



**Special Committee on
Accountability in Workforce Investments**



MEETING NOTICE

Lawrence Gotlieb
Chair

Christine Essel
Vice Chair

**East End Complex
1500 Capital Mall,
Conference Room 72-165
Sacramento, CA**

Arnold Schwarzenegger
Governor

Brian McMahon
Executive Director

**Thursday, March 23, 2006
10:00 AM – 12:30 PM**

Agenda

- 1. Welcome and Opening Remarks**
 - **Kirk Lindsey, Chair**
- 2. Action: Approval of January 25, 2006 Meeting Summary**
- 3. Updates:**
 - **One Stop Career Center Cost Study**
 - **One Stop Certification Process**
- 4. Discussion Item: Briefing on Work of Special Committees**
 - **Business and Industry – Teresa Gonzales**
 - **Targeting Resources – Daniel Patterson/John Bohart**
 - **Lifelong Learning – David Militzer/John Bohart**
- 5. Discussion Item: Committee Short- and Long-Term Goals**
- 6. Public Comment**
- 7. Next Steps**
- 8. Other Business that May Come Before the Committee**

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 Special Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Special 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.calwia.org> or contact Ray York at (916) 324-3369 for additional information.

California Workforce Investment Board
Special Committee Meeting
Accountability in Workforce Investments Committee

Date: January 25, 2006
Place: South Bay Workforce Investment Board
11539 Hawthorne Blvd., 5th Floor
Hawthorne, CA
Time: 10:00 AM to 2:00 PM

Meeting Summary

Members in Attendance:
Kirk Lindsey, Chair
Gerry Dunn
James Shelby
Jan Vogel
Cynthia Amador
Gayle Pacheco

1. Welcome and Opening Remarks

Mr. Lindsey commenced the fourth (4th) meeting of the committee at 10:12 a.m. He thanked host, Jan Vogel and the South Bay WIB for their hospitality. He reviewed the agenda for clarification of items to be discussed and acted upon today.

2. Action: Approval of November 10, 2005 Meeting Summary

Mr. Lindsey called for approval of November 10, 2005 Meeting Summary. Motion was made and the Summary of the November 10, 2005 meeting was unanimously approved.

3. Updates:

• **Adult Education and the One-Stop System Partnership Study**

Ray York, Committee Staff Lead, spoke to the history of this proposed Study. Issues developed at the time of the survey's release (early Dec. 2005) at California Department of Education (CDE), Adult Education Division. CDE advised CWIB Executive Director, Brian McMahon not to move forward with the jointly developed survey. Mr. York indicated that Pat Ainsworth, CDE Adult Education Program Chief, wrote a letter to Mr. McMahon, informing him of CDE's concerns and offered to work with the committee using the CDE Adult Education Programs database for answers to survey questions. The letter also stated that the Adult Basic Education program does an annual survey of all Adult Education providers in California and could add 2-3 questions in their annual survey for this committee's use.

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Mr. Lindsey had concerns with the actions of staff from CDE's Adult Education. There was discussion among the committee on this concern. Members expressed their thoughts and asked the following questions:

"Is this the best way to proceed?"

"Will results be worth the effort knowing the Adult Education will not be involved in the survey?"

Mr. York responded that the survey was intended to go out prior to the full EDD One-Stop Career Center system survey; which was released in December, 2005. The committee asked if the cost study would gain similar information. Mr. York indicated that some of the information obtained from the EDD's One Stop Career Center survey would be helpful to the cost study.

Local Adult Basic Education providers spoke to the committee on the positive working relations with several of the local WIBs in Los Angeles County.

Mr. Lindsey, with the committee's concurrence, advised Mr. York to draft a letter to Mr. Ainsworth, advising that the committee will not pursue this matter further and it is being removed from this committee's agenda.

- **One-Stop Career Center System Cost Study**

California State University at Northridge was hired as the consultant to conduct the survey. The consultant, Richard Moore, is working with the team and an accounting specialist to develop the methodology that will be used in this project. Several sites for the intensive portion analysis will be identified. The internal staff team is presenting the Cost Study to local area representatives, seeking their participation in the study, and will present the Cost Study principles to the Local Area Executive Directors at the next California Workforce Association (CWA) meeting in March 2006. EDD/Workforce Investment Division (WID) has identified incentive funds that are available to cover costs for those local areas that choose to participate in the study. Internal staff team is working on getting the appropriate contacts for local Cost Study sites, including related State Agency partners. Currently, the team is about two weeks behind the timeline in obtaining local contacts. They will meet with Mr. McMahon and Labor Agency staff to draft the letter to State level agency partners.

Mr. Lindsey emphasized that staff needs to catch up on this task in order to accomplish the Cost Study within the projected timeline. A committee member asked if participants will be surveyed. Mr. York replied that the only people that will be surveyed are the actual staff participating in the Cost Study. The committee asked about the criteria for a Local Area participation in the Cost Study. Mr. York indicated that all one-stop partners should participate in the in-

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depth Cost Study and the team is looking for a mix of urban and rural One-Stops from all areas of the State. The team is also considering all political structures among the local partner agencies.

4. Discussion Item

- **One-Stop Certification –**

The current Two-Year State Plan contains language indicating the State Board will consider One-Stop Certification status. This action falls within the Accountability Committee's charge. Mr. York briefed the committee on the historical background and current status of the One-Stop Certification activities, including State Board Actions.

A working staff level group defined the certification process over a two-year period. The State Board acted upon the recommendation of the workgroup to adopt One-Stop Certification for all California Local Workforce Investment Areas (LWIAs) in CA. Work continued up to the point of the contractor, who will write the Certification Guidelines selection.

Certification levels still need to be resolved. Concerns from Virginia Hamilton, CWA Executive Director, also need to be considered. Specifically, CWA indicated that the One-Stop Certification could be considered a "panacea" for existing One-Stops and local areas that have undergone the self-certification process.

There was discussion among the Committee Members regarding the One-Stop Certification process being viewed as "heavy-handed" depending on how it is used. Members openly voiced the concern that the intent of the One-Stop Certification process is not compliance. A document presented to the Committee today, Attachment 1, could be a standard for all One-Stops. Members agreed that a letter should go to the CWA Board of Directors, indicating that this Committee will recommend that the State Board move forward with the One-Stop Certification process and that the Local WIBs should be engaged in this process. Committee members voiced the concern on how to implement the One-Stop Certification process statewide. Could we set up joint regional meetings with CWA to discuss this as one of the topics? The meetings could be framed, as "We are looking for answers on what could/should a One-Stop Center look like?"

The Committee needs to be assured that the One-Stop Certification process considers what the local areas want. In developing the One-Stop Certification process, we also need to consider whom it will affect. The document used today, Attachment 1, could be framed as a Best Practice. Lastly, Local Areas could express opposition to using a consultant, as it may be viewed as diminishing their local control of the One-Stop Certification process.

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The Committee directed staff to reconvene the original One-Stop Certification Workgroup to validate and double check the existing documents based on the workgroup's original actions. The reconvened workgroup should meet prior to the next full State Board meeting in March 2006. The workgroup's goals should include elevating any policy questions for the full Board's discussion at next meeting and reviewing what other States have done related to One-Stop Certification.

5. Presentation: Return on Investment (ROI) Study

Representing the Santa Ana Workforce Investment Board were:

Jon Dietz, Chair

Judy Chen Lee, Acting Director

Mr. Dietz responded to Mr. Lindsey's request for the presentation. He indicated he has 12 years of involvement with the current employment and training system in California, from JTPA to the current WIA.

He summarized the report, and for further elaboration, referred to the handout of the Phase 2 - Return on Investment Study for Universal Access customers in the Santa Ana One-Stop Career System.

The ROI studies began in a discussion on how to keep businesses involved with Local Boards. This study is the second phase of the original ROI Study for the WIA Adult and Dislocated Programs provided by the Santa Ana WIB. The Santa Ana WIB has an Oversight and Data Committee who decided to do a Phase 2 ROI study focusing on ROI for Universal Access customers. Mr. Dietz further explained that most often private business Board Members are concerned with the bottom line question from their perspective, which is; "What are we doing for the money we receive?" Using this concept to discuss how to keep businesses involved with the Local WIB, the Santa Ana WIB may be able to retain and improve the private business involvement in their area.

This concept was further supported by the Phase I ROI Study done in 2002 by the Santa Ana WIB. The first study focused on Adult and Dislocated Worker Programs. The Phase I data obtained from this survey showed the major impact from this study was a 272-293% Return on Investment from the WIA allocation to the local area. Mr. Dietz clarified that social benefits were not considered in this study. The focus was solely on monetary aspects.

Phase 2 – ROI process (an anecdotal comment expressed by Mr. Dietz was that Congressional Representatives are not aware of the local WIA services. By making the local Congressional Reps. aware of the local WIA operations, we may gather

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additional congressional support for local WIA programs). Copies of the report were provided to committee members.

California State University at Fullerton was the contractor chosen, based on the methodology used. (Random Sampling coupled with a telephone survey for all random sample persons.) 450 random sample universal access customers were identified with over ten thousand calls made to obtain the full response rate. Random sample for universal access customers was demographically solid. Anonymity was guaranteed for sample responses. The full report is available online at the Santa Ana WIB website: <http://www.santaanawib.com/>

The Executive Summary is as follows:

95% of all Santa Ana One-Stop system users are universal access clients. *Note of Importance: Universal Access clients are not enrolled in any WIA programs.* The top four services used by Universal Access clients (out of 9 services) are:

- Job postings on a Job Order Board
- Computers to search for jobs on the Internet
- Use of telephones of office equipment, and
- Using computers to send or check e-mails.

ROI Estimation Benefits -- Additional tax revenue from individuals to get a new job, additional tax revenue from the businesses (and their owners and employees) patronized by these individuals, and a reduction in public support received by the Universal Access clients, resulting in the ROI for services provided by the WORK Center to Universal Access clients **during PY 03-04 is estimated to be 473%**.

6. Public Comment

No public comment was received.

7. Next Steps

Collectively, members expressed the desire to meet once before the next full Board meeting. Dates considered are the first two weeks in March, 2006. Shelly Green will poll members for their availability. The meeting will be convened in Sacramento.

8. Other business that may come before the Committee

None.

Meeting adjourned at 2:10 p.m.