor and his administration on the State Board. The Employment Development Department (EDD), also under the direction of the Labor Agency Secretary, is designated by the Governor as the administrator of federal workforce-related funds. The State Board, which also reports to the Labor Agency Secretary, assists in developing statewide policy to impact workforce preparation and supply, and advises the Governor and Secretary on strategies to meet the needs of a diverse population and constantly changing economy.

In PY 2011 California’s WIA program operated within an economy that continued to be in recession. Overall, more than 170,000 customers (WIA Adult (Adult) and WIA Dislocated Workers (DW)) were served through the WIA in PY 2011. This represents a

significant increase from PY 2010. Although the number of Adult participants who received services increased in PY 2011, the service design of PY 2010 and PY 2011 remained the same. The number of WIA Youth (Youth) served in PY 2011 was relatively consistent with the number served in PY 2010.

During PY 2011-2012, there were significant increases in California's WIA performance rates from that of the last several years, indicating that the California economy is showing signs of recovery. Historical trends in WIA program employment outcomes are displayed in **Table 1**.

Highlights of Significant PY 2011 WIA Performance Results:

- More than 100,000 Adult and DW participants received intensive employment services with more than 40,000 participants receiving enhanced training services. The Adult "Entered Employment" rate experienced a 6.3 percentage point increase compared to PY 2010.
- The DW "Entered Employment" rate experienced a 6.8 percentage point increase compared to PY 2010.
- The Adult "Employment Retention" rate showed an increase of approximately 1.6 percentage points compared to PY 2010.
- The DW "Employment Retention" rate showed an increase of 2.3 percentage points compared to PY 2010.
- California's WIA Veteran's "Entered Employment" rate increased on par with their Adult and DW counterparts, but exceeded their civilian counterparts in "Average Earnings."

California continues to lead the nation in job creation amidst the current economic crisis. July 2012 marks the latest point in the performance trend for PY 2011. California's seasonally adjusted unemployment rate was 10.7 percent* in July, remaining unchanged from June, and sloping downward 1.2 percentage points from the previous program year. In comparison, the national unemployment rate was 8.3 percent in July 2012, inching upward by 0.1 percent in June 2012 and declining 0.8 percent** by July 2011.

Program Specific Performance:

Adults

As shown in **Table 2**, the customer service mix and demographics for the WIA Adult funded programs in PY 2011 overall was somewhat stable with PY 2010. The WIA Adult funded cost per adult participant showed a decrease from \$1,202 in PY 2010 to \$767 in PY 2011. In addition, while the population characteristics appeared consistent in most categories, there were some important shifts:

- The number of Adults classified as Veterans receiving WIA services almost doubled as compared to PY 2010
- There was a higher percentage of Adults receiving training services than in PY 2010
- There were more Adults served that were classified as “Offenders”

The bottom of **Table 2** shows the distribution of enrolled Adult clients by service category. Please note that customers are unique within each category, but not across categories. For example, if a customer received both core and intensive services, that customer is included in both the core service count and the intensive service count.

Dislocated Workers (DW)

During Program Year PY 2011, a federal waiver allowing a transfer of up to 50 percent of DW funds to the Adult funding stream resulted in fewer participants being enrolled under DW funding and more participants being enrolled into the Adult programs. The DW cost per entered employment showed a decrease from \$5,656 in PY 2010 to \$4,437 in PY 2011.

Table 3 displays the characteristics of more than 51,000 Dislocated Worker customers who registered in core services. However, while the population characteristics appeared consistent in most categories, there were some shifts:

- There was a higher percentage of DWs receiving training services than in PY 2010

- There was significantly more DWs served that were classified as possessing “Limited English” proficiency.

The bottom of **Table 3** shows the distribution of enrolled DW clients by service category. Please note that clients are unique to each category, but not across categories.

Youth Services

The number of Youth served has remained relatively stable in PY 2011. The Youth cost per participant and cost per entered employment showed significant decreases between PY 2010 and PY 2011.

As shown in **Table 4**, the customer service demographics break-down in PY 2011 was somewhat stable compared to PY 2010. However, while the population characteristics appeared consistent in most categories, there were some shifts in demographics:

- There were fewer Youth served that were classified as an “Out of School – High School Dropout”
- There were more Youth served that were classified as Offenders
- There were more Youth served that were classified as receiving a form of public assistance

The bottom of **Table 4** shows the distribution of enrolled Youth customers by service category. Please note that customers are unique within each category, but not across categories.

Source: *California Labor Market Review p.2, July 2012.

<http://www.calmis.ca.gov/file/lfmonth/calmr.pdf>

** Bureau of Labor Statistics Data (2012). REGIONAL AND STATE EMPLOYMENT AND UNEMPLOYMENT —JULY 2012, p.3. <http://www.bls.gov/news.release/pdf/laus.pdf>

WIA TITLE I PERFORMANCE HIGHLIGHTS

PROGRAM OUTCOMES AND COST EFFECTIVENESS

**TABLE 1 - WORKFORCE INVESTMENT
ACT PERFORMANCE TRENDS**

How many clients did we serve?

Adults
Dislocated Workers
Youth¹

2011*	2010*	2009*	2008	2007	2006
131,860	97,451	130,274	130,700	46,354	46,336
39,226	64,806	82,323	46,304	23,769	25,862
26,160	29,811	28,857	23,259	22,632	24,632

Did our clients get jobs?

% of Adult clients
Total Number**
% of Dislocated Worker clients
Total Number**
% of Adult and Dislocated Worker clients
Total Number**

2011*	2010*	2009*	2008	2007	2006
55.9%	49.6%	48.3%	63.3%	79.1%	79.3%
29,266	35,352	36,230	16,502	12,954	13,460
62.6%	55.8%	54.0%	75.5%	84.2%	83.8%
24,549	*26,643	13,362	9,403	9,479	10,482
58.7%	*52.1%	49.7%	67.2%	81.2%	81.2%
53,775	*61,995	49,592	25,905	22,433	23,942

% on Public Assistance
Total Number**
% of Veterans
Total Number**
% of Disabled
Total Number**
% of Older Individuals²
Total Number**

2011*	2010*	2009*	2008	2007	2006
51.2%	43.2%	40.6%	58.7%	73.5%	70.3%
6,938	7,631	2,285	1,346	1,367	1,731
58.3%	50.6%	48.3%	62.1%	73.8%	83.7%
4,238	3,908	2,295	2,213	2,026	2,148
42.7%	38.4%	36.6%	56.0%	70.8%	72.7%
1,709	2,087	1,630	1,366	1,293	1,464
48.4%	42.4%	37.5%	56.8%	74.6%	74.2%
6,618	7,314	3,931	2,898	2,430	2,396

What are our clients' post-program earnings?

(Average Cumulative 4- quarters)

The average earnings of Adults
The average earnings of Dislocated Workers
% of Adults who remained employed
Total Number**
% of Dislocated Workers who remained employed
Total Number**
% of Adult and Dislocated Workers who remained employed
Total Number**

2011*	2010*	2009*	2008	2007	2006
\$12,938	\$12,546	\$13,349	\$16,364	\$16,640	\$15,732
\$17,146	\$18,550	\$17,010	\$17,148	\$16,978	\$16,321
79.3%	77.7%	76.5%	82.2%	84.8%	84.6%
32,626	32,164	27,46	13,422	16,759	16,703
83.4%	81.1%	80.1%	85.6%	87.4%	87.9%
23,619	15,927	8,137	8,342	8,501	10,112
81.0%	78.8%	77.3%	83.5%	85.7%	85.8%
56,245	48,091	35,283	21,764	25,260	26,815

% on Public Assistance who remained employed

Total Number**

% of Veterans who remained employed

Total Number**

% of Disabled who remained employed

Total Number**

% of Older Individuals who remained employed²

Total Number**

2011*	2010*	2009*	2008	2007	2006
74.3%	74.4%	72.8%	76.5%	78.2%	75.3%
6,435	8,657	1,400	1,168	1,218	2,709
79.6	76.0%	73.9%	80.5%	81.0%	88.8%
3,623	2,971	1,732	1,974	2,029	1,732
74.2%	72.9%	70.9%	79.4%	80.3%	78.8%
1,657	2,322	1,193	1,138	1,240	1,891
78.8%	76.7%	74.1%	80.4%	85.2%	87.8%
6,367	5,423	2,685	2,117	2,536	2,823

Are we helping our Youth (14 - 21) clients?¹

% of Youth who attained their diploma or GED

Total Number**

% of Youth on Public Assistance who attained Degree or Certificate

Total Number**

% of Disabled Youth who attained Degrees or Certificate

Total Number**

2011*	2010*	2009*	2008	2007	2006
51.0%	52.7%	72.7%	69.8%	51.9%	67.6%
7,706	6,539	6,785	6,031	3,768	3,025
55.2%	71.7%	70.3%	65.7%	49.7%	67.4%
2,766	1,710	1,285	1,256	939	853
66.2%	76.2%	63.3%	61.0%	51.7%	70.0%
751	570	640	586	608	481

% of Youth placed in employment or education

Total Number**

% of basic skills deficient Youth obtaining literacy or math gains

Total Number**

2011*	2010*	2009*	2008	2007	2006
66.9%	66.8%	73.1%	68.8%	66.7%	
11,420	9,462	8,178	7,700	7,938	
53.3%	44.2%	50.1%	44.4%	21.0%	
3,407	2,960	2,968	2,016	1,069	

¹ Per DOL TEGL 17-05 Individuals who are employed at the date of participation and those who are institutionalized or are unable to complete their participation due to Health/Medical or Family Care, those that are Deceased or Reserve Forces Called to Active Duty, Relocated to a Mandated Program – (youth only,) are excluded from the performance numbers.

* Includes ARRA for 2009-2011, Formula and 15% funds

**Total Numbers were calculated by summing each special population's adult and dislocated worker numerators for the specified measure.

**TABLE 2- ADULT PROGRAM DESCRIPTION^{1/}
(WIA Formula and 15% Discretionary Funds)**

	PY 2009-10		PY 2010-11		PY 2011-12	
Total Customers	97,451		105,144		74,197	
Demographics^{2/}	#	%	#	%	#	%
American Indian/Alaskan Native	2,565	2.4%	2,531	2.5%	1,830	2.5%
Asian	9,478	9.0%	9,412	9.2%	7,182	9.7%
Black/African American	20,492	19.5%	21,320	20.8%	16,460	22.2%
Hawaiian Native/ Other Pacific Islander	1,165	1.1%	899	.9%	515	0.7%
White	38,486	36.6%	37,021	36.2%	27,075	36.5%
Hispanic/Latino	39,266	37.3%	37,709	36.8%	26,730	36.0%
Special Populations						
Veterans	5,586	5.3%	5,488	5.4%	7,787	10.5%
Disabled	5,623	5.4%	4,965	4.8%	3,959	5.3%
Low Income	65,971	62.7%	69,397	67.8%	48,948	66.0%
Limited English	6,903	6.6%	5,297	5.2%	3,106	4.2%
Offender	12,118	11.5%	11,869	11.6%	11,383	15.3%
Homeless	4,809	4.6%	4,637	4.5%	3,606	4.9%
Basic Skills Deficient	7,097	6.8%	8,718	8.5%	7,721	10.4%
Program Participation						
Receiving TANF ^{3/}	7,589	7.2%	8,226	8.0%	5,335	7.2%
Receiving Food Stamps	28,498	27.1%	27,810	27.2%	20,680	27.9%
Services^{4/}						
Core	104,262	99.1%	94,861	92.6%	69,077	93.1%
Intensive	74,160	70.5%	78,436	76.6%	57,029	76.9%
Training	11,818	11.2%	21,130	20.6%	23,077	31.1%
Efficiency						
Cost/Participant	\$866		\$1,202		\$767	
Cost/Entered Employment ^{4/}	\$3,295		\$3,313		\$3,455	

**TABLE 3- DISLOCATED WORKER PROGRAM DESCRIPTION^{1/}
(WIA Formula and 15% Discretionary Funds)**

	PY 2009-10		PY 2010-11		PY 2011-12	
Total Customers	66,472		64,806		51,505	
Demographics^{2/}	#	%	#	%	#	%
American Indian/ Alaskan Native	1,352	2.0%	1,942	2.1%	1,035	2.0%
Asian	9,154	13.8%	11,324	12.4%	7,247	14.1%
Black/African American	7,379	11.1%	11,677	12.8%	7,042	13.7%
Hawaiian Native/ Other Pacific Islander	606	0.9%	676	.7%	369	0.7%
White	29,943	45.0%	39,445	43.2%	21,596	41.9%
Hispanic/Latino	21,893	32.9%	31,874	34.9%	17,463	33.9%
Special Populations						
Veterans	4,141	6.2%	6,211	6.8%	3,551	6.9%
Disabled	2,035	3.0%	2,522	2.8%	1,567	3.0%
Low Income	29,018	43.7%	41,043	44.9%	22,098	42.9%
Limited English	4,524	6.8%	5,055	5.5%	7,300	14.2%
Offender	4,542	6.8%	6,133	6.7%	3,725	7.2%
Homeless	953	1.4%	1,154	1.3%	812	1.6%
Basic Skills Deficient	5,982	9.0%	7,339	8.0%	4,399	8.5%
Other Services						
Receiving TANF ^{3/}	1,275	1.9%	2,084	2.3%	987	1.9%
Receiving Food Stamps	8,953	13.4%	12,067	13.2%	6727	13.1%
Services^{4/}						
Core	64,484	97.0%	85,268	93.4%	47,788	92.8%
Intensive	51,171	77.0%	70,387	77.1%	38,856	75.4%
Training	13,270	20.0%	25,412	27.8%	17,318	33.6%
Efficiency						
Cost/Participant	\$1,292		\$2,325		\$2,777	
Cost/Entered Employment ^{5/}	\$5,556		\$5,656		\$4,437	

**TABLE 4- YOUTH PROGRAM DESCRIPTION^{1/}
(WIA Formula and 15% Discretionary Funds)**

	PY 2009-10		PY 2010-11		PY 2011-12	
Total customers	27,699		29,811		31,534	
Demographics^{2/}	#	%	#	%	#	%
American Indian/Alaskan Native	573	2.0%	604	1.9%	637	2.0%
Asian	2,086	7.5%	2,230	7.0%	2,321	7.4%
Black/African American	5,714	20.6%	6,601	20.7%	6,545	20.8%
Hawaiian Native/ Other Pacific Islander	320	1.2%	311	1.0%	304	1.0%
White	5,026	18.1%	5,501	17.3%	5,588	17.7%
Hispanic/Latino	15,824	57.1%	18,691	58.8%	18,677	59.2%
Outcomes						
Out of School - High School Drop Out	5,640	20.4%	6,362	20.0%	5,587	17.7%
Disabled	2,692	9.7%	3,216	10.1%	3,363	10.7%
Limited English	1,162	4.2%	1,383	4.3%	1,492	4.7%
Single Parent	2,072	7.5%	2,352	7.4%	2,463	7.8%
Offender	2,420	8.7%	2,787	8.8%	3,296	10.5%
Homeless	1,155	4.2%	1,451	4.6%	1,523	4.8%
Runaway Youth	268	0.9%	267	.8%	212	0.7%
Pregnant or Parenting Youth	2,908	10.5%	3,331	10.5%	3,117	9.9%
Basic Skills Deficient	20,321	73.4%	23,995	75.4%	23,206	73.6%
Substance Abuse	857	3.0%	832	2.6%	762	2.4%
Foster Youth	1,612	5.8%	1,745	5.5%	1,524	4.8%
Income						
Low Income	27,118	97.9%	31,259	98.3%	30,331	96.2%
Receiving TANF ^{3/}	4,430	16.0%	5,441	17.1%	6,027	19.1%
Receiving Food Stamps	8,326	30.1%	11,093	34.9%	11,772	37.3%
Efficiency						
Cost/Participant	\$3,211		\$7,142		\$4,205	
Cost/Entered Employment or Education ^{5/}	\$13,110		\$22,502		\$9,633	

^{1/}Excludes Governor's Discretionary Account projects

^{2/}Individuals are unique in a single race or ethnic group but may be included in more than one race or ethnicity category. Race and ethnicity is a voluntary reporting item and a customer may assign themselves to more than one group.

^{3/}Temporary Assistance to Needy Families (TANF)/California Work Opportunities and Responsibilities to Kids (CalWORKs)

^{4/}Customers are unique within a service category but not across service categories. For example, a customer that received both a core and an intensive service is counted in both service categories.

^{5/}Cost data has been lagged for one year in order to approximate the lag in Entered Employment statistics.

Source: Please note that all PY 2010 and 2011 data numbers were derived from DOL's Data Reporting and Validation System (DRVS). Data Elements for the previous years were derived from the Job Training Automation System (JTA)

References:

Bureau of Labor Statistics Data (2012). REGIONAL AND STATE EMPLOYMENT AND UNEMPLOYMENT —JULY 2012, p.3. Retrieved 09/28/2012 from <http://www.bls.gov/news.release/pdf/laus.pdf>

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Chapter 3 – State Sponsored Sector Initiatives

California’s vision for a well-coordinated and effective workforce development system continues to be advanced through data driven strategic planning and the development of workforce solutions that are responsive to the demands of industry.

In accordance with AB 3018 (*Statutes of 2008, Chapter 312*), the State Board is required to apply a sector strategy approach in responding to industry sector workforce and economic development needs. Sector strategies provide an effective method to organize a comprehensive workforce development system that is capable of responding to market forces and demographic factors affecting businesses.

Sector strategies incorporate the following key elements:

- Target a specific industry cluster, develop a data driven, finely tuned knowledge of the interdependence between business competitiveness, and the workforce needs of the targeted industries;
- Build regionally based partnerships of employers, training providers, community organizations, and other key stakeholders around specific industries;
- Address the workforce needs of employers and the training, employment, and career advancement needs of workers;
- Bolster regional economic competitiveness by aligning education, economic, and workforce development planning and leveraging of resources; and
- Promote systematic change that supports innovation and achieves ongoing benefits for industries, workers, and communities.

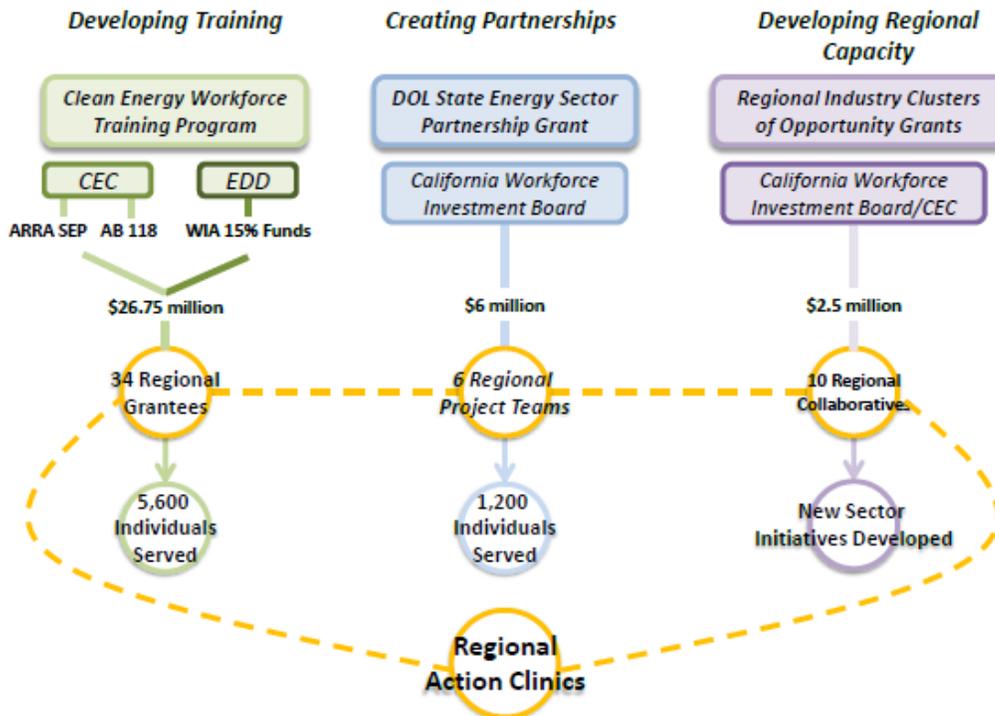
In PY 2011-12 the State Board continued building on its initial investment of resources in the development and implementation of sector strategies.

The California Green Workforce Initiative

The California Green Workforce Initiative (CGWI) is a multi-faceted project that implements a sector strategy approach, creates and fosters regional partnerships, leverages the resources of government agencies through collaboration, supports the development of regionally relevant training programs, supports regional capacity development, and seeks to ensure sustainability of effective regional sector initiatives.

The CGWI initially had three component programs: Clean Energy Workforce Training Partnership (CEWTP), State Energy Sector Partnership (SESP), and Regional Industry Clusters of Opportunity (RICO). Due to the expiration of the ARRA and the reduction of Governor’s WIA Discretionary funds, only the SESP and RICO programs were funded in PY 2011-12.

California’s Green Workforce Initiative



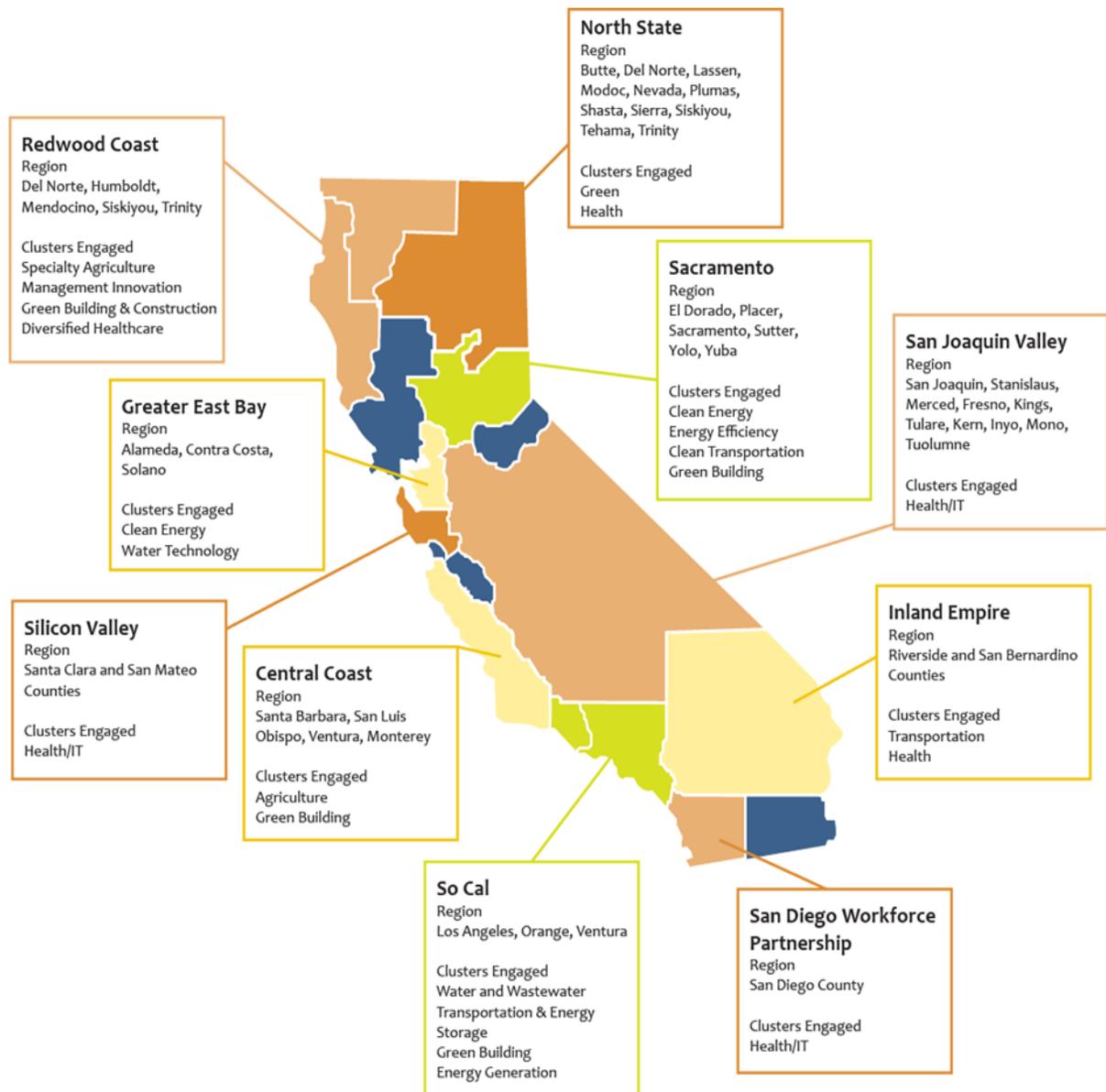
The Green Collar Jobs Council (GCJC) was established to develop a green/clean energy workforce capable of serving the needs of the green energy industry. It is the goal of the GCJC to develop strategies that are data driven, and balance the needs of the industries and employers with the training needed to make employees viable and useful members of this workforce. The need to align education, economic and workforce development planning and resource leveraging has also become a recognized need for this industry.

During PY 2011-12, the GCJC continued implementation of the CGWI by providing support to the ten RICO grantees/regional teams, furthered outreach to green businesses, and collaborated with a diverse group of multi-sector partners. In PY 2011, the RICO grantees/regional teams had ongoing projects that covered 48 counties and 32 Local Boards, with 23 cluster plans that engaged over 450 employers across the state.

The regional teams showcased their projects for state partners and other stakeholders in June, 2011. The regional teams demonstrated their successful partnerships, innovative sector action plans, and sustainability planning.

The Executive Summary as well as the final Action Plans for each Regional Team can be found on the State Board website:

http://www.cwib.ca.gov/sc_gcic_meeting_materials.htm



The GCJC has continued to partner with the California Energy Commission (CEC) to receive new funding through the CEC's Alternative and Renewable Fuel and Vehicle Technology Program. In PY 2011-12 CEC allocated funds to the State Board to fund a second round of RICO grants focusing on alternative energy and renewable fuel technology through 2014. The State Board expects to award these grants in PY 2012-13.

The GCJC has also continued to oversee the DOL State Energy Sector Partnership (SESP) Grant, which is currently funding six regional teams to develop training programs in the emerging green/clean energy economy. The regional teams consist of the following Local Boards: Alameda Workforce Investment Board, Los Angeles Workforce Investment Board, Northern Rural Training and Employment Consortium (NoRTEC), Sacramento Employment and Training Agency, San Diego Workforce Partnership and the Stanislaus Valley Alliance.

The following are summaries of some of the work being done by the six regional teams under the SESP grant.

Alameda County Workforce Investment Board

The Alameda program is focused on providing skills and background knowledge in green building retrofit, as well as math remediation that will be necessary to equip participants to succeed. The program includes classroom and hands-on training that provides green building principles, building science fundamentals, and state energy code licensure laws for either the residential or commercial construction sector.

Los Angeles City Workforce Investment Board

The training component of this program is led by Los Angeles Harbor College and offers career focused programs that integrate industry awareness and skill attainment, academic remediation and basic skills remediation, and supportive wrap around services. Trainings consist of classroom, hands-on training in a lab/shop environment, and intensive experiential learning in the field leading to industry recognized certificates after completion of training.

Northern Rural Training and Employment Consortium

NoRTEC is expanding on its existing partnerships and focus on the areas of renewable energy, including Solar Photovoltaic (PV), Solar Thermal, Concentrated PV, Energy Efficiency, and Power Delivery Systems (transmission, distribution, smart meter and smart grid). Given the decline in traditional agriculture and timber-based sectors in Northern California, the region identified the renewable energy sector as the next

opportunity for economic transformation. NoRTEC's project is built upon a regional career pathway model that includes articulated technical preparation classes at the secondary level that provide course and program sequences to the community college certification courses in this project.

Sacramento Employment and Training Agency

This initiative has targeted the energy efficiency sector. The Los Rios Community College Centers of Excellence, in collaboration with research and industry partners studied the energy efficiency sector in the greater Sacramento region and across the state. The study found that industry demand for training in clean energy technologies is being driven by the relocation of new companies to the region. Clean energy companies are projected to create over 10,000 new jobs and \$5 billion per year in direct economic activity for the region in the next ten years, given the current level of state and regional investment in the sector (Sacramento Area Regional Technology Alliance, 2007).

San Diego Workforce Partnership

The San Diego Green Building Apprenticeship Readiness Partnership prepares individuals for jobs in the green building and energy efficiency industry sector. The "Introduction to the Green Building & Retrofits" curriculum is a five-week program that includes a total of 120 classroom hours and 40 hours of hands-on work experience. The class and work experience is scheduled for approximately 20 hours per week, to allow participants to pursue internships or additional paid work experience as their time and skill levels allow, as well as to be employed outside of the field in order to cover their living expenses during the program.

Stanislaus Valley Alliance

The Stanislaus Valley Alliance (Alliance) continues to develop a green sector plan that addresses the needs of the greater San Joaquin Valley. The Alliance is focused on energy, water, and renewable industries. The Alliance has established a "Power Pathway" training program with Pacific Gas and Electric Company (PG&E) to train participants in power generation for better employment. The Alliance is also utilizing on-the-job (OJT) training through area green employers and is offering LEED certification training to incumbent green company workers.

SESP Program Performance	Total Participants	Performance Goals (%)
Total Participants Served ("Education/Job Training" activity or "Other Grant Funded Service" added)	1264	100%
Completed Education/Job Training Activities	549	57%
Received Credential	524	
Received Degree or Certificate	326	34%
Entered Employment	300	31%
Entered Training-Related Employment	279	31%

The SESP grantees are on pace to meet or exceed all performance goals by the June 2013 end date.

A listing of all CGWI grantees is in Appendix A.

Green Workforce Initiative Success Stories

A Three Way Partnership

Nova SolarTech Workforce Innovations Collaborative

The rapidly growing solar industry boasts technological innovations and products that provide clean energy and lower electric bills for customers. The challenge for this industry has been finding qualified and skilled workers to move the industry forward. While the economic downturn has created a pool of available workers, there is a disconnect between the skills workers possess and those that are needed by potential employers.

The lack of a qualified workforce led to the creation of the SolarTech Workforce Innovations Collaborative (SWIC). SWIC is an industry-led partnership that applies an integrated and systematic approach to the identification, training, and placement of the right people for the right jobs at the right time to meet the specific needs of employers in the solar, energy efficiency, and electric vehicle industries in the San Francisco Bay Area. SWIC has successfully connected employers with trained candidates using innovative networking opportunities, hiring events and other recruitment practices.

SWIC is a partnership between industry (SolarTech), training programs (Foothill-De Anza Community College District), and talent services (NOVA Workforce Board). One of the most successful components of this program has been a strong industry voice through the trade organization, SolarTech. Strong relationships and real time labor market data ensured a responsive program capable of developing the right training to meet skill demands of the industry.

The 3-way partnership functions with SolarTech working with the industry to understand what skills and positions are most in need and then connecting talent with businesses to fulfill those needs. Foothill-De Anza develops training based on current and projected industry needs. NOVA finds the talent, sends the talent to training for future industry needs, and informs the industry regarding what talent has been trained.



Over the past 18 months, SWIC has trained 255 unemployed professionals. To date, the program has placed 134 people in jobs, with that number expected to increase in the coming weeks.

SWIC has helped local solar and energy efficiency companies in the Bay Area cultivate the right type of workforce. Its model presents a number of best practices and standards that can be replicated in other areas around the country, where there are specific demands to grow clean technology sectors but a lack of well-trained employees.

SWIC was funded by a Green Innovations Challenge grant from the State of California. Over \$500,000 was leveraged through community college contributions for leadership training, project management, technical support, facilities, and class apportionment.

Sustainability, Partnership and Development Northern Rural Training and Employment Consortium

The Northern Rural Training and Employment Consortium (NoRTEC) can claim many accomplishments that have resulted in positive impacts on the workforce of their local area. Their strides in the areas of new technology and testing, startups and expansions, infrastructure and market, along with training and education, have made great impact on northern California counties' labor forces.

One of NoRTEC's numerous goals was to create ten new testing and technology projects. To create these new ventures, technical assistance was provided to the businesses through the Innovation Lab (iLab) and partners. Twenty-seven potential applicants were screened by investment funders and manufacturing/technology professionals to determine their feasibility.

NoRTEC also committed itself to assisting five new business start-ups. These start-ups were assisted through various sources, including an Entrepreneur Boot Camp, mentoring, and financing services. The majority of the startups were seeking investment capital. A total of seventeen companies were screened, with six receiving funding.

Sustainability, partnership and development were some of NoRTEC's themes as shown by their work in the development of Climate Action Plans, collaborations between planning agencies for Energy Zoning Overlay to sites for energy development, Biomass Utilization Collaboration, and the leveraging of \$2.4 million for local communities and businesses.

Above all else, there has been a push to create training opportunities to better prepare a workforce that would implement the goals of NoRTEC and better serve California's green industry's needs. The program projected 356 participants would be enrolled with 89% placed, however, there were 479 enrollees with 438 exiting with training certificates, new jobs and/or new skills.

Power Pathways Partnership Fresno and Pacific Gas and Electric (PG&E)

The Pacific Gas and Electric Company (PG&E) partnered with the Fresno Workforce Investment Board (WIB) to implement this strategic workforce development initiative in Fresno County. PG&E identified a gap between their workforce needs and the availability of skilled, work-ready applicants. An aging employee base further exacerbated the workforce problems. In response to these workforce trends, PG&E launched the PowerPathways™ training initiative.

The Fresno WIB partnered to enroll, screen, test, advise, and support potential applicants. They also modified their assessment criteria to be in complete synchronicity with both the hiring criteria of PG&E, and the apprenticeship standards of the International Brotherhood of Electrical Workers (IBEW), Local #1245 (which represents most PG&E workers). Fresno City College was prompted by the partnership to modify its curriculum to better align with PG&E and IBEW requirements.

Of the 106 program participants, 104 (98 percent) have completed the training program. 87 enrollees (84 percent) of the PowerPathways™ program have earned employment opportunities with PG&E or other companies in the energy industry, and 4 percent have returned to the military. The remainder of the

participants are pursuing four-year degrees. The average placement wage is \$23.75 per hour. Most hires garner substantial overtime (if they desire) and earn on average \$75,000 a year.

The collaboration between the Fresno WIB, PG&E and IBEW has proven to be successful and has generated new strategies for working with the Fresno workforce that will be carried into the future to expand the program and increase training and employment of the area's workforce.

Learning to Go Green Together Sacramento County

Even though the Sacramento Employment and Training Agency (SETA) already had well-established relationships with the community colleges in the area, the agency was able to maximize its programs by contracting directly with the colleges to provide training. This partnership enabled it to implement the Green Building and Clean Energy Pre-Apprenticeship Training grant in collaboration with American River College, Cosumnes River College, the Sacramento Area Electrical Training Center and SMUD. In all, thirteen industry partners participated in developing short and long-term training certificate programs.

Fred Evangelesti, a professor of electronics, fiber optics and solar technology at American River College, claims "SMUD needs people who know how to do solar and California needs to have people who are ready to take these jobs and transform the industry."

Elmont Place, a graduate of ARC's pre-apprenticeship program, attributes his success to the enthusiasm and support from his instructors. "I learned a lot here, and it has inspired me to open my own business."

Goals Achieved Proteus Kerman Service Center

In his own words, Julio C. Gonzalez Barajas was best able to speak about his experience with the Proteus Kerman Service Center: "My name is Julio Barajas. The first job that I had was working in the fields. I had to cut grapes so the ladies could pack them. When I was working in the fields my salary was eight dollars an hour. But then I decided not to work in the fields anymore and realized that I wanted something better for my future. That's when I heard about Proteus. They gave me the opportunity that I was looking for. I got training for six weeks about solar they helped me get a job at Aerotek - my salary was ten dollars an hour. After working for Aerotek I got hired at Quanta Generation Power Inc. What I do right now is work as an operator and my salary is now twenty five dollars an hour. My parents are very proud of me because they were always telling me to always be responsible for the job I have and always give my best. I've accomplished my goals."

The California Health Workforce Initiative

With the enactment of the Patient Protection and Affordable Care Act (PPACA) in 2010, The Health Workforce Development Council (HWDC) was established in August, 2010 as a Special Committee of the State Board. The HWDC is tasked with understanding the current workforce needs of California's health care system, along with anticipating and preparing for the future of the health care industry. Healthcare occupations happen to be among California's most lucrative and in-demand industries. The HWDC was convened in an effort to expand California's primary care and allied health care workforce to provide access to quality, affordable healthcare that ensures better health outcomes for all Californians.

In September 2010, the State Board received a \$150,000 federal Health Care Workforce Development Planning Grant (Planning Grant). The Planning Grant focused on addressing the workforce demands expected by the implementation of the Affordable Care Act in 2014. In order to achieve the over-arching goals of increasing the healthcare workforce, the HWDC took a variety of actions that led to better outreach and educational methods.

To understand healthcare delivery systems, workforce development needs, and how California will be affected by the implementation of the PPACA both statewide and regionally, the HWDC and Office of Statewide Health Planning and Development (OSHDP) hosted nine regional focus groups across the state. The regional focus groups gathered valuable information from healthcare stakeholders in urban and rural areas and helped identify how they believed the PPACA would affect their area's healthcare delivery systems with regards to new care methods that would be beneficial to the region's workforce needs, availability of education and training opportunities for health care occupations, and which partnerships would be critical to ensure Californians are receiving quality healthcare from qualified professionals.

The HWDC also created a Career Pathways Subcommittee. This subcommittee gathered a diverse group of educational systems representatives, employers, workforce development professionals, advocacy and professional associations, and researchers. The subcommittee developed career pathways, identified barriers, and developed recommendations to address obstacles associated with entering the health care industry.

During the duration of the Planning Grant project, 125 recommendations were received from the focus groups and other health care organizations. An Action Plan Ad Hoc

Committee was formed to thoroughly vet the recommendations and create reasonable timelines for implementation.

California Health Workforce Initiative Success Stories

New Strategies for Healthcare Riverside and San Bernardino Counties

In an effort of collaborative leadership, Riverside and San Bernardino Counties are examining changes in the regional economic base and industry sectors to identify those industry clusters that impact the vitality of this region's economy. The information and analysis is providing the foundation for establishing regional economic, and workforce and education strategies that will support economic recovery, growth and competitiveness. This partnership has shaped itself into a venture called the Industry Clusters of Opportunity Project (Project).

The two main goals of the Project are:

- The expansion of workforce preparation to offer a variety of educational and training options that will meet the current workforce needs while supporting industry sectors that will produce job opportunities, higher wages and increase county wealth by providing jobs to members of the community; and
- The creation of economic development strategies that will foster new businesses, expansion of current businesses in the area and assist in business retention. The Project will focus on industry sectors identified through preliminary analysis done through the Project.

The economic slowdown has prompted regional cluster research focus on the Healthcare industry. Healthcare is considered critical to the Southern California economy and workforce. To ensure economic and workforce strategies are driven by data, the County Economic Development Agency and its partners commissioned a regional labor market survey of providers. The data collected accurately details real time supply and demand industry data and provides insight into areas where potential service gaps and overlaps could occur. This comprehensive study is already proving valuable as a planning tool for the Local Boards.

Honorable Mention

Delia Rudolf is an example of the collaborative effort of the state and local teamwork in the One-Stop center. Delia took advantage of her Trade Adjustment Act (TAA) funding to attend a training course in medical front office operations, coding and billing. Even after finishing her course, she found she was a little short on the necessary job skills for the positions she was applying for. Delia's co-enrollment made it possible for her to receive additional training and certification in medical assisting. Delia finished both

courses on time and with honors. This local team work made it possible for Delia to find a full time position in her field of study not long after finishing her training program.

Chapter 4 –Initiatives and Activities in Support of Target Populations

Veterans

In Program Year 2011-2012, Governor Brown took action to support California's returning veterans:

- Signed Senate Bill 813, (*Statutes of 2011, Chapter 375*) extending priority California State University or community college enrollment to any member or veteran of the Armed Services who are residents of California, within four years of leaving active duty.
- Issued Executive Order B-9-11, creating the California Interagency Council on Veterans, whose purpose is to identify and prioritize the needs of California's veterans, and to coordinate the activities at all levels of government in addressing those needs.

“The California Interagency Council on Veterans gives everyone a seat at the table and ensures we’re working collaboratively to address the needs of the 30,000 servicemen and women who return to California each year,” Governor Brown said. “We owe our veterans the best and when they come home, we must serve them the same way they so bravely served us.”

As a continuation of the Governor’s commitment to veterans, the state awarded ten grants totaling \$5 million to assist over 1,200 veterans to move quickly from military life into high-wage jobs and civilian careers with a future. This grant program was funded by the Governor's WIA discretionary fund and the 25 Percent Dislocated Worker funds.

A list of the veteran’s grantees is in Appendix B.

Offenders

The California Department of Corrections and Rehabilitation (CDCR), and both the State and Local Boards continued Project New Start – an initiative to reduce recidivism and help parolees transition back into the community and workforce. Project New Start began in October, 2010 and operated through September, 2012. The program centered on increasing prisoners’ knowledge and skills, along with their self-esteem.

Initially, many of the Project New Start participants felt they did not have the skills to obtain employment. They felt that they did not know how to answer interview questions or create a resume. Most of the individuals had only worked in “under the table” situations. However, Project New Start gave these individuals job readiness skills that would serve them greatly in the goal of attaining legitimate employment once they were returned back to their community.

The program has not been without its own set of unique and difficult challenges, especially with the reduced availability of jobs in this economy. Due to the reduction in Governor’s WIA discretionary funds, the program ended in September 2012. The program was effective and successfully returned these men and woman back to work in their communities, and developed new partnerships and strategies with the local employer community and new state and local partnerships. As a result of the realignment of California’s prison system which shifted most low level offenders from state to county custody, Local Boards now must seek funding from their county governments to fund ex-offender job training and placement services.

A list of the Project New Start grantees is in Appendix C.

Project New Start Success Stories

Growing Where You’re Planted Oakland, CA

In July, 2011, Robert, a former inmate, known for his “sales” experience, was referred to a major landscape company in the Bay Area for a potential On the Job Training (OJT) agreement. He arrived at the interview professionally dressed and prepared, and made such an impression with the management that they hired him for the OJT assignment. Robert’s assignment went exceedingly well. So well that he was offered full time employment and a promotion. When asked to comment on Robert’s job performance, Robert’s employer stated, “Robert has shown extreme pride and care in the work that he does, and has repeatedly proven his effectiveness and worthiness to our company. It’s a true pleasure to have him as part of our team.” Robert is a shining example of the idea that the formerly incarcerated can become not

merely functioning, but thriving members of society, given the right tools for success. Robert has also volunteered to participate in focus groups and other mentoring endeavors that not only give insight on how to improve services, but also provide Robert a chance to reflect on his experience with the program. Robert has maintained his position for almost one year, and is looking forward to learning more about the landscape field, with the idea of self-employment in the future.

Just the Right Fit

Justin

Justin is a 22 year old man who learned about the Project New Start program through an outreach effort. Justin was determined and willing to change his life around. Justin took many steps in order to obtain employment such as completing the Job Readiness Class and the enrollment process, visiting the Job Resource Center and meeting with his advisor three times a week. Eventually an opportunity with a shoe store in the Valley became available and Justin decided to interview. He was offered a job as a Sales Associates under an "on-the-job training" contract. Justin completed his contract and received a great evaluation from his employer. The employer indicated that they would like to promote him to an Assistant Manager. Justin is now the Assistant Manager at a footwear store at the Northridge Mall location and is doing great.

3/9/2012

This is a letter Justin wrote to us few months ago

"To The New Start Program

I just would like to express my sincerest gratitude to this program for helping turn my life around. When I was first released from prison I had no idea how my life was going to go. All I knew is that I was never going back and I was going to change my life for the better. But I had one thing stopping me - I had a felony record and all my previous work experience required a clean record so I didn't know where to start to get my life back in order. I have gained so much from the New Start Program that I cannot tell them thank you enough, not just for helping me find my current job but for also giving me tools and the confidence to know that even with a record I can and will be successful in life. I am always telling people about this program and what it can do for them. So once again thank you to all those apart of the New Start program for truly giving me a "New Start" on my life.

Sincerely

Justin"

Driving Success

Charlene, Fresno Regional Workforce Investment Board

Charlene was a Department of Rehabilitation (DOR) referral. Charlene had her mind set on pursuing a truck driving career. Her DOR counselor advised her that truck driver training could be considered if she found an employer who would write a letter of intent to hire her once she completed training and obtained a Class "A" driver's license. Charlene met with a Project New Start Job Agent to discuss her short and long term goals. The job agent referred Charlene to a truck driving school that could help her find an

employer that was willing to hire her after completing training. The DOR sponsored Charlene's training and worked closely with New Start staff to ensure she stayed focused on achieving her goal. Charlene completed her training, and New Start provided Charlene with job search strategies, self-evaluation, application/résumé preparation, interviewing skills and job retention strategies.

Charlene is now a cross country driver and has aspirations to work in Alaska. Charlene works for CRST Trucking out of Fontana, California. She is very grateful for the time and assistance the New Start program provided her in identifying and pursuing new opportunities for her to grow and achieve gainful employment.

Youth

The State Board's State Youth Vision Team (SYVT) bridges public, private, for profit and nonprofit resources to connect young people most in need, ages 14 – 24, with agencies that serve young people and prepare them for high-growth employment opportunities. The SYVT coordinates resources with member agencies and organizations, exchanges information, and develops shared goals to empower members to better serve disconnected foster youth, youth with disabilities, juvenile justice youth, youth of incarcerated parents, Native American and American Indian youth, migrant seasonal farm worker youth, out of school and/or basic skills deficient youth, high school dropouts, runaway, and homeless youth.

During this past year the SYVT continued to assist the State Interagency Team (SIT) on various workgroups. The SIT consists of the State Departments of Social Services, Drug and Alcohol Programs, Mental Health, Healthcare Services, Education, EDD, Developmental Services, Office of the Courts, the State Board and other non-profit social service entities. The SYVT helped develop a foster youth re-entry process to assist foster youth exiting the state juvenile justice detention to get access to important supportive and workforce services; disseminated information to social services agencies statewide on how to navigate and use the One-Stop System; disseminated information to the statewide workforce community on how to access statewide domestic violence services; supported work on eliminating disparities in outcomes of foster youth over-represented in the child welfare system; provided advice and worked to improve coordination of WIA funded youth services with California Conservation Corps (CCC) member services, including participation on the CCC Vista Advisory Council.

With the reduction in Governor's WIA discretionary funds, there were no state-level youth investments in PY 2011-12. However, the Local Boards continued to utilize their youth funds in support of innovative programs.

Youth Success Stories

Developing a Greater Understanding

Youth Employment and Preparation Program (YEPP)

San Bernardino County

The San Bernardino County Workforce Investment Board (SBCWIB) partnered with the Department of Behavioral Health (DBH) in the development of a Youth Employment and Preparation Program (YEPP). This program provides training, employment services, career guidance, skill assessments, case management, and supportive services along with classroom and on-the-job training opportunities to 298

diverse youth ranging in ages 18 to 25. Participating youth were “system involved” including: Foster Care, Wards of the Court and the Department of Public Health (DPH).DPH offers many services to ease the tension of transitioning from youth into adulthood. One of the main services includes housing; DPH has purchased various apartment complexes and transitional housing throughout San Bernardino County. In order to qualify for transitional housing, youth must be employed, enrolled in school, and/or be in a career development program.

The YEPP was funded by Mental Health Services Act allocations to DBH. A total of \$1.2 million was allocated and expended to support the project. The resources available through the SBCWIB included contracted WIA youth service providers, a network of employers available for these programs, and the experience and ability to administer an employment program.

The main challenge was getting youth into school and working, to ensure they would be eligible for transitioning housing. The YEPP was born out of the need to follow housing guidelines. From April 1, 2012 through June 30, 2012, the SBCWIB contracted with eight WIA youth service providers to serve a total of 298 youth. Program outcomes include a 78.8 percent success rate overall, with 84 youth hired at their worksite, 71 entering the WIA youth program, and 80 returning to high school or entering college.

Through the YEPP, the transitional aged youth programs have worked closely with both the SBCWIB and youth providers to develop a greater understanding of the WIA and the services available to their youth.

Through the success of the YEPP, the SBCWIB has been touted as the “Go-To Entity” for employment and workforce activities in San Bernardino County. The SBCWIB continues to work with multiple agencies to implement new projects which will provide services to the under-served populations. A new project is in the works with DBH to provide the YEPP on a permanent basis.

Youth Online Riverside County

In July, 2011, the Riverside County Workforce Investment Board launched MyIECareer.com. MyIECareer.com was designed by Monster Public Sector & Education, in conjunction with a partnership with the Riverside County Workforce Investment Board and youth representatives from the Riverside County Youth Opportunity Centers. MIECareer.com is highly user-friendly and customizable online community for Riverside County’s youth. It is a password-protected community that is available 24/7 via the Internet. This innovative social media website enables youth to interact through a safe mechanism that engages youth in their world of electronic communications. Members can access career options, internships, employment opportunities, post-secondary education options, relevant news, events, discussion boards, career mentoring and career assessments. Since its launch, there has been an average of 20,000 page views monthly, and 200+ members are currently registered.

Migrant Seasonal Farmworkers

Campesino de California Program

For the period of October 1, 2011 through June 30, 2012 La Cooperativa Campesina de California, the statewide association of farmworker service providers, continued ongoing and successful projects providing outreach to migrant and seasonal farmworkers. They distributed a monthly printed publication of 40,000 copies of *La Voz del Campo* to over 400 community sites and distributed an e-publication of *La Voz* to front line staff and agencies that work directly with farmworkers. La Cooperativa also used bilingual radio to discuss key labor market information as well as other pertinent information for farmworkers. These services continue to assist migrant and seasonal farmworkers with labor market and social service information. The volatility and uncertainty of the agricultural labor market make this an important project to the farmworker community.

Persons with Disabilities

State Rehabilitation Council

The Federal Rehabilitation Act of 1973, as amended in 1998, requires the existence of a State Rehabilitation Council (SRC). The SRC consists of a diverse membership, appointed by the Governor, who are interested in and representative of Californians with disabilities. The SRC works in partnership with the California Department of Rehabilitation (DOR) to review, evaluate, and advise the DOR regarding its specific and overall performance and effectiveness. In September of 2010, one of the State Board's staff managers was appointed to California's SRC.

The mission of the SRC, in partnership with the DOR, is to assure that all Californians with disabilities are represented, informed and empowered; receive necessary, sufficient and timely individualized services; and that these services are excellent and lead to meaningful employment.

Governor's Committee on Employment of People with Disabilities

The California Governor's Committee on Employment of People with Disabilities (Governor's Committee), as mandated in the California's Workforce Inclusion Act, (*AB 925, Statutes of 2002, Chapter 1088*), shall consult with and advise the Labor Agency and the California Health and Human Services Agency on issues related to full inclusion in the workforce of persons with disabilities, including the development of a comprehensive strategy. The Governor's Committee provides a forum through which

state departments, boards, councils, local service providers, business leaders, and the disability communities collaborate to develop a comprehensive strategy. Achievement of the goals and actions identified in the comprehensive strategy will result in an increased rate of employment for people with disabilities.

The Governor's Committee consists of appointed and mandated public and private members and receives financial support from EDD. It is mandated to meet quarterly, in conjunction with the California Health Incentives Improvement Project. The work of the Governor's Committee is conducted through its three subcommittees listed below.

- Communications and Outreach Subcommittee
- Education and Employment Subcommittee
- Policy and Planning Subcommittee

State Board representation on the Governor's Committee is required by statute and has been accomplished by both State Board members and staff. Having this representation is crucial to helping policy meet practice in assisting people with disabilities become employed.

25 Percent Rapid Response and Additional Assistance

In PY 2011-12 the state awarded a total of \$44,376,441 in 25 Percent DW funds. Of this amount, \$18,362,853 was awarded by formula to the 49 Local Boards for Rapid Response activities and \$26,013,588 was awarded for Additional Assistance.

A listing of all 25 Percent awardees is in Appendix D.

National Emergency Grants

The California Multi-Sector Workforce Partnership

The Multi-Sector Partnership (Partnership) was formed with the intention of returning thousands of involuntarily unemployed Californians back to the labor force through a combination of career services, occupational training and financial support. Working in collaboration, the Partnership chose to address the 124 dislocation events that took place during the winter of 2010. The result of this collaboration was an award of \$45,080,077 in National Emergency Grant (NEG) funds to the South Bay Workforce

Investment Board (SBWIB) by the DOL in the first half of 2011, with an initial grant allotment of \$18 million.

State-level multi-sector partners include the State Board, the EDD and the California Workforce Association (CWA). Local partners include twenty Local Boards: Anaheim, City of Los Angeles, Richmond, Santa Ana, Contra Costa County, Kings County, Los Angeles County, Merced County, Monterey County, Orange County, the City and County of Sacramento, San Benito County, San Bernardino County, San Joaquin County, San Luis Obispo County, Stanislaus County and the Local Boards governing the Foothill Consortium, Kern/Inyo/Mono Consortium, North Central Counties Consortium, Pacific Gateway Workforce Investment Network and the South Bay Consortium.

During times of economic uncertainty and workforce insecurity, collaboration allows for assessment of the internal and external forces affecting industries, including the identification of similarities and differences between labor markets. Regional collaborations result in industry comparisons that can be communicated in real time to support informed service strategies, positioning of project assets, and reasoned program tactics that take into account the unique aspects of individual communities and shared economies.

Within the first year of this two-year project, the Partnership has already accomplished a great deal. The first year has already seen 73 percent enrollment (1,725 participants) of its original projection of 2,354 participants. The Multi-Sector Workforce Partnership is a shining example of how collaboration across California's workforce sectors can create opportunity and help provide a fully trained and prepared workforce even in times of economic hardship.

NUMMI Regional Plant closure Project

On April 1, 2010 the New United Motor Manufacturing, Inc. (NUMMI) plant closed in Fremont. The Alameda County WIB (ACWIB) was awarded a National Emergency Grant (NEG) due to sunset on September 30, 2012. The NEG provided \$19 million in funds regionally to provide training and support services to help former employees prepare for new jobs.

In the two-and-one-half years since the closure, the regional WIA partners enrolled 4,819 workers in the NEG. 3,941 were employed directly by NUMMI and 878 worked for suppliers or vendors; 2,149 were residents of Alameda County and the remainder are residents of Santa Clara County, San Joaquin County, Stanislaus County, Contra Costa County, and Solano County (the regional WIB partners).

The Trade Adjustment Act (TAA) program co-enrolled 67 percent of the eligible dislocated workers. This represents a historic high for the TAA program in California since the traditional co-enrollment rate is less than 20 percent.

California Multi-Sector Workforce Partnership Success Stories

The Hard Work Continues

EASTBAY WORKS of Contra Costa County

EASTBAY WORKS is a unique joint venture of public entities, non-profit agencies, and private organizations in Alameda and Contra Costa Counties. This venture helps bridge the gap between employee skills and those skills and abilities needed by prospective employers. EASTBAY WORKS is comprised of four One-Stop Career Centers located strategically throughout the county. EASTBAY WORKS has been an active participant in the New United Motor Manufacturing, Inc. (NUMMI) re-employment effort since its inception, co-enrolling over 100 clients through the four county One-Stops. TAA and WIA case managers are working closely to assess and evaluate the NUMMI clients for the appropriate training and services in preparation for successful re-employment. EASTBAY WORKS offers services and workshops on subjects such as: career and academic assessments, job search/networking, interviewing techniques, resume writing, money management, and a variety of other interventions centered on career transitioning and career development.

Currently there are 67 active NUMMI clients. Twenty three participants are enrolled in training services, and 44 are actively searching for employment. Forty one participants have exited the program, with the majority of these workers returning to work. EASTBAY WORKS continues to prove itself as a valuable resource for prospective employers, and to clients seeking to change careers and/or increase their skill and education levels or to re-enter the workforce.

Chapter 5 – Training Investments

In May 2012, EDD released policy guidance implementing the minimum training expenditure requirements of SB 734. In order to apply toward the minimum training expenditure requirement, formula funds and leveraged resources must be expended on WIA adult or dislocated worker participants enrolled in a training activity. Formula funds and leveraged resources spent on WIA core, WIA intensive services, and supportive services are not applied toward the minimum training expenditure requirement.

Training services include:

- Occupational skills training, including training for nontraditional employment
- On-the-job training
- Programs that combine workplace training with related instruction, which may include cooperative education programs
- Training programs operated by the private sector
- Skill upgrading and retraining
- Entrepreneurial training
- Job readiness training
- Adult education and literacy activities provided in combination with one or more of the other training services listed above
- Customized training conducted with a commitment by an employer or group of employers to employ an individual upon successful completion of the training

On the Job Training Success Story

Education, Apprenticeships and Employment Sacramento Employment and Training Agency (SETA)

The SETA has been able to develop successful partnerships with private sector employers to create jobs through a wage subsidy program called On-the-Job training. The program offers employers a 50 percent wage reimbursement for hiring employees and training them for a maximum of six months in a new job. Successful partnerships with employers in the “Green” industry have been developed. These partnerships have provided many job seekers training and hands-on work experience for occupations in building performance, energy efficiency and green building. Equally important is the fact that public and private sectors have proven they can successfully work together to improve the workforce.

Through its partnership with the SETA, Beutler Air Conditioning and Plumbing has been able to take advantage of the wage subsidy program and retrain 58 employees to perform new highly-skilled “Green-

work.” The total employee count is now over 390, with an increase of over 100 jobs. “This success was possible because of a unique partnering of hard working and a forward-looking government agency and an entrepreneurial business that just wouldn’t accept failure as an option,” says Rick Wylie, Beutler Corporation President and CEO.

The SETA also collaborated with the Sacramento Area Electrical Apprenticeship program, jointly operated by the International Brotherhood of Electrical Workers (IBEW) and the National Electrical Contractors Association (NECA). This program provides training on the installation of new equipment. Over 64 electricians were trained and 20 unemployed electricians were placed into employment. SETA’s partnership with the community colleges in the area gave them the opportunity to maximize the program by contracting directly with the colleges to develop the Green Building and Clean Energy Pre-Apprenticeship Training program. This program is a collaboration between the Cosumnes River College, American River College and the Sacramento Municipal Utilities District (SMUD).

Elmont Place, a graduate of American River College’s pre-apprenticeship program, attributes his success to the enthusiasm and support from his instructors. “I learned a lot here, and it has inspired me to open my own business.”

Career Technical Education Success Story

Machinists for Hire

San Bernardino County

The San Bernardino County Workforce Investment Board (SBCWIB) is working with displaced and under-skilled workers to close the skills gap between employers’ needs and the available workforce. Through a program called Technical Education Training, Inc. (TET), San Bernardino County is creating training and employment opportunities for workers in the skilled machinist sector. Creating a space for local workers in this sector has a multi-faceted outcome: the first is the obvious reduction of the 12 percent unemployment rate in San Bernardino County, and the second is that the local recruitment contributes to the local and state economies. This program was initiated through the donation of machine equipment and office furniture, valued at approximately \$600,000, from a local high school program.

Local employers were struggling to find skilled machinists in San Bernardino County. Although there was an abundance of workers, there was a shortage of candidates with skilled machinist experience. Companies were forced to look to other states and even other countries to fill their vacancies; one business had to recruit talent from as far away as Switzerland.

The TET was created to train local residents in machining processes that use state-of-the-art Computerized Numerical Control (CNC) systems. TET contacted the SBCWIB for assistance in recruiting individuals and funding the first class. After approval of the core training content, required industry recognized credentials upon training completion, and technical and program development guidance, the SBCWIB utilized local funds to pay for the first class. They also partnered with the County of San Bernardino Transitional Assistance Department to train individuals receiving public assistance for new careers in machining. Employers hired students at class completion and have continued to utilize this program to hire entry-level CNC machinists.

The program is continuing to offer training and placement through partnerships with employers, local school districts, WIA-funded partners, and other county agencies. Training has been successful in meeting the needs of local employers by narrowing the skills gaps of the local workforce. The TET program has proven to be a success as a retraining tool for the workforce. Collaborative relationships between the SBCWIB, the employer community and the school board has helped to foster a program that works toward the goal of providing entry-level positions for students finishing the program.

The first three classes of program participants that completed the training course resulted in a 75 percent employment placement rate. This program is unique due to the fact that businesses also bring machining jobs to the school, allowing the students to put their skills to work in a real-world environment. Students that have completed the program but need additional training can work on other machining jobs while earning needed income.

The CNC training program has proved to be a great model of self-sufficiency by preparing students to step into jobs immediately after program completion. Employers also work with the TET and the SBCWIB for additional training to bring employees to higher skill levels, eliminating the need for out-of-area and international recruitment.

Employment Training Panel Success Story

A Joint Venture

Southeast Los Angeles County

The Southeast Los Angeles County Workforce Investment Board (SELACO) and the California Employment Training Panel (ETP) have enjoyed a successful partnership since 1997. Working as a Multiple Employer Contractor to the ETP, SELACO's Business Services department has trained more than 14,000 frontline workers and supervisors, enhancing their skills, knowledge, and abilities to better prepare workers to compete with out of state and overseas competition.

During the 2011/2012 year SELACO trained 544 qualified employees in the areas of frontline supervision, lean manufacturing, vocational English with continuous process improvement, leadership, and intermediate/advanced computer skills. SELACO has ensured employees' time away from work to attend trainings is a worthwhile and beneficial endeavor for both the employee and employer. Their efforts have provided training that not only enhances the employee for their own advancement, but provides skills and information that can be taken back to the employees' place of business and put into practice, benefitting the company as a whole. Participating employers know that although there is generally no charge for the training once all the requisite criteria have been met, there is still an inherent cost to take workers off of production to participate in trainings. Great care is exercised by SELACO to insure the classes are of such value they will offset the costs of lost productivity.

Employers in the manufacturing, logistics/goods transportation, biomedical, software, and publishing industries have benefitted from their participation in this state-funded partnership with SELACO. They have learned that the customized training, suited to their specific need, can be used to leverage and maximize their limited training budgets.

Chapter 6 – Policy Development

Special Committee on Issues and Policy

The Special Committee on Issues and Policies (IPSC) was established on September 22, 2009. The IPSC's continuing mission is to provide advice, counsel and recommendations to the State Board that improve the ability of the Local Boards to provide world-class services to constituents, and to provide the State Board with overall strategic identifications and recommendations on the most critical priorities.

Over the past year, the IPSC has been involved with state and local partners in developing new criteria to meet the SB 698 statutory requirement to certify high performing Local Boards. This effort has resulted in a comprehensive revision of strategic planning guidance issued to Local Boards, initiation of efforts to develop clear definitions for terminology used in the State Plan, such as quality services and the identification of additional performance measures specific to California for evaluating the efficiency and effectiveness of WIA-funded programs and activities. These efforts, once implemented, will help to effectively measure California's One-Stop system progress in achieving the State Plan goals and actions.

The IPSC continued its work on the development of a unifying brand for the One-Stop system. Initially approved by the State Board in November, 2011, this brand would represent a method of linking the variety of service points across the state under a single identifier, versus the use of over 60 locally developed names and system brands. In June, 2012, the DOL issued guidance to states implementing its own initiative to brand the national workforce system. The IPSC has continued its focus and the implementation will include the development and launch of a web-based portal that will act as a single source of workforce information for customers, stakeholders and business services. It will also assist in state level communication to businesses and customers.

Finally, the IPSC has begun a revision of the State Board's policies for the administration of the WIA required Eligible Training Provider List (ETPL). This effort will include adding approved apprenticeship training programs to the ETPL and implementation of subsequent eligibility criteria to ensure that the ETPL contains programs that have consistently achieved specific standards of performance.

Chapter 7 – Approved Waivers

DOL approved the following waivers for California for PY 2011-12:

Waiver to increase the allowable transfer amount between Adult and Dislocated Worker funding streams allocated to a local workforce investment area (local area).

The state was granted a waiver to permit an increase in the amount the state is allowed to transfer between the Adult and Dislocated Worker funding. Transfer authority is limited to 50 percent.

This waiver continued to provide needed flexibility to Local Boards to respond to changes in their local labor markets and will help ensure that WIA funds are used in a way that maximizes customer service and other demand-driven needs of the business community. The need for this waiver was critical, given the current economic shifts occurring in our state.

Waiver to permit the state to use the common measures.

The state was granted a waiver to use the common measures in lieu of the seventeen specified performance measures. There are only nine common measures.

Waiver of the required 50 percent employer contribution for customized training.

The state was granted a waiver of the required 50 percent employer contribution for customized training to permit the use of a sliding scale for the employer contribution based on the size of the business. The following sliding scaled was permitted: 1) no less than 10 percent match for employers with 50 or fewer employees, and 2) no less than 25 percent match for employers with 51 – 250 employees. For employers with more than 250 employees, the current 50 percent match is required.

This waiver continued to provide a valuable tool to Local Boards in their support of California's small businesses and their employees. The sliding scale for employer match provides the necessary flexibility for small businesses to participate in the WIA customized training program, thereby increasing participation and employment rates for skilled job seekers. Employers benefited from the waiver by having a labor pool with the marketable skills they require.

Waiver of the time limit on the period of initial eligibility for training providers.

The state was granted a waiver to postpone determination of subsequent eligibility of training providers. The state was also allowed to provide an opportunity for training providers to re-enroll and be considered enrolled as initially eligible providers.

Waiver to permit a portion of the funds reserved for rapid response activities to be used for incumbent worker training.

The state was granted a waiver permitting the use of up to 20 percent of rapid response funds for incumbent worker training, only as part of a layoff aversion strategy. All training delivered under this waiver was restricted to skill attainment activities.

This waiver provided a positive effect to businesses by reducing the risk of layoff or closure because workers are not current with new skills and technologies. It also stimulated new, lower-skill positions and created openings in positions vacated by incumbent workers who receive skills upgrade training. The training provided to individuals made them more valuable to current and future employers. This waiver increases the role of Local Boards as workforce intermediaries and the role of businesses in the workforce development system.

Waiver to increase the employer reimbursement for on-the-job training.

The state was granted a waiver to permit an increase in employer reimbursement for on-the-job training through a sliding scale based upon the size of the business. The following reimbursement amounts will be permitted: 1) up to 90 percent for employers with 50 or fewer employees; and 2) up to 75 percent for employers with 51 to 250 employees. For employers with more than 250 employees, the 50 percent reimbursement will continue to apply.

The waiver allowed the state to encourage and expand the hiring of unemployed Adult and DWs who lack some of the skills needed to meet an employer's needs. It provided them with opportunities to add new skill sets and learn new technologies while working and earn wages to support themselves and their families.

Waiver to permit local areas to use a portion of local funds for incumbent worker training.

This waiver allowed Local Boards to use up to 10 percent of local DW funds and up to 10 percent of Adult funds for incumbent worker training, only as part of a lay-off aversion strategy, allowing them to respond better to local economic changes and serving employers and their employees who require training. During the national economic downturn, the Local Boards needed this flexibility to assist employers in retaining employees and to provide incumbent workers the opportunity to gain necessary skills to maintain employment.

This waiver also allowed the Local Boards to more effectively market incumbent worker training to the private sector, thus expanding partnerships with employers in growth and demand industries.

This waiver reduced the layoff potential of employees needing skill upgrades and allowed employers to create opportunities for new workers to take the place of existing workers who have moved up the career ladder.

Waiver on the use of Individual Training Accounts (ITAs) for older and out-of-school youth.

The state was granted a waiver permitting the use of ITAs for older youth and out-of-school youth program participants. The state continued to make the ten youth program elements available and ensure that funds used for ITAs are tracked and reflected in the individual service strategies for these youth.

This waiver helped to maximize the service capacity of the One-Stops by allowing the use of Youth funds to serve older youth, who are focused on employment. Older youth were allowed the same advantage of ITAs, as Adult and DWs. Without this waiver, the workforce system would be forced to co-enroll older youth in the adult and dislocated worker programs to provide training opportunities through the use of ITAs. This waiver streamlined customer service and avoided the need for an unnecessarily bureaucratic process.

Waiver of performance measures for WIA Youth participants in summer youth employment activities and co-enrolled in Temporary Assistance for Needy Families (TANF) program.

The state was granted a waiver permitting the use of the work readiness indicator only for youth co-enrolled in the WIA Youth and TANF programs and are participating in subsidized summer youth employment activities.

Waiver to provide program design flexibility in serving youth participants in summer youth employment activities and co-enrolled in TANF and WIA programs.

The state was granted a waiver to provide program design flexibility in serving WIA Youth who participate in TANF-subsidized summer youth employment activities and are co-enrolled in WIA Youth programs. Specifically, the requirement to provide a minimum of 12 months of follow-up services was waived. The requirement to provide an objective assessment and individual service strategy was also waived.

Appendix A

Regional Industry Clusters of Opportunity Awardees

Each of the successful applicants received \$200,000 of Recovery Act funding and those applicants that focus activities on Alternative and Renewable Fuel and Advanced Vehicle Technologies received AB 118 funding up to \$50,000. These grants ended June 30, 2012.

The ten entities receiving Regional Industry Clusters of Opportunity grants include:

Applicant Name	Region (Counties)	Recovery Act Amount	AB 118 Amount	Total Award
Fresno County Workforce Investment Board	Amador, Calaveras, Fresno, Kern, Kings, Inyo, Madera, Mariposa, Merced, Mono, San Joaquin, Stanislaus, Tuolumne	\$200,000	\$0	\$200,000
Humboldt County Workforce Investment Board	Del Norte, Humboldt, Mendocino, Siskiyou, Trinity	\$200,000	\$0	\$200,000
Northern Rural Training and Employment Consortium	Butte, Del Oro, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity	\$200,000	\$49,000	\$249,000
North Valley Job Training Consortium (NOVA)	Santa Clara, San Mateo	\$200,000	\$0	\$200,000
Pacific Gateway Workforce Investment Board	Los Angeles, Orange, Ventura	\$200,000	\$49,987	\$249,987
Sacramento Employment Training Agency	El Dorado, Sacramento, Sutter,	\$200,000	\$0	\$200,000

	Yolo, Yuba			
San Bernardino County	Riverside, San Bernardino	\$200,000	\$49,000	\$249,000
San Diego Workforce Partnership	San Diego	\$200,000	\$0	\$200,000
Santa Barbara Workforce Investment Board	San Luis Obispo, Santa Barbara, Ventura	\$200,000	\$50,000	\$250,000
Workforce Investment Board of Contra Costa	Alameda, Contra Costa, Solano	\$200,000	\$0	\$200,000
Totals		\$2,000,000	\$197,987	\$2,197,987

State Energy Sector Partnership Grantees

Each of the successful applicants received \$900,000 of Recovery Act funding in 2010. These grants will end June 30, 2013.

The six entities receiving State Energy Sector Partnership grants include:

Applicant Name	Region (Counties)	Award Amount
Alameda County Workforce Investment Board		\$900,000
Los Angeles City Workforce Investment Board		\$900,000
Northern Rural Training and Employment Consortium	Butte, Del Oro, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity	\$900,000
Sacramento Employment Training Agency	El Dorado, Sacramento, Sutter, Yolo, Yuba	\$900,000
San Diego Workforce Partnership	Los Angeles, Orange, Ventura	\$900,000
Stanislaus Valley Alliance	San Joaquin, Stanislaus, Merced,	\$900,000

	Kern, Inyo Mono, Tulare, Fresno	
Total		\$5,400,000

Appendix B

Veterans' Employment-Related Assistance Program (VEAP) PY 2011/12 Award List and Project Summaries

On June 1, 2012, \$5 million of Workforce Investment Act Governor's Discretionary 15 Percent funds and 25 Percent Dislocated Worker Additional Assistance funds were awarded to ten organizations under the VEAP PY 2011/12 Solicitation for Proposals. Project descriptions, award amount, and contact information are listed below.

Applicant Name	County	WIA 15 Percent Amount	WIA 25 Percent Amount	Total Award Amount
Asian American Drug Abuse Program, Inc.	Los Angeles	\$300,000	\$200,000	\$500,000
Inter-City Services, Inc.	Alameda	\$300,000	\$200,000	\$500,000
Jewish Vocational Service, Los Angeles	Los Angeles	\$300,000	\$200,000	\$500,000
North Central Counties Consortium	Sutter	\$300,000	\$200,000	\$500,000
Orange County Workforce Investment Board	Orange	\$300,000	\$200,000	\$500,000
Playa Vista Job Opportunities and Business Services	Los Angeles	\$300,000	\$200,000	\$500,000
Sacramento Employment and Training Agency	Sacramento	\$300,000	\$200,000	\$500,000
Swords to Plowshares	San Francisco	\$300,000	\$200,000	\$500,000
United States Veterans Initiative—Long Beach	Los Angeles	\$300,000	\$200,000	\$500,000
Vietnam Veterans of	San Diego	\$300,000	\$200,000	\$500,000

San Diego				
	Total	\$3,000,000	\$2,000,000	\$5,000,000

Appendix C

Project New Start Grantees

Local Board	Total Allotment	Total Expenditures	Total Obligations
Alameda	\$101,621.00	\$73,304.20	\$101,619.20
Anaheim	\$187,684.00	\$125,103.41	\$168,113.41
Foothill	\$103,466.00	\$21,404.00	\$21,404.00
Fresno	\$267,250.00	\$170,732.24	\$267,250.00
Los Angeles City	\$724,596.00	\$230,346.11	\$662,419.70
Los Angeles County	\$722,934.00	\$239,619.00	\$722,934.00
Pacific Gateway	\$271,736.00	\$166,851.84	\$166,851.84
Madera	\$43,740.00	\$30,033.03	\$33,694.10
Monterey	\$54,476.00	\$38,232.87	\$38,232.87
NOVA	\$105,561.00	\$65,858.96	\$72,518.96
Oakland	\$178,874.00	N/A	N/A
Orange	\$109,772.00	\$85,032.50	\$109,772.00
Riverside	\$474,639.00	\$222,154.02	\$265,950.02
Sacramento	\$370,232.00	\$370,232.00	\$370,232.00
Santa Ana	\$113,985.00	\$54,871.00	\$113,985.00
San Bernardino City	\$311,397.00	\$182,228.88	\$284,716.81
San Bernardino County	\$283,602.00	\$283,602.00	\$283,602.00
South Bay	\$270,478.00	\$120,664.14	\$257,707.79
San Diego	\$234,564.00	\$181,435.34	\$207,759.29
San Francisco	\$65,758.00	-	-
San Joaquin	\$96,555.00	\$32,025.00	\$47,641.00
Solano	\$103,460.00	\$82,525.00	\$82,590.00
Stanislaus	\$73,941.00	\$73,941.00	\$73,941.00
Verdugo	\$159,071.00	\$159,071.00	\$159,071.00
Subtotal	\$5,429,392.00	\$3,009,267.54	\$4,512,005.99

Appendix D

PY 2011-12 25 Percent Rapid Response Formula Allocations

Subgrantee	Total Allocation
Alameda County	\$983,660.00
Anaheim City	\$229,988.00
California Labor Federation	\$725,347.00
Contra Costa County	\$619,742.00
Foothill Employment and Training Consortium	\$199,502.00
Fresno County	\$489,984.00
Golden Sierra Consortium	\$330,995.00
Humboldt County	\$121,736.00
Imperial County	\$113,220.00
Kern/Inyo/Mono Consortium	\$381,038.00
Kings County	\$153,882.00
Los Angeles City	\$1,090,362.00
Los Angeles County	\$1,064,190.00
City of Long Beach dba Pacific Gateway Workforce Investment Network	\$244,369.00
Madera County	\$128,176.00
Marin County	\$147,877.00
Mendocino County	\$128,032.00
Merced County Department of Workforce Investment	\$146,280.00
Mother Lode Consortium	\$263,364.00
Monterey County	\$232,361.00
Napa County	\$201,184.00
North Central Counties Consortium	\$373,286.00
No. CA Indian Development Council (NCIDC) Rapid Response 11/12	\$123,815.00
Northern Rural Training and Employment Consortium	\$787,941.00
Northern Valley Job Training Consortium	\$838,877.00
Oakland City	\$277,731.00
Orange County	\$639,467.00
Richmond City	\$108,906.00
Riverside County Economic Development Agency	\$322,310.00
Sacramento Employment Training Agency	\$978,340.00
Santa Ana City	\$225,167.00

Santa Barbara County	\$161,250.00
San Benito County	\$195,188.00
San Bernardino City	\$117,247.00
County of San Bernardino Workforce Development Department	\$673,473.00
South Bay Workforce Investment Board	\$342,298.00
Santa Cruz County	\$184,690.00
San Diego Workforce Partnership	\$862,866.00
SELACO Workforce Investment Board	\$136,948.00
San Francisco Department of Economic & Workforce Development	\$315,089.00
San Joaquin County	\$259,612.00
San Jose/Silicon Valley	\$452,452.00
San Luis Obispo County	\$125,300.00
San Mateo County	\$420,466.00
Solano County	\$175,631.00
Sonoma County	\$172,521.00
Stanislaus County	\$190,424.00
Tulare County	\$211,438.00
Verdugo Consortium	\$290,075.00
Ventura County	\$251,415.00
Yolo County	\$153,341.00
Rapid Response by Application Total	\$18,362,849.00

PY 2011-12 25 Percent Additional Assistance Awards

Subgrantee	Project Name	Total Allocation
Asian American Drug Abuse Program (AADAP)*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
Alameda County	New United Motor Manufacturing, Incorporated (NUMMI) Bridge Project	\$500,000.00
Inter-City Services, Incorporated*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
Jewish Vocational Service Los Angeles*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
United States Veteran Initiative- Inglewood*	Veterans' Employment Assistance Program 2011/12	\$200,000.00

La Cooperativa Campesina de California	Agricultural Industry Dislocated Worker Project	\$6,400,000.00
Madera County	Dislocated Worker Training and Employment Project	\$800,000.00
Mendocino County	Multi-Close 2011	\$781,000.00
Mother Lode Consortium	Dislocated Worker Training for 2011/2012	\$800,000.00
Monterey County*	Manufacturing/Banking Dislocated Worker	\$999,847.00
North Central Counties Consortium	Support Training and Reemployment Relocation Services	\$995,000.00
North Central Counties Consortium*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
NoRTEC	Multiple Closures, Layoffs, and Unemployment Services IX	\$2,750,000.00
Northern Valley Job Training Consortium	Silicon Valley Increased Dislocation	\$2,898,500.00
Orange County*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
Playa Vista Job Opportunities and Business Services*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
Sacramento Employment Training Agency*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
South Bay Workforce Investment Board	New Horizon	\$814,000.00
San Joaquin County	Additional Assistance - Dislocated Worker Project	\$986,211.00
San Jose/Silicon Valley	Cisco Systems Layoffs	\$3,002,730.00
San Mateo County	Multi-Industry Supplemental Support	\$995,920.00
Solano County	SCIF Reemployment	\$340,380.00
Swords to Plowshares*	Veterans' Employment Assistance Program 2011/12	\$200,000.00
Tulare County	Additional Assistance Project	\$950,000.00
Vietnam Veterans of San Diego*	Veterans' Employment Assistance Program 2011/12	\$200,000.00

Additional Assistance Projects Total	\$26,012,958.00
Grant Total PY 2011-12 25% Funded Projects	\$44,375,807.00

Appendix E

Local Workforce Investment Boards

Alameda County WIB

Director: Nick Schultz
24100 Amador St., 6th Floor
Hayward, CA 94544
Phone: 510-259-3844; Fax: 510-259-3845
Web: www.acwib.org

Anaheim WIB

Director: Ruben Aceves
290 S. Anaheim Blvd., Suite 102
Anaheim, CA 92805
Phone: 714-765-4342; Fax: 714-765-4363
Web: www.anaheimjobs.com

Contra Costa County WIB

Director: Stephen Baiter
300 Ellinwood Way, 3rd Floor
Pleasant Hill, CA 94523
Phone: 925-602-6800; Fax: 925-602-6802
Web: www.wdbccc.com

Foothill WIB

Director: Phillip Dunn
1207 East Green Street
Pasadena, CA 91106
Phone: 626-584-8395; Fax: 626-584-8375
Web: www.fwibworks.org

Fresno WIB

Director: Blake Konczal
2125 Kern Street, Suite 208
Fresno, CA 93721
Phone: 559-490-7100; Fax: 559-490-7199
Web: www.workforce-connection.com

Golden Sierra WIB

Director: Jason Buckingham
1919 Grass Valley Hwy., Suite 100
Auburn, CA 95603
Phone: 530-823-4635; Fax: 530-885-5579
Web: www.goldensierrawib.com

Humboldt County WIB

Director: Jacqueline Debets 520 E Street
Eureka, CA 95501
Phone: 707-445-7745; Fax: 707-445-7219
Web: www.humboldtwib.com

Imperial County Employment & Training

Interim Director: Frank Marquez
2695 S. 4th Street, Bldg. D
El Centro, CA 92243
Phone: 760-337-5036; Fax: 760-353-6594
Web: www.ivworkforce.com

Kern, Inyo, Mono WIB

Director: Verna Lewis
1600 E. Belle Terrace
Bakersfield, CA 93307
Phone: 661-324-9675; Fax: 661-336-6855
Web: www.etronline.com

Kings County Job Training Office

Director: John Lehn
124 North Irwin Street
Hanford, CA 93230
Phone: 559-585-3532; Fax: 559-585-7395
Web: www.kingsworkforce.org

City of Los Angeles WIB

Director: Gregg Irish
1200 West 7th Street, 6th Floor
Los Angeles, CA 90017
Phone: 213-744-7122; Fax: 213-744-9398
Web: www.wib.lacity.org

Los Angeles County WIB

Director: Richard Verches
3175 West Sixth Street
Los Angeles, CA 90020-1708
Phone: 213-738-2597; Fax: 213-487-0379
Web: www.worksourcecalifornia.com

Madera County WIB

Director: Elaine Craig
441 E. Yosemite Avenue
Madera, CA 93638
Phone: 559-662-4589; Fax: 559-673-1794
Web: www.maderawac.org

Marin County WIB

Director: Racy Ming
120 N. Redwood Drive
Marin, CA 94903
Phone: 415-473-3315; Fax: 415-473-3333
Web: www.marinemployment.org

Mendocino County WIB

Director: Debra Donelson
631 South Orchard Avenue
Ukiah, CA 95482
Phone: 707-467-5590; Fax: 707-467-5592
Web: www.mendowib.org

Merced WIB

Director: Robert Morris
1880 Wardrobe Avenue
Merced, CA 95341-6407
Phone: 209-724-2000; Fax: 209-725-3592
Web: www.co.merced.ca.us

Monterey County WIB

Director: Jim Cook
P.O. Box 2135
Salinas, CA 93902
Phone: 831-759-6644; Fax: 831-796-3512
Web: www.montereycountwib.org

Mother Lode Workforce Investment Board

Director: Jeff Dickason
19890 Cedar Road North
Sonora, CA 95370
Phone: 209-533-3396; Fax: 209-533-1079
Web: www.motherlodejobconnection.org

Napa Valley WIB

Director: Bruce Wilson
650 Imperial Way, Suite 101
Napa, CA 94558
Phone: 707-253-4697; Fax: 707-253-4693
Web: www.napaworkforce.org

North Central Counties Consortium (NCCC)

Interim Director: Nancy Crooks
422 Century Park Drive, Suite B
Yuba City, CA 95991
Phone: 530-822-7145; Fax: 530-822-7150
Web: www.northcentralcounties.org

North Valley Job Training Consortium (NOVA)

Director: Kris Stadelman
505 West Olive Ave., Suite 550
Sunnyvale, CA 94086
Phone: 408-730-7232; Fax: 408-730-7643
Web: www.novaworks.org

Oakland Workforce Investment Board

Director: John R. Bailey
250 Frank H. Ogawa Plaza, 3rd Floor
Oakland, CA 94612
Phone: 510-238-7581; Fax: 510-238-4731
Web: www.oaklandnet.com

Pacific Gateway Workforce Investment Board

Director: David Gonzalez
3447 Atlantic Avenue
Long Beach, CA 90807
Phone: 562-570-3650; Fax: 562-570-3704
Web: www.pacific-gateway.org

Riverside County WIB

Director: Felicia Flournoy
1325 Spruce Street
Riverside, CA 92507
Phone: 951-955-3133; Fax: 866-748-2627
Web: www.rivcojobs.com

San Benito County WIB

Director: Enrique Arreola
1111 San Felipe Road, Suite 108
Hollister, CA 95023
Phone: 831-637-9293; Fax: 831-637-0996
Web: www.sbcjobs.org

Northern Rural Training and Employment Consortium (NORTEC)

Director: Stewart Knox
525 Wall Street
Chico, CA 95928
Phone: 530-892-9600; Fax: 530-892-9609
Web: www.nortec.org

Orange County WIB

Director: Andrew Munoz
1300 S. Grand Blvd, Building B, 3rd Floor
Santa Ana, CA 92705
Phone: 714-567-7370; Fax: 714-834-7132
Web: www.ocwib.org

Richmond Works

Director: Sal Vaca
330 25th Street
Richmond, CA 94804
Phone: 510-307-8014 x8006;
Fax: 510-307-8061
Web: www.richmondworks.org

Sacramento Works WIB

Director: Kathy Kossick
925 Del Paso Blvd.
Sacramento, CA 95815
Phone: 916-263-3800; Fax: 916-263-3825
Web: www.seta.net

City of San Bernardino WIB

Director: Ernest Dowdy
600 North Arrowhead Ave., Suite 300
San Bernardino, CA 92401
Phone: 909-888-7881; Fax: 909-889-7833
Web: www.usworks.com/sbeta

San Bernardino County WIB
Director: Sandy Harmsen
215 N. D Street, Suite 301
San Bernardino, CA 92415-0046
Phone: 909-387-9862; Fax: 909-387-9870
Web: www.csb-win.org

San Francisco WIB
Director: Rhonda Simmons
50 Van Ness Avenue
San Francisco, CA 94102
Phone: 415-581-2335; Fax: 415-554-6018
Web: www.oewd.org

San Luis Obispo County WIB
Director: Vacant
3433 S. Higuera Street
San Luis Obispo, CA 93401
Phone: 805-748-6938; Fax: 805-781-1833
Web: www.sloworkforce.com

Santa Ana WIB
Director: Linda Oberman
20 Civic Center Plaza
Santa Ana, CA 92701
Phone: 714-565-2600; Fax: 714-565-2602
Web: www.santaanawib.com

Santa Cruz County WIB
Director: David Mirrione
1000 Emeline Avenue
Santa Cruz, CA 95060
Phone: 831-454-4584; Fax: 831-454-7540
Web: www.santacruzwb.com

San Diego Workforce Partnership, Inc.
Director: Peter Callstrom
3910 University Ave., Suite 400
San Diego, CA 92105
Phone: 619-228-2900; Fax: 619-238-3544
Web: www.sandiegowork.com

San Joaquin WIB
Director: John Solis
56 South Lincoln Street
Stockton, CA 95206
Phone: 209-468-3500; Fax: 209-462-9063
Web: www.sjcworknet.org

San Mateo WIB
Director: Bryan Rogers
260 Harbor Blvd.
Belmont, CA 94002
Phone: 650-802-5181; Fax: 650-802-5173
Web: www.peninsulaworks.org

Santa Barbara County WIB
Director: Raymond L. McDonald
260 North San Antonio Road
Santa Barbara, CA 93110
Phone: 805-681-4453; Fax: 805-681-4674
Web: www.workforceresource.com

Silicon Valley WIN- Work 2 Future
Director: Jeff Ruster
5730 Chambertin Drive
San Jose, CA 95126
Phone: 408-794-1100 ; Fax: 408-730-7643
Web: www.work2future.biz

Solano County WIB

Director: Robert Bloom
320 Campus Lane # A
Fairfield, CA 94534
Phone: 707-864-3370; Fax: 707-864-3386
Web: www.solanowib.org

Sonoma County WIB

Director: Karen Fies
2227 Capricorn Way, Suite 207
Santa Rosa, CA 95407
Phone: (707) 565-8501; Fax: (707) 565-8502
Web: www.sonomawib.org

South Bay WIB

Director: Jan Vogel
11539 Hawthorne Blvd., Suite 500
Hawthorne, CA 90250
Phone: 310-970-7700; Fax: 310-970-7711
Web: www.sbwib.org

South East Los Angeles County WIB

Director: Ron Crossley
10900 E. 183rd St., Suite 350
Cerritos, CA 90703
Phone: 562-402-9336; Fax: 562-860-4457
Web: www.selaco.com

Stanislaus County Alliance Worknet

Director: Jeff Rowe
P.O. Box 3389, 251 E. Hackett Road
Modesto, CA 95353-3389
Phone: 209-558-2113; Fax: 209-558-2164
Web: www.allianceworknet.com

Tulare County WIB, Inc.

Director: Adam Peck
4025 W. Noble Ave., Suite A
Visalia, CA 93277
Phone: 559-713-5200; Fax: 559-713-5263
Web: www.tularewib.org

Ventura County WIB

Director: Cheryl Moore
855 Partridge Drive, Third Floor
Ventura, CA 93003
Phone: 805-477-5342; Fax: 805-477-5385
Web: www.wib.ventura.org

Verdugo WIB

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Recommendation

The California Workforce Investment Board (State Board) approve the brand as recommended by the Executive Committee.

Issue

What name should the State Board adopt for the statewide “brand” of the workforce investment system?

Background

A workgroup was formed in 2009 to increase awareness and access to One-Stop Centers throughout the State. It was recognized that 62 different names were being used in local areas, which prevented recognition of the system and/or successful outreach and education efforts.

Surveys were commissioned to determine the level of recognition of this employment and training system by both the business community and the consumer. The survey revealed that amongst employers, 81.5 percent did not know the name and a slightly smaller number were not aware of the business services available. Over half of the respondents expressed interest in obtaining the services of the One-Stop Center. These percentages were closely repeated in the public portion of the survey.

The State Board assigned the Issues and Policy Committee (IPC) the task of developing a recommended brand/logo along with an outreach strategy time table, which was presented to the State Board in November 2011.

Since that time the DOLETA issued TEGL 36-11 dated June 14, 2012. This TEGL announced the “American Job Center Network” as a national brand for of the WIA system. At this time the use of the brand announced in the TEGL is encouraged, though not required.

In June and July of this year, Employment Development Department (EDD) and State Board staff met with both DOL national and regional representatives that resulted in some modification to the national brand but did not address all the concerns expressed by EDD and the State Board.

It is necessary for the State Board to address this e issue as some local areas are already moving to incorporate the national brand into their operations. CWIB and EDD leadership propose the following alternatives for adopting a state brand that incorporates that national brand.

Alternative 1: Adopt National Brand



Note: DOL has agreed to capitalize American and allow states to include state name if desired since the development of the above logo.

Pros:

- Complies with guidance provided by the DOLETA.
- If and when the national brand becomes mandatory, California would already be in compliance.

Cons:

- Use of the term “American” is exclusive, not inclusive. It could be perceived that immigrants, though they have the right to work in this country cannot use the services of the one-stop center.

Alternative 2: Adopt alternative to national brand.



Pros:

- The term “America’s” is an inclusive term which does not exclude or discriminate against immigrants who have the right to work in this country.
- It is visually consistent with the national brand.
- It supports the national effort to brand employment services across the nation while at the same time reaping the benefits of any national outreach and education efforts.

Cons:

- Does not comply in total with the guidance of the DOLETA.

Recommendation

Adopt Alternative 2. It communicates that other than just American citizens are welcomed at the One-Stop Centers as the recommended national brand is advisory only.

RECOMMENDATION:

The California Workforce Investment Board (State Board) approve the meeting calendar as recommended by the Executive Committee.

The State Board is required to provide advice and recommendations to the Governor on topics outlined in the WIA and California Code.

To ensure it can meet those commitments, in coordination with the Chair of the State Board, the following meeting dates are submitted for approval.

- Wednesday February 13, 2013
- Wednesday May 15, 2013
- Tuesday August 13, 2013
- Tuesday November 12, 2013
- Tuesday February 11, 2014
- Tuesday May 13, 2014
- Tuesday August 12, 2014