

work²future

opportunity • jobs • success

EXECUTIVE COMMITTEE AGENDA

Thursday, August 18, 2011

3:00 p.m. – 4:30 p.m.

San Jose One-Stop
1290 Parkmoor Ave.
San Jose, CA 95126
408.794.1100

www.work2future.biz

Benny Boveda, Chair
Joseph Flynn, Vice Chair
Christopher Donnelly, Secretary
Elizabeth Kaylor, Committee Staff

The City of San Jose is committed to open and honest government and strives to consistently meet the community's expectations by providing excellent service, in a positive and timely manner, and in the full view of the public. For additional information, please view:

http://www.sanjoseca.gov/clerk/cp_manual/CPM_0_15.pdf

For questions regarding this agenda, please call Elizabeth Kaylor at (408) 794.1125. To request an accommodation or alternative format for work2future meetings, events or printed materials, please call Elizabeth Kaylor at (408) 794.1125 or call 408.294.9337 (TTY) as soon as possible, but at least three business days before the meeting/event.

NOTICE TO THE PUBLIC

Good afternoon, my name is Joe Flynn, and in my capacity as Vice Chair of work2future I would like to welcome you to the Executive Committee meeting of August 18, 2011.

Members of the public who wish to address the Committee should identify themselves and state their addresses for the record. You should complete a blue Comment Card located near the door, prior to making comments, and hand to any work2future staff member.

The procedure for this meeting is as follows:

- The Committee Secretary will verify quorum; the Chair will read the opening remarks.
- Members of the public wishing to make a comment will then be given one (1) minutes each to comment.
- work2future staff and/or Committee Members will present recommendations for each action item on the agenda.
- Committee members may ask questions of work2future Staff and other Committee Members.
- The Committee may take action on each action item.
- Copies of the agenda have been placed on the table near the door for your convenience.
- work2future Committee members may only discuss items listed on the Agenda pursuant to the “Brown Act.”

EXECUTIVE COMMITTEE

August 18, 2011

3:00 p.m. – 4:30 p.m.

ORDER OF BUSINESS

I. QUORUM VERIFICATION

II. OPENING REMARKS

III. CONSENT ITEMS

{Action} 5 Min.

Recommendations:

- (a) Accept the May CQI Dashboard Report of June 3, 2011.
- (b) Accept the June CQI Dashboard Report of July 8, 2011.
- (c) Accept the Grant Report of August 1, 2011.
- (d) Accept the June LMI Report of July 22, 2011.
- (e) Accept the BOS Report of July 21, 2011.
- (f) Accept the Performance Report of August 3, 2011.

IV. AGENDA ITEMS

A. Old Business

1. Minutes Approval

{Action} 5 Min.

Approval of the June 9, 2011 work2future Executive Committee Minutes.

B. New Business

1. Committee Updates [Deferred]

{Information} 0 Min.

Benny Boveda, Board and Executive Committee Chair

Committee Chairs will provide reports on current and future committee projects.

2. Relocation and Technology Updates

{Discussion} 10 Min.

Christopher Donnelly, Assistant Director & Lawrence Thoo, Workforce Intelligence Team

Updates will be provided regarding the relocation from work2future's Parkmoor facility to the Kirk, Shirakawa, and Almaden Winery Community Centers, as well as regarding new technologies to assist work2future.

3. Discretionary Grant Spending Plans

{Action} 10 Min.

Joy Salandanan, Supervising Accountant

Approval of spending plans for work2future's three new FY 2011-2012 discretionary grants totaling \$2,494,191.

4. Training and Client Services Update

{Discussion} 25 Min.

Monique Melchor, Adult/Dislocated Worker Program Manager & Alexis Ringwald, Author/Entrepreneur, Clean Energy and Education

An update will be provided regarding training and client services.

5. **Information and Communication Technologies Study** {Discussion} 20 Min.
Lawrence Thoo & Javier Vanga, Workforce Intelligence Team

A presentation will be provided on a study of the economic and workforce implications of high tech.

6. **ARRA Audit and Program Updates** {Discussion} 10 Min.
Christopher Donnelly, Assistant Director

Updates will be provided on the status of American Recovery and Reinvestment Act (ARRA) audit and program.

7. **WIA Reauthorization and SB776 Updates** {Discussion} 5 Min.
Christopher Donnelly, Assistant Director

Updates will be provided regarding WIA Reauthorization and the status and implications of SB776.

8. **BusinessOwnerSpace.com Shop San Jose Campaign Update** {Discussion} 10 Min.
B.J. Sims, Business Services Manager & Dhez Woodworth, Economic Development Officer, Business Services

An update will be provided regarding an additional service enhancement for BusinessOwnerSpace.com (BOS), centering upon a *Shop San Jose* Campaign to increase demand for San Jose's goods and services.

- C. **Set Items for Next Agenda** 1 Min.

- D. **Announcements** 1 Min.

E. **Next Meeting**

The next Executive Committee meeting is currently scheduled to take place on October 20, 2011 at 3:00 p.m. at the Almaden Winery Community Center, 5730 Chambertin Drive, San Jose, 95118.

V. **PUBLIC COMMENT**

VI. **ADJOURNMENT**

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the San Jose One-Stop, 1290 Parkmoor Avenue, San Jose, California at the same time that the public records are distributed or made available to the legislative body.

CITY OF SAN JOSE CODE OF CONDUCT FOR PUBLIC MEETINGS IN THE COUNCIL CHAMBERS AND COMMITTEE ROOMS

The Code of Conduct is intended to promote open meetings that welcome debate of public policy issues being discussed by the City Council, Redevelopment Agency Board, their Committees, and City Boards and Commissions in an atmosphere of fairness, courtesy, and respect for differing points of view.

1. Public Meeting Decorum:

- a) Persons in the audience will refrain from behavior which will disrupt the public meeting. This will include making loud noises, clapping, shouting, booing, hissing or engaging in any other activity in a manner that disturbs, disrupts or impedes the orderly conduct of the meeting.
- b) Persons in the audience will refrain from creating, provoking or participating in any type of disturbance involving unwelcome physical contact.
- c) Persons in the audience will refrain from using cellular phones and/or pagers while the meeting is in session.
- d) Appropriate attire, including shoes and shirts are required in the Council Chambers and Committee Rooms at all times.
- e) Persons in the audience will not place their feet on the seats in front of them.
- f) No food, drink (other than bottled water with a cap), or chewing gum will be allowed in the Council Chambers and Committee Rooms, except as otherwise pre-approved by City staff.
- g) All persons entering the Council Chambers and Committee Rooms, including their bags, purses, briefcases and similar belongings, may be subject to search for weapons and other dangerous materials.

2. Signs, Objects or Symbolic Material:

- a) Objects and symbolic materials, such as signs or banners, will be allowed in the Council Chambers and Committee Rooms, with the following restrictions:
 - No objects will be larger than 2 feet by 3 feet.
 - No sticks, posts, poles or other such items will be attached to the signs or other symbolic materials.
 - The items cannot create a building maintenance problem or a fire or safety hazard.
- b) Persons with objects and symbolic materials such as signs must remain seated when displaying them and must not raise the items above shoulder level, obstruct the view or passage of other attendees, or otherwise disturb the business of the meeting.
- c) Objects that are deemed a threat to persons at the meeting or the facility infrastructure are not allowed. City staff is authorized to remove items and/or individuals from the Council Chambers and Committee Rooms if a threat exists or is perceived to exist. Prohibited items include, but are not limited to: firearms (including replicas and antiques), toy guns, explosive material, and ammunition; knives and other edged weapons; illegal drugs and drug paraphernalia; laser

**CITY OF SAN JOSE CODE OF CONDUCT FOR PUBLIC MEETINGS IN
THE COUNCIL CHAMBERS AND COMMITTEE ROOMS (CONT'D)**

pointers, scissors, razors, scalpels, box cutting knives, and other cutting tools; letter openers, corkscrews, can openers with points, knitting needles, and hooks; hairspray, pepper spray, and aerosol containers; tools; glass containers; and large backpacks and suitcases that contain items unrelated to the meeting.

3. Addressing the Council, Redevelopment Agency Board, Committee, Board or Commission:
- a) Persons wishing to speak on an agenda item or during open forum are requested to complete a speaker card and submit the card to the City Clerk or other administrative staff at the meeting.
 - b) Meeting attendees are usually given two (2) minutes to speak on any agenda item and/or during open forum; the time limit is in the discretion of the Chair of the meeting and may be limited when appropriate. Applicants and appellants in land use matters are usually given more time to speak.
 - c) Speakers should discuss topics related to City business on the agenda, unless they are speaking during open forum.
 - d) Speakers' comments should be addressed to the full body. Requests to engage the Mayor, Council Members, Board Members, Commissioners or Staff in conversation will not be honored. Abusive language is inappropriate.
 - e) Speakers will not bring to the podium any items other than a prepared written statement, writing materials, or objects that have been inspected by security staff.
 - f) If an individual wishes to submit written information, he or she may give it to the City Clerk or other administrative staff at the meeting.
 - g) Speakers and any other members of the public will not approach the dais at any time without prior consent from the Chair of the meeting.

Failure to comply with this Code of Conduct which will disturb, disrupt or impede the orderly conduct of the meeting may result in removal from the meeting and/or possible arrest.

III

Consent Items

- (a) Accept the May CQI Dashboard Report of June 3, 2011.
- (b) Accept the June CQI Dashboard Report of July 8, 2011.
- (c) Accept the Grant Report of August 1, 2011.
- (d) Accept the June LMI Report of July 22, 2011.
- (e) Accept the BOS Report of July 21, 2011.
- (f) Accept the Performance Report of August 3, 2011.

[Action]

**Customer Satisfaction Performance Dashboard
Monthly Summary - May 2011**

Report Date: June 3, 2011

Total Number of Responses: 89

Volume:

- Number of new customers completing initial assessment and coaching:
 - 453 for the month
 - 5,811 year to date
 - Average number of new customers per day: 23

- Number of services core, intensive, training, misc. provided to customers:
 - 6,942 for the month
 - 82,840 year to date
 - Average number of services per customer during reporting period: 12

Conclusions and Analysis:

- Overall customer satisfaction is 100% for the month.
- Customer service has improved.

Summary of Trends:

- Staff is very professional.
- Staff was supportive and helpful.
- Useful information was provided.
- Staff is very knowledgeable.
- Staff is very friendly and compassionate.
- Excellent program,

Graphs attached for questions 2, 5, 6, 7 & 8. These have been identified as Key Performance Indicators (KPIs).

**Customer Satisfaction Performance Dashboard
Monthly Summary - June 2011**

Report Date: July 8, 2011

Total Number of Responses: 60

Volume:

- Number of new customers completing initial assessment and coaching:
 - 413 for the month
 - 6,250 year to date
 - Average number of new customers per day: 21

- Number of services core, intensive, training, misc. provided to customers:
 - 7,224 for the month
 - 89,065 year to date
 - Average number of services per customer during reporting period: 12

Conclusions and Analysis:

- Customer satisfaction in all areas is down; however, customer responses are very low, as well. Coaches will be reminded to encourage their customers to complete Comment Card.
- Positive comments about Talent Coaches: Judy, Mike, Sangeeta, Tina

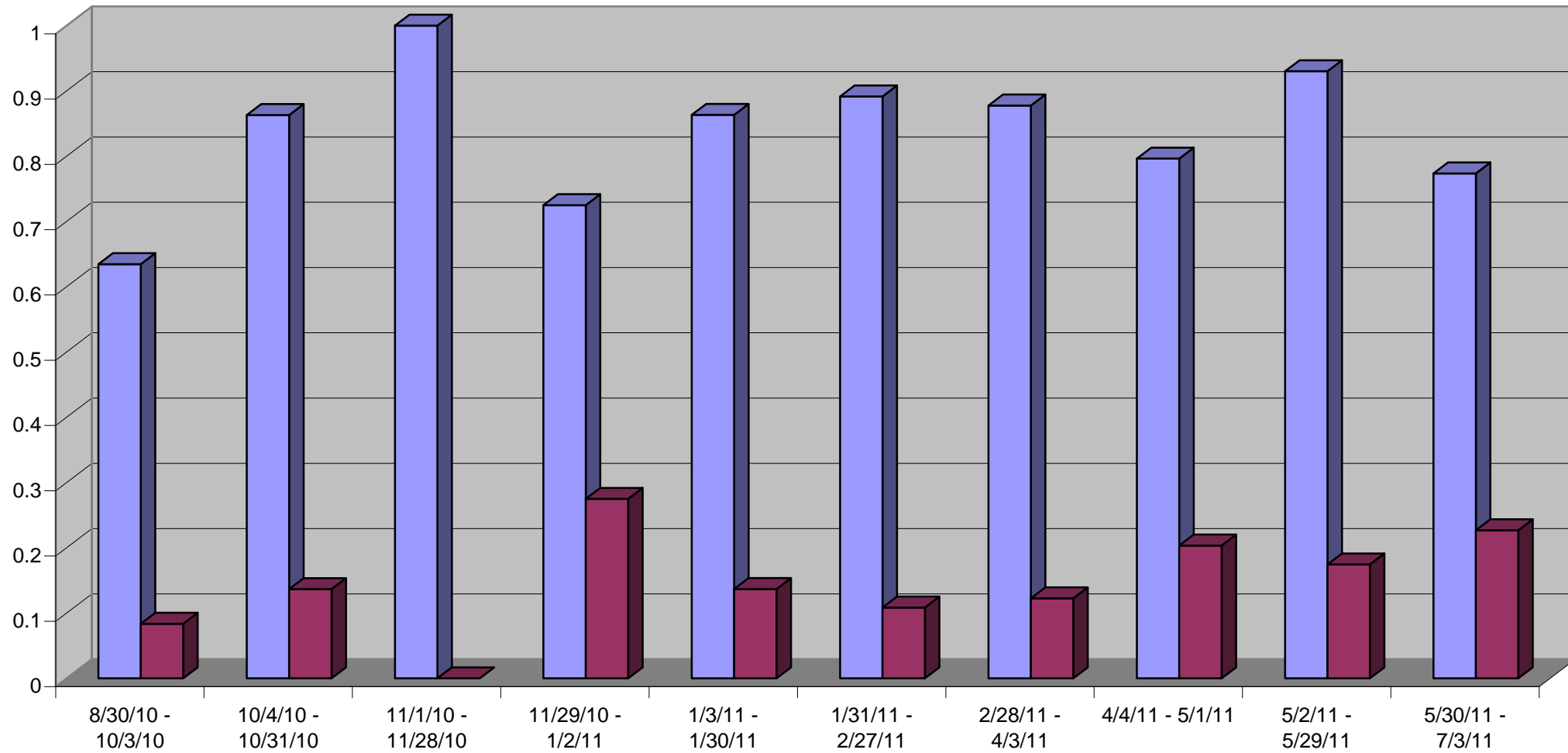
Summary of Trends:

- Staff treats customers with respect.
- Customers believe the One-Stop offers good services for people out of work.
- Customers appreciate receiving emails about job leads.
- Customers share when they obtained employment.

Graphs attached for questions 2, 5, 6, 7 & 8. These have been identified as Key Performance Indicators (KPIs).

Waited Less than 10 Minutes

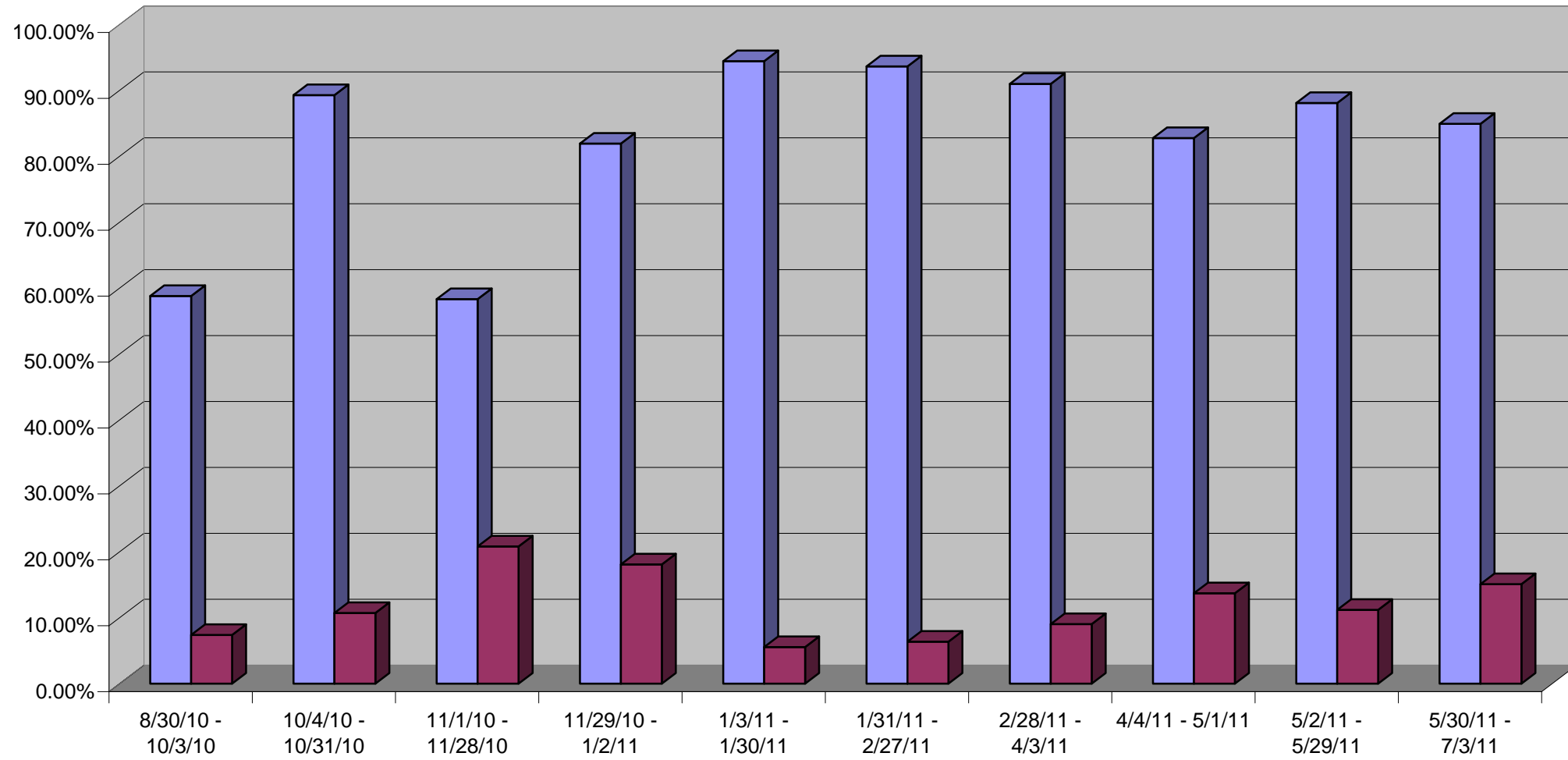
Strongly Agree/Agree Disagree/Strongly Disagree



NOTE: Data from October forward is Survey Monkey and does not include Strumpf Associates

Information Was Useful in Job Search

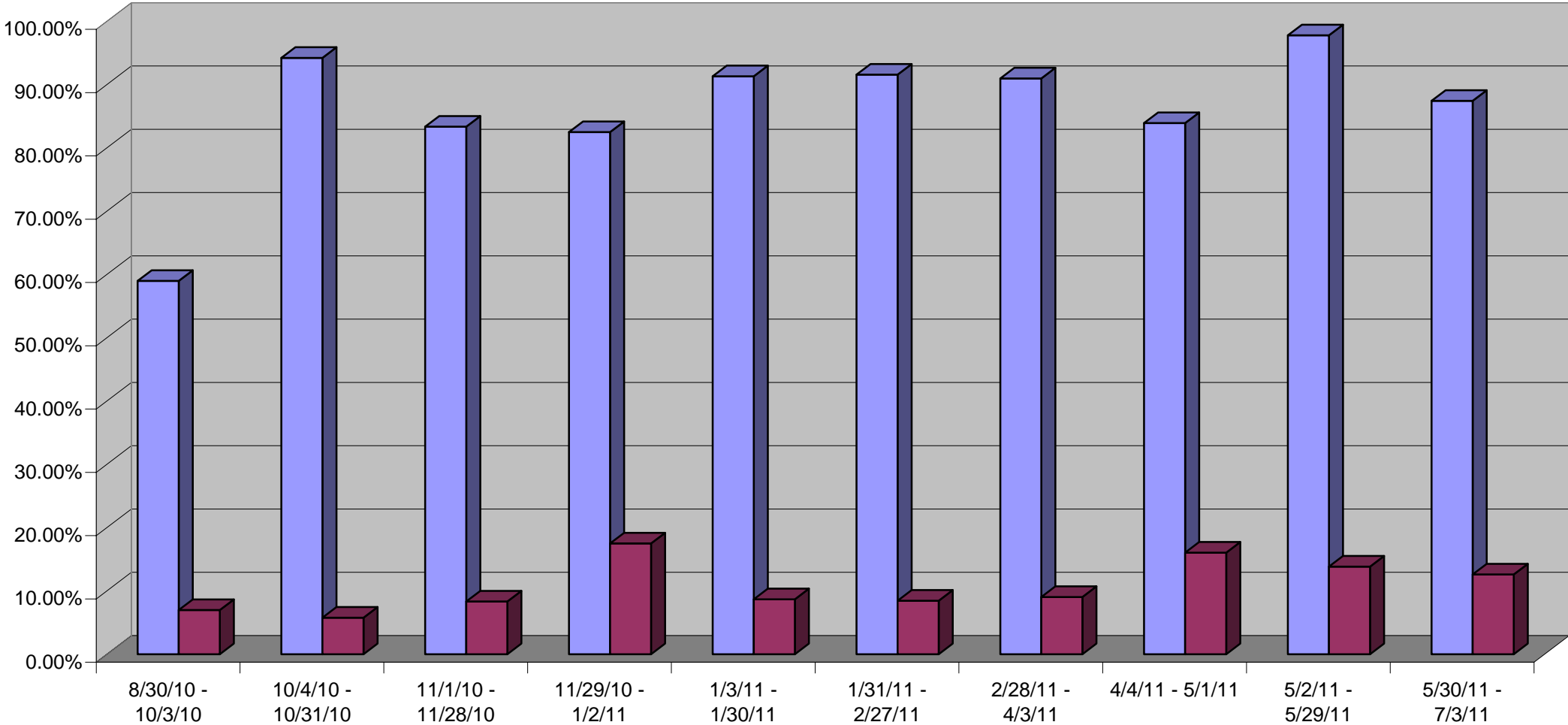
Strongly Agree/Agree Disagree/Strongly Disagree



NOTE: Data from October forward is Survey Monkey and does not include Strumpf Associates

Services Used Were of Quality

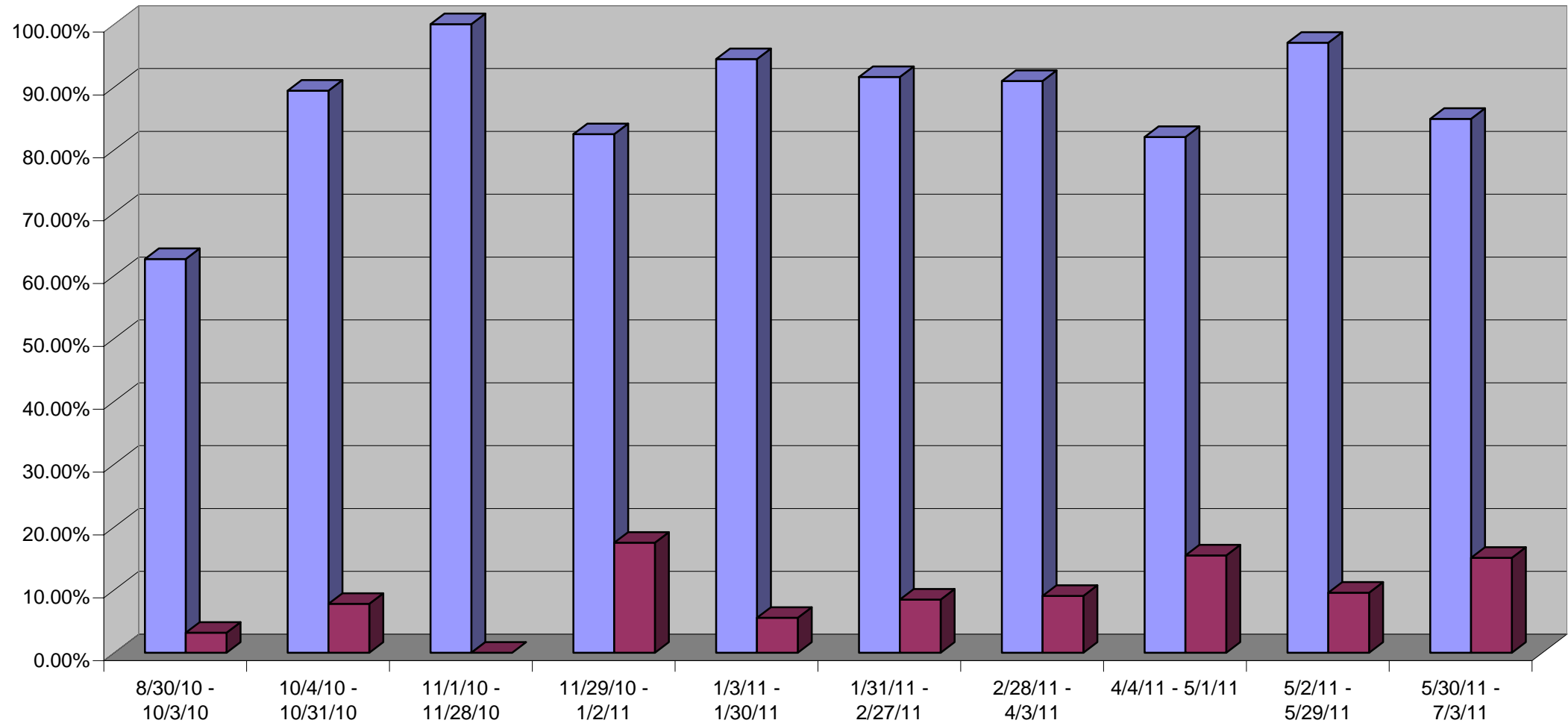
Strongly Agree/Agree Disagree/Strongly Disagree



NOTE: Data from October forward is Survey Monkey and does not include Strumpf Associates

Would Recommend Center to a Friend

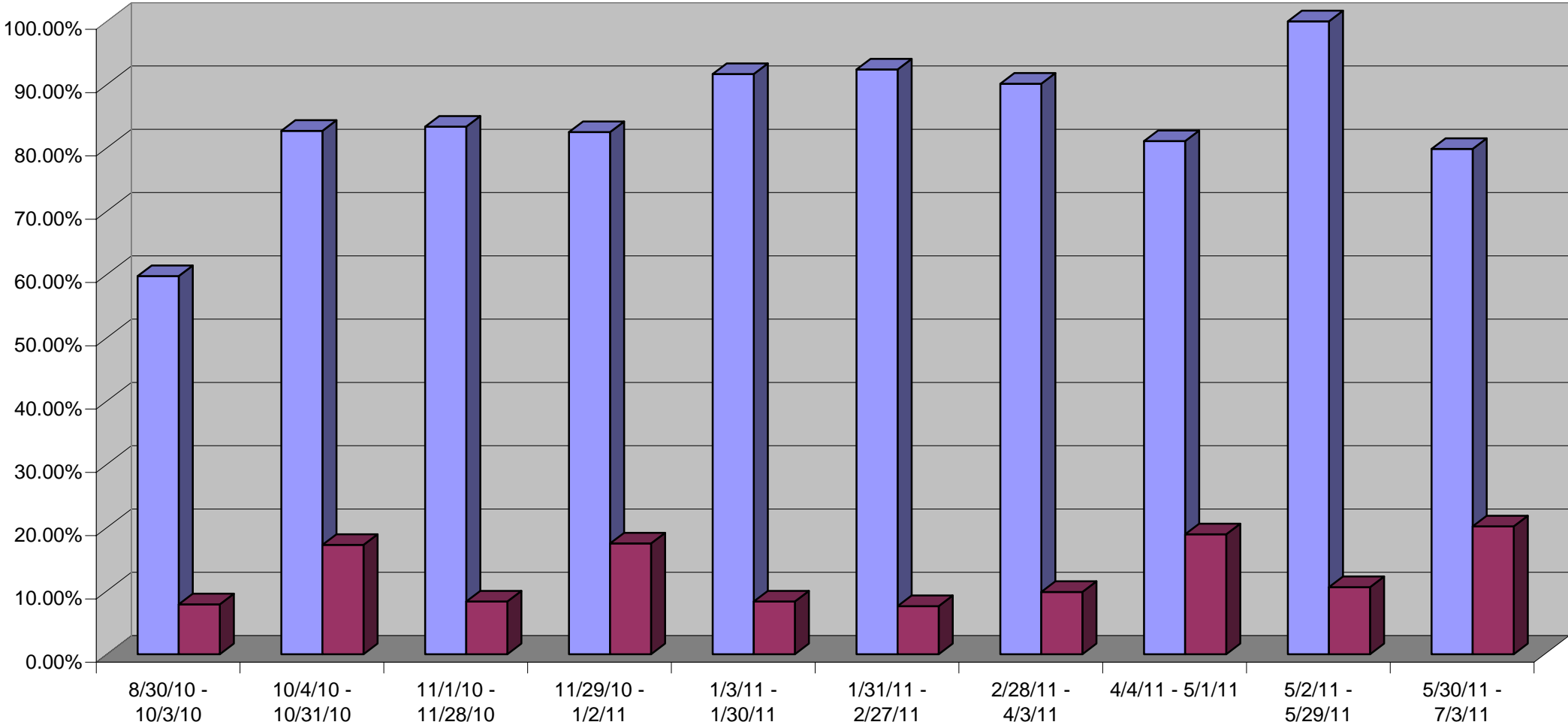
Strongly Agree/Agree Disagree/Strongly Disagree



NOTE: Data from October forward is Survey Monkey and does not include Strumpf Associates

Satisfied With Overall Experience

Strongly Agree/Agree Disagree/Strongly Disagree



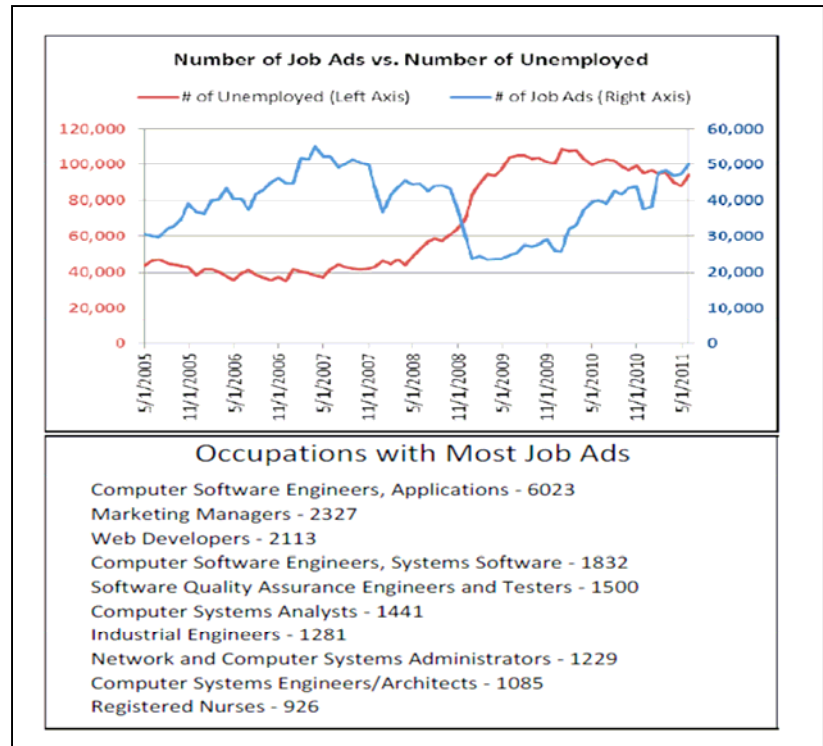
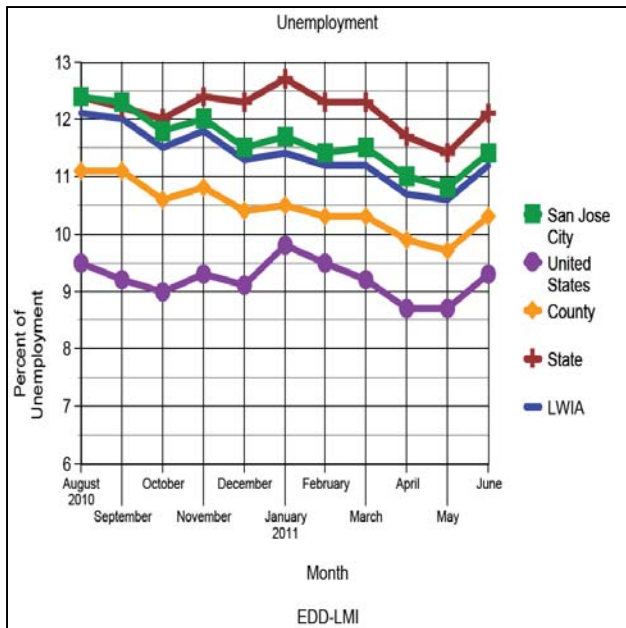
NOTE: Data from October forward is Survey Monkey and does not include Strumpf Associates

8/1/2011 <u>Contact</u>	Grants <u>Funding Source/Sponsor</u>	Due Date <u>Submitted</u>	Award Date <u>TBD</u>	<u>Name</u>	<u>work2future</u> <u>Funding</u>	<u>Status</u>	<u>Lead/Partners</u>
<u>PENDING</u>							
1							
<u>SUBMITTED</u>							
2 Lawrence/Javier	Department of Labor	6/2/2011	2011	H1B Training Grant	\$5,000,000	Submitted	NOVA/work2future
3 Chris	*Federal Earmark/Senator	11/1/2010	2010	Green Jobs Training	\$450,000	Submitted	work2future
4 Jeff	*Federal Earmark/Senator Boxer	2010	2011	Green HC Training Program	\$400,000	Submitted	work2future
NOTE	<i>*Senate Appropriations Committee Chairman Daniel Inouye's announced a 2-year earmark moratorium, for FY2011 and FY2012, as the Committee works towards reform efforts. we won't have a clearer picture until after the President's budget release and Congress determines what they're going to do for the remainder of FY2011 by early March.</i>						
<u>AWARDED</u>							
5 Chris	EDD--25%	9/30/2010	6/1/2011	Additional Assistance Dislocated Workers	\$985,000	Awarded	work2future
6 BJ	Wells Fargo Bank	6/1/2010	6/1/2011	BOS	\$5,000	Awarded	work2future
7 Chris	EDD--25%	6/2/2010	7/1/2010	Additional Assistance Public Sector	\$975,000	Awarded	work2future
8 Chris	EDD	6/2/2010	7/1/2010	Additional Assistance NUMMI	\$970,000	Awarded	work2future
9 Chris	NEG	6/2/2010	7/1/2010	Emergency Numi	\$2,006,901	Awarded	work2future
<u>NOT AWARDED</u>							
10 Richard	USDOL-ETA	3/1/2011	6/1/2011	Civic Justice Corp Youth Juvenile offenders	\$1,500,000	Submitted	work2future
12 Lawrence	EDD	6/1/2010	8/1/2010	Green Innovations Challenge	\$4,000,000	Not awarded	work2future
13 Javier	US Dept of HHS	8/5/2010	12/1/2010	Health Opportunity Grant TANF (5Yrs)	\$1,400,000	Submitted	work2future/NOVA
14 Jeff/Scott	EDA (e-ric)	9/1/2010	12/1/2010	Energy Efficiency Training	\$2,500,000	Submitted	CSJ-SF-CET

Labor Market Report
June 2011
The Employment Situation

SAN JOSE-SUNNYVALE-SANTA CLARA METROPOLITAN STATISTICAL AREA

The unemployment rate in the San Jose-Sunnyvale-Santa Clara MSA was 10.5 percent in June 2011, up from a revised 9.9 percent in May 2011, and below the year-ago estimate of 11.3 percent. This compares with an unadjusted unemployment rate of 12.1 percent for California and 9.3 percent for the nation during the same period. The unemployment rate was 15.8 percent in San Benito County, and 10.3 percent in Santa Clara County. City of San Jose saw an increase from 10.8 in May 2011 to 11.4 in June.



Between June 2010 and June 2011, employment in the San Jose-Sunnyvale-Santa Clara MSA, which also includes San Benito County, grew by 16,600 jobs, or 1.9 percent.

- Six major industries expanded by at least 1,000 jobs from last June; four experienced cutbacks; and two remained unchanged.
- Manufacturing marked its ninth consecutive monthly increase in jobs on a year-over basis, up by 5,700 jobs. Net job gains in durable goods outpaced net job losses in nondurable goods.
- Information (up 5,400 jobs) and private educational and health services (up 3,700 jobs) each boosted their industry payrolls.
- Professional and business services rose by 2,500 jobs, primarily within professional, scientific, and technical services.
- In contrast, both leisure and hospitality (down 2,000 jobs) and government (down 1,300 jobs) continued to trim jobs over the year.

Calif. economist says technology drives June gains

By ADAM WEINTRAUB Associated Press

Posted: 07/22/2011 09:15:23 AM PDT

Updated: 07/22/2011 12:39:00 PM PDT

SACRAMENTO, Calif.—California added tens of thousands of jobs in June, the state Employment Development Department reported Friday, but the economy continues to show a split personality, with strong gains in Silicon Valley and much weaker performance elsewhere. While the Golden State is still "bouncing along" with good months and bad months, June was a good month, said Steve Levy, senior economist at the Center for the Continuing Study of the California Economy in Palo Alto. However, he noted, the gains were largely in tech-focused areas, especially San Jose and the broader San Francisco Bay Area.

"This wasn't a general jobs recovery, this was very specific," Levy said.

The state added 28,800 payroll jobs last month, with only two sectors of the economy showing job declines. The net job gains in just five Bay Area counties totaled 12,600, about 44 percent of the total.

Two East Bay counties added more than 8,000 additional jobs. The gains, Levy said, largely reflected growth in the tech industry and sectors that serve it, including a rise in construction jobs.

See the entire article at http://www.mercurynews.com/news/ci_18529940

BOS Tracking Report Launch YTD

Website	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
Number	5115	5581	4669	4071	4754	5115	3202	3687	3603	4389	3943	4496	5635	201217
Unique	3983	3947	3564	3266	3677	1566	2518	2929	2856	3564	3145	3535	4430	150995

Top Most Popular Linked Sites

- 1 Alliance 4 CD
- 2 SVSCORE
- 3 SVSBDC, wells Fargo, Women's Initiative
- 4 PCV,Hispanic, EBC, Anewamerica

QLBS	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
Assessments	2	3	2	2	6	1	3	2	2	0	1	0	0	151

Online	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
Registrations	25	26	23	17	20	12	14	18	17	24	21	29	22	963

Toll Free Calls	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
	38	17	23	12	20	27	11	29	45	40	68	95	55	1244

Partner	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
Services	698	317	1647	1359	3713	651	853	187	1486	1359	811	2805	800	44505

Vietnamese	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
Website Clients	292	379	417	280	498	292	466	503	416	509	190	359	413	9045
Most Viewed Page	Business Plan Template													

Spanish	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Oct-07-YTD
Website Clients	71	68	67	80	70	71	41	49	66	66	55	108	61	1719
Most Viewed Page	Business Licenses													

Grand Total Oct 07 -YTD

245722

work2future
WIA Performance Outcomes Report (Draft)
(Run Date: 08/01/2011)
PY 10-11 (4th Quarter - with/Updated Base Wage)

	Perf. Goals /a	Actual	SuccRate	Local Target	State Target
ADULT and ARRA ADULT					
ACE Entered Employment Rate	44.00%	42.35%	96.25%		**
ACA Average Earnings	\$13,000	\$15,682	120.63%	*	**
ACR Employment Retention Rate	76.00%	77.51%	101.99%	*	**
DISLOCATED WORKERS and ARRA DWP					
DCE Entered Employment Rate	52.20%	44.25%	84.77%		**
DCA Average Earnings	\$16,500	\$20,138	122.05%	*	**
DCR Employment Retention Rate	83.00%	79.80%	96.14%		**
YOUTH and ARRA YOUTH					
YCP Placement in Employment or Education	65.00%	72.45%	111.46%	*	**
YCD Attainment of a Degree or Certificate	61.00%	73.45%	120.41%	*	**
YCL Literacy and Numeracy Gains	40.00%	52.75%	131.88%	*	**
* Overall Performance - Local Target (100%)	Exceeded 6/9				
** Overall Performance - State Target (80%)	Exceeded 9/9				

/a -Local Performance goals are based on the Directive Transmittal WSD 10-11 dated 12/08/2010.

* Meets and exceeds Performance Standard.

IV (A) (1)

Meeting Minutes

[Action]

EXECUTIVE COMMITTEE MINUTES

Thursday, June 9, 2011

CTO: 3:10 p.m.

I. QUORUM VERIFICATION:

Present: Benny Boveda, Dr. Mark Novak, Steve Preminger, Rashad Said.

Absent: Joe Flynn, Bryan VanHuystee.

II. OPENING REMARKS: Read by Executive Committee Chair Benny Boveda.

III. CONSENT ITEMS

Upon motion by Committee Member Steve Preminger, seconded by Committee Member Rashad Said, and unanimously approved, the consent items below were accepted:

- (a) Integration Report of May 27, 2011.
- (b) April CQI Dashboard Report of May 6, 2011.
- (c) Grant Report of May 1, 2011.
- (d) April LMI Report of May 26, 2011.

IV. AGENDA ITEMS

A. Old Business

1. Minutes Approval

Upon motion by Committee Member Dr. Mark Novak, seconded by Steve Preminger, the May 16, 2011 work2future Executive Committee Minutes were unanimously approved.

B. New Business

1. Committee Updates

2. FY 2011-2012 Budget

Executive Director Jeff Ruster presented the proposed FY 2011-2012 budget, explaining that it reflects the actual allocation received, and that it had been approved by the Finance Committee on June 8, 2011. The FY 2011-2012 WIA allocation of \$9.7M, in conjunction with this year's \$2.9M of savings, factoring in the carryover account and subtracting the \$970K administrative budget, provides funding to support a \$10.2M total budget for work2future in FY 2011-2012.

The Executive Director described the proposed \$10.2M FY 2011-2012 budget relative to the \$10M budget scenario approved by the Board at its meeting of March 17, 2011. On the revenue side, he noted that \$370K of Youth funding remained to be allocated, but that the allocation provided \$92K less than was anticipated for the Dislocated Worker program. In addition, he clarified that the \$778K increase in the personnel budget of the Adult and Dislocated Worker program is partly due to the increase in health care and pension costs for existing staff, reflecting an increase in benefit rates from last year's 28% to 38%.

The Executive Director mentioned that the budget involves a request for an additional 3 FTE temporary unclassified work2future staff, based on still-high client loads, to provide job development services and to assist with specialized recruitments and Youth programs. He added that the \$92K drop in the allocation and the \$778K increase in personnel costs would be fully offset by three factors: rent savings of \$633K resulting from the move from Parkmoor to the Kirk, Shirakawa, and Almaden Winery community centers; fully tapping work2future's unallocated reserve (above and beyond the 15% carryover account); and reductions to supplies and travel.

An increase of \$305K is proposed in Adult and Dislocated Worker client-related services for 3.5 FTE for Workforce Institute to provide assessments and other specialized skills, job development, and assistance with job fair events. The Executive Director clarified that the FY 2011-2012 budget reflects a decrease of 16 individuals: eight fewer Workforce Institute FTE on the front lines providing services as talent coaches and members of the welcome team, and eight fewer work2future temporary unclassified staff.

The Executive Director explained that, due to strong client demand, \$100K would be added for job readiness workshops and subtracted from training, based on work2future's anticipated receipt of a new \$985K discretionary grant from the State from which \$300K will be applied to training, thus allocating more for training than was available in the \$10M budget presented to the Board in March.

Moving to work2future's Youth program, the Executive Director stated that a \$559K increase in personnel costs for work2future's Youth staff would be more than offset by an additional \$462K from savings, rent savings of \$221K, and a slight increase to the Youth funding allocation. He added that work2future's Green Cadre program will receive \$88K more than was originally budgeted to serve additional numbers of youth participants.

The Youth Council Committee's June 7, 2011 tentative approval of case management contract funding for Workforce Institute, Center for Training and Careers, and San Jose Conservation Corps reflected a potential decrease in funding for some providers due to excessive participant carryovers from prior years and not meeting performance requirements. The Executive Director explained that contractors' actual funding might go up or down based on their subsequent performance.

The Executive Director mentioned that the tenant improvement and IT budgets will have significant savings relative to what was originally budgeted for the move into the three City-owned community centers. When added to the 15% carryover account, these savings will assist work2future to weather next year's budget reductions.

Given the ongoing uncertainty regarding the move to Shirakawa and the potential purchase of the facility by a third party, Steve Preminger asked whether work2future would be protected if it moves to Shirakawa and the building is subsequently sold. The Executive Director answered that the Memorandum of

Understanding between the Office of Economic Development and the City's Parks and Recreation Department provides an 18-month window during which the City cannot sell or transfer title to a third party. He further clarified that work2future could make the transition to the remaining two sites if Shirakawa was not available.

The Assistant Director added that it would be cramped moving into two sites instead of three, and that some of the tenant improvements at Kirk would take longer than anticipated due to the age of the building, but that the Almaden facility was essentially ready for the move.

The Executive Director added that the focus of the FY 2011-2012 Budget as presented was on formula funding, but that the combined operating budget, when all of work2future's discretionary funding is added in, is \$15.3M, reflecting a 12% reduction from the previous year's combined operating budget of \$17M.

Upon motion by Rashad Said, seconded by Steve Preminger, the proposed FY 2011-2012 Budget was unanimously approved.

3. Adult/Dislocated Worker Contract

Adult and Dislocated Worker program manager Monique Melchor presented the recommendation for Workforce Institute to receive Adult/Dislocated Worker contract funding not to exceed \$988K for FY 2011-2012: \$385K to support work2future's assessments and business services and \$603K for job readiness workshops.

Upon motion by Steve Preminger, seconded by Rashad Said, the Adult/Dislocated Worker contract with Workforce Institute was unanimously approved.

4. Youth Contracts

Assistant Director Christopher Donnelly presented Youth Council Committee's tentative recommendation to fund work2future's Youth services providers for FY 2011-2012 in an amount not to exceed \$972,000: Workforce Institute to receive up to \$486,000 to serve 90 youth; Center for Training and Careers to receive up to \$270,000 to serve 50 youth; and San Jose Conservation Corps to receive up to \$216,000 to serve 40 youth.

The Assistant Director said that the FY 2011-2012 Youth contracts cover the fifth year of a five-year Request for Proposal (RFP), which stated that funding would be based on availability and contractor performance. He briefly discussed WIA Youth performance goals to be met by contractors, adding that carrying participants over from one program year to the next is a contractor performance issue. He stated that all Youth program participants enrolled in FY 2010-2011 and prior years must be exited prior to any new enrollments. In addition, he said that no new enrollments would be allowed after November 23, 2011, that training must be completed by May 15, 2012, and that the focus of the final month and a half of the program year will be on achieving performance goals.

The Assistant Director provided a timeline for the RFP process to procure Youth services for FY 2012-2013: RFP planning, suggestions, and recommendations will

be discussed at the September Youth Council Committee meeting and at a subsequent community forum. The RFP will be released in October/November 2011 and evaluated in January 2012. The results of the process will be reported to the Youth Council and Executive Committee in February and March 2012.

A public comment from David Mirrione of Workforce Institute was heard under this Agenda Item.

Upon motion by Dr. Mark Novak, seconded by Rashad Said, the tentative recommendation to fund work2future's youth services providers for FY 2011–2012 in an amount not to exceed \$972,000 was unanimously approved.

5. BusinessOwnerSpace.com Shop San Jose Campaign

Business Services Manager BJ Sims began the discussion on this item by mentioning the soon-to-be-released update to BusinessOwnerSpace.com (BOS), inviting committee members to a soft launch of BOS 2.0 at the *Grow Your Small Business Using Social Media* event to be held at the City Hall Rotunda on the morning of June 23, 2011. The event will involve companies such as Facebook, LivingSocial, Yelp, Knowsy Knows, and Dishcrawl.

Ms. Sims mentioned that a further enhancement, BOS 3.0 – the *Shop San Jose* campaign – will engage BOS partners in other City departments as well as large and small locally headquartered social media company partners to increase the local, regional, and global demand for San Jose's goods and services. She added that BOS 3.0 would be promoted at the annual Festiv'ALL in October 2011, and that work2future is expecting upwards of 4,000 attendees this year. Over 2,000 attended last year's Festiv'ALL event with 110 vendors, exhibitors, and service providers.

Ideally, Yelp will assist to mass-market the *Shop San Jose* campaign to the 225,000 local Yelpers. The Executive Director mentioned that some social media companies such as Groupon may offer special pricing packages and/or revenue sharing to local businesses. He added that people tend to think about the *Shop San Jose* campaign as being retail-based, but because 35% of our sales tax revenues come from business to business sales, partnerships with some of the social media companies could expand the scope of the *Shop San Jose* campaign to the wholesale level as well.

6. work2future Technology Update

Lawrence Thoo provided the committee with a brief update on work2future's acquisition of technology to streamline client services and assist work2future staff, saying that more time will be needed for the project than was originally anticipated. He mentioned that, while EDD approvals were in place to support the acquisition of specific technologies within the current fiscal year, the City's IT Department had not yet provided the approvals needed to move forward during the desired timeframe. He added that he is working on a Request for Qualifications to obtain an IT consultant to address issues beyond the capacity of work2future's staff.

C. Set Items for Next Agenda

- Relocation Update
- Rapid Response Spending Plan
- Discretionary Grant Spending Plan
- *Shop San Jose* Campaign Update
- Performance Update

D. Announcements

- **BJ Sims:** Youth job fair on May 26, 2011 was highly successful, with 748 jobs available.
- **Assistant Director:** a NUMMI job fair is scheduled for the HP Pavilion on August 10, 2011.

E. Next Meeting

The next Executive Committee meeting is currently scheduled to take place on **Thursday, July 21, 2011** at 3:00 p.m. at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, 794.1100.

V. PUBLIC COMMENT: a public comment was heard under Agenda Item IV(B)4.

VI. ADJOURNMENT: The meeting was adjourned at 4:12 p.m.

IV (B) (1)

Committee Updates

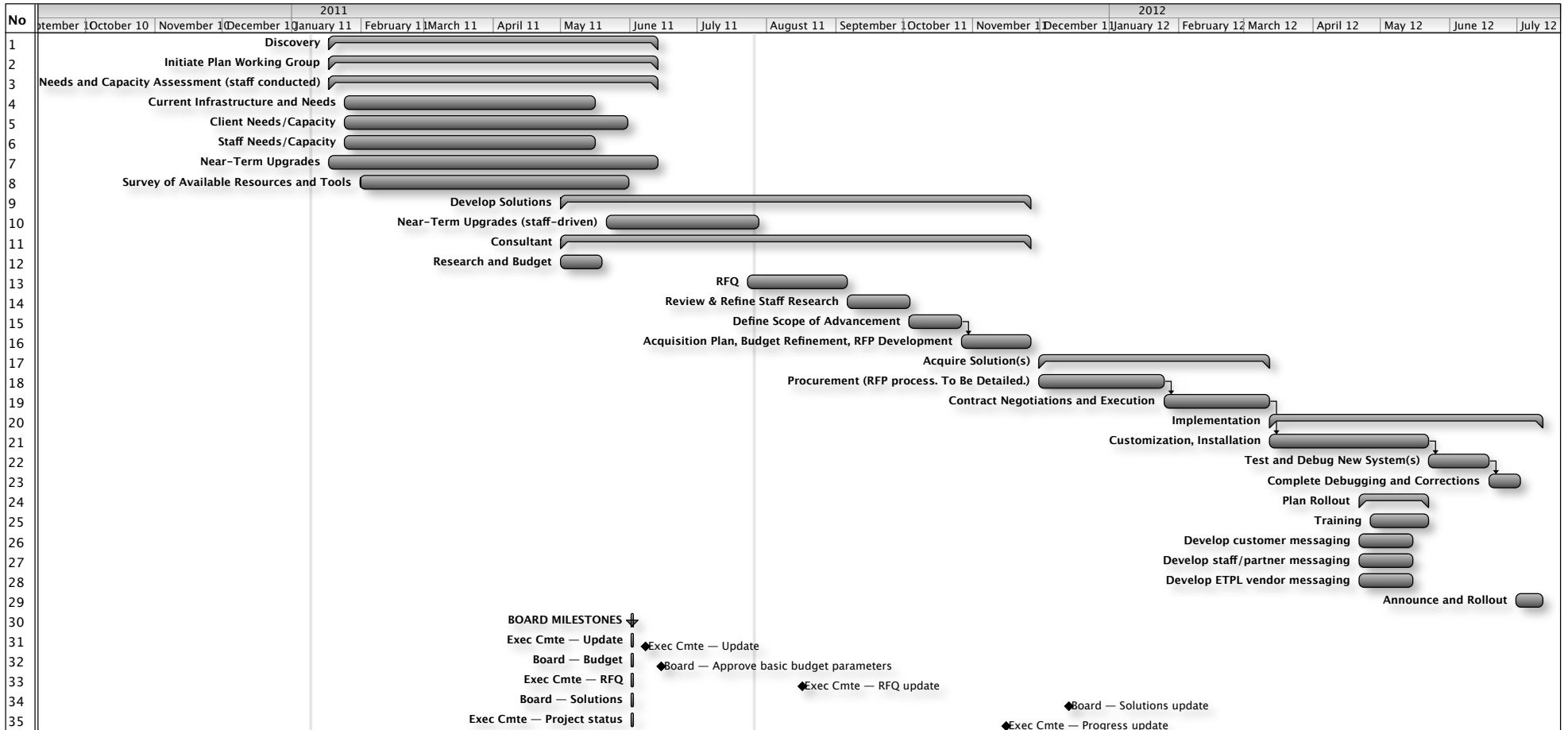
[Information]

IV (B) (2)

Relocation and Technology Updates

[Discussion]

work2future ICT Planning



July Revise

IV (B) (3)

Discretionary Grant Spending Plans

[Action]

work²future
opportunity • jobs • success

Memorandum

TO: Executive Committee

FROM: Joy Salandanan,
Supervising Accountant

SUBJECT: New Grant Awards for FY 2011-
2012 and Related Spending Plans

DATE: August 18, 2011

Approved

Date

Aug 17, 2011

RECOMMENDATION

Executive Committee approval to accept new grant funding allocations received for Fiscal Year (FY) 2011-2012 and related spending plans as follows:

- \$1,493,839, the second round of funding for the NUMMI Project from a National Emergency Grant (NEG) award from the Department of Labor (DOL) through the State Employment Development Department (EDD); and
- \$985,000 of 25% Additional Assistance funding from the State EDD for the American Recovery and Reinvestment Act (ARRA) Transition Supplemental Support Project.
- \$15,352 representing an Exemplary Performance Award given to Local Workforce Investment Areas (LWIAs) that met or exceeded its performance measures for Program Year (PY) 2009-2010.

The recommendation of the Executive Committee will be forwarded to work2future's Finance Committee and the Board for their respective meetings on September 14, 2011 and September 15, 2011.

BACKGROUND

The New United Motors Manufacturing Incorporated (NUMMI) ceased operations in April 2010. More than 4,700 full-time employees were laid off from the NUMMI plant alone. Over 2,800 direct and indirect suppliers were forced to close or downsize due to the NUMMI plant closure. Of the total number of affected workers, approximately 800 NUMMI employees and 1,900 employees of direct and indirect suppliers reside in work2future's service area.

On July 29, 2010, the Executive Committee approved a spending plan for the NUMMI program for \$6,274,772 that was subsequently accepted by the Board. Of this amount, work2future received the 25% Additional Assistance bridge funding of \$970,000 and the NEG first increment funding of

\$2,006,901. The remaining \$3,297,871 would be released once all participating Workforce Investment Boards (WIBs) reached the 70% expenditure rate of the first increment of the NEG allocation.

In June 2011, EDD notified work2future of the NEG second increment funding of \$1,493,839, which represents work2future's share of the total amount of \$7,839,983 released by the State. These funds will be used through March 31, 2012 along with the carryover bridge and first incremental funding.

In addition, work2future recently received notification from EDD of a discretionary ARRA Transition Supplemental Support Project grant award of \$985,000. These funds will bridge work2future's one-stop system gap funding to serve ARRA carryover participants and an additional 400 clients through work2future's one-stop system. work2future anticipates that training will be provided to 100 of the 400 new enrollees. The funding term for this grant is from January 1, 2011 through December 31, 2011; however, work2future plans to submit a request to extend the term to June 30, 2012, due to the late receipt of the notification and to accommodate the City appropriation process.

Moreover, work2future received a \$15,352 Exemplary Performance Award for meeting and exceeding its performance measures for PY 2009-2010. These funds may be used for allowable costs under WIA. The term of this grant is from July 1, 2011 through June 30, 2012.

ANALYSIS / BUDGET IMPACT

The second increment of the NEG allocation for the NUMMI program will leverage Trade Adjustment Assistance Act (TAA) funds, the NEG first increment allocation, other federal funding, and the 25% Additional Assistance bridge funding. work2future has already used these funds in FY 2010-2011 for the provision of core and intensive services to 550 NUMMI participants through the NUMMI Career Transition One-Stop Center, including outreach, recruitment, testing and assessments, skills analysis, labor market information workshops, basic and remedial education, Individual Employment Plans, career and peer counseling, occupational and/or vocational skills training, supportive services and job placement.

work2future's anticipated total enrollment of 570 through the end of the program far exceeds the original projected enrollment goal of 447. An influx of participants residing outside work2future's Local Workforce Investment Area (LWIA) have transferred to work2future's NUMMI Career Transition Center for assistance to find employment. In FY 2011-2012, work2future anticipates enrolling an additional 20 participants due to recent administrative layoffs at the NUMMI plant facility.

While the ARRA funding is winding down in FY 2011-2012, the unemployment rate and number of unemployed individuals in work2future's LWIA have remained high. This combination of factors seriously impacts work2future's capacity to maintain the quantity and quality of its assistance to the region's unemployed. The \$985,000 of ARRA Transitional Supplemental Support funding will help to mitigate the impact of the loss of the ARRA funding and the increased number of clients accessing services. It will also help to restore work2future's capacity to assist its Dislocated Worker participants from the first post-ARRA year in the areas of case management, career coaching, workshops, training and supportive services.

The tables below show the revised spending plans for NUMMI Additional Assistance funding and the first and second increments of the NEG allocations, the NUMMI-related expenditures through June 30, 2011, and the new spending plan for the 25% Additional Assistance funding for the ARRA Supplemental Support Project. work2future has spent 74% and 76% of the NUMMI Additional Assistance funding and the NEG first increment allocation, respectively.

Spending Plan:	Approved Spending Plan	Revised Spending Plan	Expenditures (Preliminary)
Funding Award: \$970,000			
Grant Term	04/01/10 - 09/30/11	04/10/10 - 03/31/12	07/10/10 - 6/30/11*
Staffing Plan	12.75 FTE	13 FTE**	6 FTE
Staff Salaries & Benefits (includes admin & overhead)	771,576	629,122	444,242
Client Related Services	56,000	157,000	146,020
Others (supplies, mileage, rent, printing, other prof. svcs etc.)	142,424	183,878	130,338
Total Spending Plan	970,000	970,000	720,600
		Spending rate	74%

* Prior to year-end close

** Staffing costs in the revised plan for program staff salaries up to December 2010 are lower than in the original plan despite an increase in FTE, due to the decrease in the overhead rate from 45.96% to 24.69% and the change in the period covered from 04/01/10 through 9/30/11 to 04/01/10 through 12/31/10; remaining salary costs will cover MIS and Fiscal staff salaries from 07/01/11 - 03/12/12.

Spending Plan:	Approved Spending Plan	Approved Plan for 1st Increment	New Spending Plan for 2nd Increment	Revised Spending Plan for 1st & 2nd Increments	Expenditures
Funding Award: \$3,500,740					
Grant Term	04/01/10 - 03/31/12	04/01/10 - 03/31/12	04/01/10 - 03/31/12	04/10/10 - 03/31/12	07/01/11 - 06/30/11
Staffing Plan	13 FTE	13 FTE	15 FTE **	15 FTE**	11 FTE
Staff Salaries & Benefits (includes admin & overhead)	2,518,915	1,002,497	496,504	1,499,000	624,391
Client Related Services	2,785,857	944,404	900,000	1,844,404	883,817
Others (supplies, mileage, rent, printing, etc.)	0	60,000	97,335	157,335	10,331
Total Spending Plan	5,304,772	2,006,901	1,493,839	3,500,740	1,518,538
				Spending rate	76%

* Prior to year-end close

** Program staff salaries from January 2011 to March 2012

The increase of 123 NUMMI participants over the original goal of 447 enrollments requires two additional staff (from 13 to 15 FTE) as well as other resources, such as additional workstations for staff and space for workshops. In addition, there is a higher demand for training, especially in the areas of healthcare, manufacturing, and energy-efficient clean/green technologies. These industries are experiencing increased interest from the larger unemployed population, creating severe competition for employment in these sectors, the need for enhanced training and additional certifications, and the need

for participants to spend more time with skilled job developers. work2future expects that providing training services targeted to high demand sectors will offer the best opportunities for employment placement for NUMMI participants.

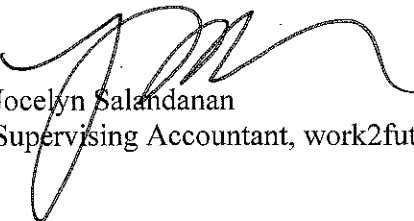
ARRA 25% Transitional Supplemental Support Project Spending Plan: \$985,000

Funding Award:	\$985,000
Original Term: 12/01/10 – 12/31/11	
Requested Term: 07/01/11 – 06/30/11	
Spending Plan: 3 FTE	156,000
Benefits (includes Overhead)	97,796
Client Related Services:	727,204
Others (supplies, mileage, rent, utilities, printing, etc.)	4,000
Total Spending Plan	\$985,000

The ARRA Transition Supplemental Support Project award of \$985,000 will augment work2future's formula funds to support additional workshops, training, supportive services and case management services.

work2future plans to set aside the Exemplary Performance to provide addition client services and training for work2future staff in Workforce development and technology enhancements.

Total New Grant Awards Spending Plan: \$2,494,191.


Jocelyn Salandanan
Supervising Accountant, work2future

cc: Jeff Ruster

/jvs

IV (B) (4)

Training and Client Services Update

[Discussion]



ADULT/DISLOCATED WORKERS 2010-2011 Training Report

In Program Year 2010-2011, work2future provided a wide variety of options for our customers to obtain skill upgrades and training, assisting them to enhance their skills and qualifications for employment.

NUMBER OF JOB SEEKER CUSTOMERS TAKING ADVANTAGE OF DIVERSE TRAINING OPPORTUNITIES		
Eligible Training Provider List (ETPL)	The ETPL provides customer-focused employment training for WIA Adults and Dislocated Workers. work2future's 60+ training providers offer over 1000 courses on the local ETPL.	238
Cohort Training	Participants enroll in training programs as a group, creating enhanced opportunities for networking and peer support.	129
Ed2Go (On-line)	Ed2Go provides hundreds of online courses through 1800+ college and university partners from Web Design, Accounting Fundamentals and Grant Writing to Business and Management courses.	500
San Jose Community College	SJCC offers for-credit courses to participants.	55
METRIX (On-line)	A METRIX Learning license allows single users to access over 5,000 courses for a period of 90 days. The course library contains thousands of desktop computing, business, information technology and health-related topics from industry's leading providers.	772
Certification Workshops	Workshops of 12 hours or longer resulting in a certificate, including Microsoft Office Suite, ESL, GED, Business Entrepreneurship, Business Writing, Project Management, Leadership Boot Camp, and QuickBooks.	2342
GRAND TOTAL		4036

IV (B) (5)

Information and
Communication Technologies
Study

[Discussion]

Tech Job Growth Poses Both Opportunities and Challenges

Silicon Valley's technology cluster is emerging from recession into a new period of growth and opportunity, according to a comprehensive study completed for four Silicon Valley workforce investment boards. Interviews with key executives indicate a 15% jump in high-skill jobs over the next two years, confirming the recent news of hiring by Google, Facebook and other Valley tech companies.

Based on 250 employer surveys and over 50 executive interviews, this research study provides a roadmap for Silicon Valley's efforts to address workforce changes and competitive challenges. The study – *Silicon Valley in Transition: Economic and Workforce Implications in the Age of iPads, Android Apps and the Social Web* – proposes a number of recommendations for better preparing and connecting job seekers with available employment opportunities and for Silicon Valley to maintain its dominance as the world's preeminent innovation factory.

To compete for future high-skill tech jobs, job seekers will need to:

- Demonstrate entrepreneurial skills, flexibility, adaptability and a passion for life-long learning in addition to relevant technical skills.
- Shift their resume and job search strategies to focus on their experiences helping previous employers solve problems and innovate.

The study contains "Tech Resume 2.0," with resume advice from 27 tech recruiters and hiring decision makers.

Executives locate in Silicon Valley to be near the world's largest pool of high tech talent, to be near their key customers, to enjoy a high quality of life and to have access to capital and great universities. Today's fiscal struggles threaten many of the Valley's advantages—advantages that are critical to remaining competitive in an area with high labor and housing costs.

Going forward, leaders must find ways to implement an active investment agenda—in the Valley's workforce, infrastructure and communities.

The study recommends that workforce boards must remain aligned with ever-shifting local employer skill demands in order to provide job seekers with relevant advice on job search and resume strategies. Boards can also establish portfolio learning labs to give laid-off job seekers opportunities to demonstrate their grasp of new technologies and their passion for learning and innovation.

The sponsoring workforce boards are work2future, NOVA, San Mateo County and Santa Cruz County. Green LMI, BW Research, and the Center for the Continuing Study of the California Economy led a national research team that conducted the eight-month study.

Full report: www.work2future.biz/images/documents/TechStudyFullReport_03.pdf

IV (B) (6)

ARRA Audit and Program
Updates

[Discussion]

IV (B) (7)

WIA Reauthorization and SB 776 Update

[Discussion]

WORKFORCE INVESTMENT ACT REAUTHORIZATION UPDATE

Progress Summary: Senate Health, Education, Labor & Pensions (HELP) Committee mark-up of the draft bill is scheduled for August 3, 2011. Democrat Tom Harkin chairs the committee, and the ranking Republican is Michael Enzi. The last time Congress addressed WIA reauthorization, the Senate and House had competing versions and could not agree on a final version.

The draft bill, at present, proposes the following:

1. Alignment with Education and Economic Development. Mandates increased efforts to link with education and economic development programs. States may submit plans for coordination with Perkins Career Technical programs, Temporary Assistance for Needy Families (TANF) public assistance program, Supplemental Nutritional Assistance Program (Food Stamps), Trade Adjustment Act assistance (for workers who jobs are off-shored), the federal Housing and Urban Development Department (HUD), and others.
2. Regional Emphasis. Governors will continue to designate a state's Local Workforce Investment Areas, but there is increased emphasis on regional planning and services. States are required to identify regions made up of two or more local areas that collectively align with that region; those local areas must then jointly participate in regional planning and submit a single regional plan as well as their own local plans. All local plans must include a regional analysis.
3. Local Board Restructuring.
 - A. Business Majority. Local WIBs must still have a business majority and a business sector chair.
 - B. At least 40% of local board membership designated as follows: (1) Not less than 20% to "workforce representatives" including labor organizations or other employee representatives; (2) Not less than 10% to representatives of education and training, including adult education providers and institutions of higher education, local educational agencies and community-based organizations; (3) Not less than 10% to representatives of government and economic and community development organizations, which may include State employment services such as EDD; Rehabilitation Act programs; transportation, housing, and public assistance agencies; and philanthropic organizations.
 - C. Youth Councils eliminated. A standing youth services committee replaces it.
 - D. A committee on serving individuals with disabilities is now a minimum requirement.
4. Measures Service to employers. Adds "Effectiveness in Serving Employers" to the performance measures. This measure is to be defined by the Secretaries of Labor and Education.
5. Creates New Innovation and Replication Grants.
 - A. The Workforce Innovation and Replication Grants are to support innovation or replication and expansion of effective, evidence-based strategies that align programs and strengthen the workforce development system. Grant recipients must provide a 50% cash or in-kind match, with half of the 50% match from non-federal sources.
 - B. The Youth Innovation and Replication Grants are similar to the Workforce Innovation grants but focused on developing concurrent and contextualized learning, career academies, dropout prevention and recovery, paid or unpaid work experience, and innovative programs for youth with multiple barriers.
6. Income Eligibility. WIA low-income eligibility is increased to 150% of the poverty level.

IV (B) (8)

BusinessOwnerSpace.com
Shop San Jose Campaign
Update

[Discussion]

Social Media Conference June 23, 2011

Over 300 small business owners and representatives convened for a morning Social Media Conference in the San Jose City Hall Rotunda to explore the range of tools and services available to help companies expand. With Social Media becoming such a powerful influence over the purchasing choices that companies and consumers are making every day, attendees were able to lay the groundwork to grow more quickly.

- Two panels with industry leaders Facebook, LivingSocial and Yelp, and with local social media companies Dishcrawl, KnowsyKnows, and LikeList provided insights into their products and how companies can interface with the social media world.
- Councilmember Rose Herrera provided the welcome and context for the day's event.
- Beginning and intermediate workshops drew a combined total of 130 attendees.
- In the resource area, representatives from 36 BusinessOwnerSpace.com and social media partners were on hand to answer questions and provide a wide range of assistance to encourage business growth.

Survey results for the event:

- * 84% felt that the event was Excellent or Above Average
- * 85% felt that the keynote was Excellent or Above Average
- * 73% felt that Panel I was Excellent or Above Average
- * 69% felt that Panel II was Excellent or Above Average
- * 75% felt that the beginning workshop was Excellent or Above Average
- * 94% felt that the intermediate workshop was Excellent or Above Average
- * 51% felt that the resource tables were Excellent or Above Average
- * 92% felt that the location was Excellent or Above Average
- * 75% said that they would attend the event next year if offered (an additional 24% said that they might come)
- * 52% of respondents had been familiar with work2future before the event
- * 30% of respondents had been familiar with BusinessOwnerSpace.com before the event

IV (C)
Set Items for Next Agenda

IV (D)
Announcements

IV (E)
Next Meeting

The next Executive Committee meeting is currently scheduled to take place on October 20, 2011 at 3:00 p.m. at the Almaden Winery Community Center, 5730 Chambertin Dr., San Jose, CA 95118.

V
Public Comment

VI
Adjournment