

## **CA Workforce Investment Board Update 9/22/2011 LMI Advisory Meeting**

The California Workforce Investment Board met last August and continues work on various workforce and regional sector strategies through its Green Collar Job and Health Workforce Councils. The Issues and Policies Committee assists the board in addressing its WIA roles such as supporting Local Workforce Investment Boards in service provision to constituents.

### **Issues and Policy Committee Summary of Activities:**

#### One-Stop System Out-Reach Strategy

One-Stop Career Center branding has been a continuous effort for several years. The State Board recently approved a new statewide California Career and Business Network logo. The State Board Issues and Policies Committee Branding Workgroup which includes EDD, CWA and local WIB people, will develop an implementation plan and timelines for logo/identity roll-out, to include:

- Tools, policies, and usage standards to support system identification and branch management.
- A public outreach strategy for promoting the statewide system.
- Development of a stand alone website that will be a single point of entry to the system and information source.
- Outreach to other state agencies and local partners.

#### Local Plan Modification for Program Year 2011-12

State Board and EDD staff are reviewing local plan modifications for Program Year 2011-2012. These modifications help ensure local planning connects into State Board priorities for the workforce system.

#### Performance Dashboard

We have been seeking more meaningful information on what is happening in the workforce system other than the WIA common measures. After exploring various performance information dashboards, we decided to use one developed by Future Work Systems. We recently purchased a one year license for use of the software, which is hosted on the company's website. <http://www.futureworksystems.com/>. The type of analysis available presents a much more detailed view of federal WIA and other locally developed management information.

#### Eligible Training Provider List Policy

The State Board recently adopted a policy to place postsecondary educational institutions eligible to receive Federal funds under Title IV of the Higher Education Act (HEA) and entities carrying out programs under the National Apprenticeship Act (NAA) on the Eligible Training Provider List.

This was done to ease administrative burden, maximize listings of accredited training programs and reduce training costs through the leveraging of resources. The policy will have no effect on a local board's discretion to choose training programs that meet its local priorities.

The Committee's next meetings are scheduled for October 25, 2011 and December 15, 2011.

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### **Integrated Services Delivery Evaluation:**

The One Stop Integrated Services Delivery (ISD) Initiative, supported by the State Board and EDD in partnership with the CWA, attempted to learn how service provided by WIA Title I and WIA (Wagner Peyser Act) Title III employment services could be integrated at the local One-Stop Career Center level by co-enrolling all participants in both programs and redesigning service delivery.

The State Board contracted with CSUN to conduct a two-phased formative and summative evaluation of the ISD Model. The evaluation revealed that One Stops serve a larger volume of people with integration and by enrolling more people performance levels decreased. What really stood out is that One Stops, both integrated and non-integrated, produce dramatic economies of scale in operations. The economic downturn that started in 2007 put tremendous pressure on all One Stops to serve more clients. All One stops responded by serving increased number of clients at a substantial reduction in cost per client. For example, we found the cost per visit dropped by over eighty percent.

We are considering implementation of recommendations which include:

- Encourage but not mandate the existing ISD model and
- Have all local areas enroll all clients.

Proposed implementation strategies include:

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

The reports are available on our website.

### **Activity Based Cost Accounting Web Database for One-Stop Management:**

The State Board funded development of an Activity Based Cost Accounting methodology for One-Stop Career Centers use over these past few years. CSU Northridge continues to support the Internet based cost accounting system which allows board and center staff to enter their fiscal data to identify cost of providing services at the activity level for the purpose of continuous improvement, improving development of MOUs with partner agencies, assessing performance and certifying one-stop centers, including a benchmarking function that allows you to see how your costs compare to similar one-stops.

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### **Health Workforce Council:**

To help alleviate workforce shortages in California's health sector, the State Board established the Health Workforce Development Council (HWDC) in August 2010 which is also meeting today.

Over the past year, the State Board and Office of Statewide Health Planning & Development have been leveraging support from a federal planning grant to help identify workforce implications of federal Affordable Care Act implementation. Due to the plethora of great ideas to support health workforce development, we will be using an independent facilitator to help council members narrow down and prioritize implementation strategies over the next few council meetings. We are seeking a time extension of the grant to allow more time to fully expend and leverage the money and to develop a more focused implementation strategy. We will submit an interim report to the feds tomorrow, followed by a final report end of this fiscal year.

Broad Themes for Recommendations according to the Coordinated Health Workforce Pathway Model:

- Career Awareness
- Academic Preparation and Entry Support/Assessment
- Health Professions Training Program Access
- Training Program Retention
- Internships/Clinical Training
- Financial and Support Systems/Financial and Logistic Feasibility of Training
- Hiring and Orientation
- Retention and Advancement
- Coordinating Infrastructure
- Cultural Responsiveness and Sensitivity

Priority Setting Criteria

- Immediate increases to workforce supply or capacity for health professions in-demand.
- Impact to California's population, particularly those with unmet health needs and those in underserved areas
- Potential economic impact
- Evidence base for outcomes or to demonstrate need
- Political feasibility
- Timeliness/Time to action

### **Green Collar Jobs Council Summary of Activities**

The Green Collar Jobs Act of 2008 established the Green Collar Jobs Council which is tasked with understanding the current and future workforce needs of the Green/Clean economy, developing a comprehensive strategy to prepare California's workforce to meet the needs of businesses supporting the economy and ensure that efforts aimed at improving worker's skills are coordinated and effective.

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The Green Collar Jobs Council is currently overseeing the **California Green Workforce Initiative**. Those efforts consist of the following:

**California Clean Energy Workforce Training Program**; 34 grantees were awarded \$27 million from DOL, and due to a 100% dollar match requirement, total grant amounts were approximately \$54 million. As of December, 2010, 2,338 certificates had been attained by project participants and of the 12% of enrolled participants exited, 41% were placed in unsubsidized employment. The initial CEWTP grant ended June 30, 2011 and final reported performance data is forthcoming.

**Regional Industry Cluster of Opportunity Grants (RICOG)**; 10 regional initiatives were awarded grants in early 2009 and ranged from \$200,000 to \$250,000, encompassing over 45 counties and 31 local workforce investment boards to develop data driven regional industry cluster strategies. RICOG initiatives are required to be driven by industry cluster businesses and include a broad range of partners that includes economic development, education, and labor. The first cohort concluded in June 30, 2011.

The fourth and final action clinic took place on June 16, 2010 and provided an opportunity for each regional team to present their final industry cluster action plans to peers and other stakeholders. The *RICO Executive Summary* is one of your handouts and all 10 action plans can be accessed at the State Board's website at [http://www.cwib.ca.gov/sc\\_gcjc\\_meeting\\_materials.htm](http://www.cwib.ca.gov/sc_gcjc_meeting_materials.htm)

These Regional Teams have been very successful in leveraging additional funding and have become a good model for workforce and economic development. The CA Energy Commission is considering allocating AB 118 funding for a second cohort and we also will continue to pursue additional funding for a second cohort.

**State Energy Sector Partnership (SESP)**; California received a \$6 million dollar grant for the Council, as the SESP, to oversee the fostering of six regional collaborations that are responsive to the needs of their emerging regional green industries. At minimum 1200 workers will be trained with these funds. The grant period will end Dec. 2012. To date the six regional teams have enrolled a total of 517.

California's SESP implementation will be evaluated by the Academy for Educational Development (AED) and IMPAQ International which initiated their work Aug. 18-19, 2011.

**The Green Workforce Master Plan** (Master Plan) adopted by the council last March, provides an overview of the green economy, lessons learned in the development of a green sector strategy, and recommendations for investment and alignment which include:

- Continue using industry sector strategies as the framework for California's statewide workforce development plan and expand state and federal level partnerships.
- Use existing and new regionally focused Green core sector networks to gather information on changes in the green economy and to inform and support policy development, and statewide investment and outreach strategies.
- Link regional planning efforts through incentives and technical assistance.

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The Green Collar Jobs Council has initiated an **Issue Brief** template process to ensure meeting agenda items further **Master Plan** recommendations. Staff will develop an issue brief to capture information thinking and conclusions from speakers and members at each Green Collar Jobs Council meeting.

*Economic Development Issue Brief* - This draft version Issue Brief was based on panel discussions that occurred at the May 17, 2011 meeting that focused on recommendations to streamline permitting processes, help businesses locate financing resources, emphasize energy standards policy, and ensure businesses remain in California using incentives.

*Regional Investment Issue Brief* – This upcoming Issue Brief will capture the lessons learned from the Regional Industry Clusters of Opportunity Grants discussed at the August 15, 2011 meeting. A panel of grantees discussed the outcomes, surprises, and next steps in the Regional Industry Clusters methodology.

*Economic Development Issue Brief V.2*- This upcoming Issue Brief will highlight the Lt. Governor's "*Economic Growth and Competitiveness Agenda for California*" discussed at August 15, 2011 meeting. The focus of this conversation was on more systemic changes for California's Workforce and Economic Development System.

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

**The Business Services Resource Catalog** continuously updated by staff, documents business incentives, grants, rebates, financing, and tax credits for the purpose of supporting businesses in all phases of development, and encouraging businesses to invest in and grow in California. It is available on the State Board website and will soon be on the Cool California's Funding Wizard website which is being developed by the CA Air Resources Board and should be ready this month. Staff continues work to improve online search and accessibility functionality, and add information on federal and venture capital resources and categories to support the healthcare industry.