

# work<sup>2</sup>future

opportunity • jobs • success

## **EXECUTIVE COMMITTEE AGENDA**

**Thursday, November 18, 2010**

3:00 p.m. – 5:00 p.m.

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

[www.work2future.biz](http://www.work2future.biz)

**Benny Boveda, Chair**  
**Joseph Flynn, Vice Chair**  
**Christopher Donnelly, Secretary**  
**Elizabeth Kaylor, Board 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](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 Benny Boveda, and in my capacity as Chair of work2future I would like to welcome you to the Executive Committee meeting of November 18, 2010.

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 two (2) 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**

**November 18, 2010**

**3:00 p.m. – 5:00 p.m.**

**ORDER OF BUSINESS**

**I. QUORUM VERIFICATION**

**II. OPENING REMARKS**

**III. CONSENT ITEMS**

**{Action}**

5 Min.
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Recommendations:

- (a) Accept the October American Recovery and Reinvestment Act (ARRA)/Integration Report of November 9, 2010.
- (b) Accept the October CQI Dashboard Report of November 12, 2010.
- (c) Accept the Grant Report of November 1, 2010.
- (d) Accept the BOS Report of November 9, 2010.

**IV. AGENDA ITEMS**

**A. Old Business**

- 1. **Minutes Approval**

5 Min.
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Approval of the October 21, 2010 work2future Executive Committee Minutes.

**B. New Business**

- 1. **Committee Updates**

5 Min.
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*Benny Boveda, Board and Executive Committee Chair*

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

- 2. **New Grant Appropriations**

15 Min.
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*Christopher Donnelly, Assistant Director*

Approval of proposed expenditure plan for recently received grant awards.

- 3. **Executive Committee Meeting Schedule for 2011**

5 Min.
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*Benny Boveda, Board and Executive Committee Chair*

Approval of work2future's Executive Committee meeting schedule for 2011.

4. work2future's Five-Year Business Model

{Discussion}

50 Min.

*Jeff Ruster, Executive Director*

The committee will discuss a new business model for work2future, based on input from staff and Board members participating in the Revenue Generation and Enterprise Group, the Information Technology Group, and the 501(c)(3) and Marketing Group.

**C. Set Items for Next Agenda**

5 Min.

**D. Announcements**

5 Min.

**E. Next Meeting**

The next Executive Committee meeting is currently scheduled to take place on (a date to be determined by the Executive Committee at its November 18, 2010 meeting) at 3:00 p.m. at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, 794.1100.

**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 October American Recovery and Reinvestment Act (ARRA)/Integration Report of November 9, 2010.
- (b) Accept the October CQI Dashboard Report of November 12, 2010.
- (c) Accept the Grant Report of November 1, 2010.
- (d) Accept the BOS Report of November 9, 2010.

[Action]



ARRA/INTEGRATION UPDATE  
ADULT/DISLOCATED WORKERS AND YOUTH 2010-2011  
November 9, 2010

**ARRA Expenditures as of September 30, 2010:**

**Funding Streams**

Adult	100%
DW	81%
Youth	96%

**Projected ARRA Expenditures as of June 30, 2011:**

**Funding Streams**

Adult	100% as of September 2010
DW	100% as of June 2011
Youth	100% as of December 2010

**Key updates:**

- Additional Supportive Services funding will be available for customers.
- Number of new customers completing initial assessment and coaching:
  - 547** for the month of October 2010 (Adult: 250, DWP: 297)
  - 2,550** for year-to-date (July 1 through November 8, 2010)
- Number of core, intensive, training and miscellaneous services provided to customers (new and carry-over):
  - 8,222** for the month of October 2010
  - 35,000+** for year-to-date (July 1 through November 8, 2010)



## Customer Satisfaction Performance Dashboard Monthly Summary – October 2010

**Report Date: November 12, 2010**

**Introduction:** This report provides a summary of **key performance indicators (KPI's)** from the weekly Comment Card and the customer satisfaction measures from the Integration Performance Measures. The comment card report's key indicators provide lead indicators that help to understand the future performance of key processes. There are five key indicators out of the eight questions on the comment card. Two of these are also part of the integration performance measures. There are nine integration performance measures, four of which relate to customer satisfaction and two of the four overlap with the comment card key indicators.

**Lag, Current and Lead:** This report is made up of lag and lead key performance indicators (KPI's). Financial results, such as last quarter's revenue, are typically lagged by 2+ months. Annual results, especially fiscal year results, can be much more delayed. With such lags the problem arises as to what action might be appropriate to alter the direction of the organization's performance when the KPIs are measuring results in the past.

A correction may be inappropriate when the current performance has already significantly altered from that measured some time ago and may result in overcorrection. Lag indicators should rarely be considered as a KPI as the benefit of KPI is to adjust processes and behavior to get better performance.

KPIs of the leading type are predictive of desired results at the next higher level. An example of such a leading indicator for market share is customer satisfaction with the organization's products and service. The primary difficulty with leading KPIs is to be sure that they are strongly correlated with the required corporate goals; modeling and understanding of key business drivers is necessary.

**Summary Period:** October 2010

**Report Dates:** October 4 –10, October 11 - 17, October 18 - 24 and October 25 - 31, 2010

**Total Number of Responses:** 163

**Volume as of November 12, 2010:**

- Number of new customers completing initial assessment and coaching:
  - 547 for the month of October
  - 2,550 year to date
  - Projected goal – 10,000
- Number of services core, intensive, training, misc. provided to customers:
  - 8,222 for the month of October
  - 35,433 year to date
  - Projected goal – 70,000

**Customer Satisfaction Performance Dashboard**  
**Monthly Summary – October 2010**

**Conclusions and Analysis:**

- Overall, customers are very happy with services received

***Summary of Trends in Comments (shows up more than once across weeks):***

- Email blasts for job openings are not targeted, but sent out to everyone. Customers would prefer job listings more specific to their job search.

**Key Indicator Highlights<sup>1</sup>:**

Q1 – I was greeted promptly upon arrival.

Q2 – I waited less than 10 minutes for services.

Q3 – The staff treated me with respect.

Q4 – The staff was helpful to me.

Q5 – The information provide was useful in job search.

Q6 – The services or resources I used today were of quality

Q7 – I would recommend center to friend/colleague

Q8 – Overall satisfaction

**Trends over the Period (across the month):**

- Q2 ranged from a low of 29% to 72% either strongly agreeing or agreeing that they waited less than 10 minutes for services.
- Q5 had a range of 26% (combined strongly agree and agree) to 67% agreeing that the information was useful in job search.
- Q6 had a range of 29% agreeing and strongly agreeing that services were of quality to 72% agreeing that services were of quality.
- Q7 had a range of 13% to 72% agreeing they would recommend the center to a friend.
- Q8 had a range of 13% in one week to 72% in another either strongly agreeing or agreeing that overall they were satisfied.

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<sup>1</sup> Bold highlights the key lead indicators from the comment card questions and red highlights the common lead measures from both the comment card and the Integration Performance Measures.

11/1/2010		Due Date	Award Date		<u>work2future</u>		
Contact	Funding Source/Sponsor	Submitted	TBD	Name	Funding Request	Status	Lead/Partners
<b>PENDING</b>							
1	BJ	Wells Fargo Bank	6/1/2010	TBD	BOS	\$5,000	UnderReview w2f
2	Chris	EDD--25%	9/30/2010	TBD	Additional Assistance Dislocated Workers	\$985,000	TBSubmitted w2f
<b>SUBMITTED</b>							
3							
4	Jeff	Federal Earmark/Senator Boxer	2010	2011	Green HC Training Program	\$400,000	Submitted work2future
5	Chris	NEG	4/26/2010	TBD	Public Sector Transition	\$3,500,000	Submitted work2future
6	Chris	EDD--25%	2010	7/1/2010	Additional Assistance Public Sector	\$970,000	Awarded work2future
<b>AWARDED</b>							
7	BJ	Bank of America	2010	2010	Business Services	\$10,000	Awarded work2future
8	Chris	EDD	2010	7/1/2010	Additional Assistance NUMMI	\$970,000	Awarded work2future
9	Chris	NEG	2010	7/1/2010	Emergency Numi	\$3,500,000	Awarded work2future
10	Javier	EDD	2010	6/30/2010	Green Inovations (Workforce Inst)	\$231,000	Awarded workforce Insti/w2f
11	Javier	California Workforce Board	11/19/2009	2/14/2010	Regional Clusters of Opportunity	\$100,000	Awarded NOVA/w2f
12	Chris	NEG OJT	5/2/2010	TBD	OJT	\$1,000,000	Awarded work2future
13	Javier	DOL	10/5/2009	2/22/2010	ARRA Health Care Sector SGA/DFA	\$60,000	Awarded SJS Foundation
14	BJ	Federal earmark/Cong. Honda	2009	TBD	BOS support Minority Business	\$200,000	Submitted work2future
15	BJ/Joy	City General Fund	2009	2009	BOS Support	\$100,000	Awarded work2future
16	BJ/Joy	Wells Fargo	2009	2009	BOS Network	\$10,000	Awarded work2future
17	BJ/Joy	Wells Fargo	2009	2009	BOS	\$5,000	Awarded work2future
18	BJ	Federal Earmark/Cong.Honda	2009	2009	BOS support	\$245,000	Awarded work2future
19	Chris	Target Foundation	2009	2009	Celebracion	\$5,000	Awarded
<b>NOT AWARDED</b>							
20	Lawrence	EDD	6/1/10	Jun-10	Green Innovations Challenge	\$4,000,000	Not awarded work2future
21	Javier	DOL	9/29/2009	TBD	Pathways Out Of Poverty	\$2,500,000	Not awarded work2future
22	Javier	CA Green Energy Training Prog PY 09/10			EDD/CA Department of Energy	\$545,000	Not awarded work2future
23	Jeff	Federal Earmark	FY 2010		Small Business/BOS	\$250,000	Not awarded work2future
24	Javier	DOL	4/29/2010	TBD	Community Based Job Training Grant	\$400,000	Submitted West valley Coll/w2f
25	Javier	US Dept of HHS	8/5/2010	Dec-10	Health Opportunity Grant TANF (5Yrs)	\$1,400,000	Submitted work2future/NOVA
26	Jeff/Scott	EDA (e-ric)	2010	Summer2010	Energy Efficiency Training	\$2,500,000	Submitted CSJ-SF-CET

BOS Tracking Report

Website	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
Nunber	**6485	4938	6637	4768	5120	4087	5432	***5777	***10494	5624	7073	5115	5581	4669	4071	4754	167147
Unique	4950	3745	4734	3645	3828	2900	4026	4289	7606	2335	5310	3983	3947	3564	3266	3677	126452

Top Most Popular Linked Sites

- 1 Alliance 4 CD & MBEC (6)
- 2 Hispnaic Chamber & Women's Initiative (4)
- 3 Anewamerica, Ecology Action, SJ Library, SVSBDC, SCORE, work2future-(3)
- 4 CSJ-ESD, Finance, OED, EBC, Filipino, SCORE (2)
- 5 Chase, CSJ Planing, Japanese, opp fund, PCV, Black, Software cluster, US Markets (1)

QLBS	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
Assessment	3	3	3	1	12	2	2	5	10	0	8	2	3	2	2	6	142
OnLine	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
Registration:	20	25	22	22	17	23	31	39	54	23	41	25	26	23	17	20	810
Toll Free Ca	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
	19	23	23	14	38	21	17	44	30	45	28	38	17	23	12	20	874
Partner	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
Services	**5133	174	383	*1950	30	35	66	***915	***715	733	****1537	698	317	****1647	1359	1701	33526

Grand Total Oct 07 -YTD

202499

Vietnamese	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
Website Clie	44	273	266	167	264	147	302	200	334	384	404	292	379	417	280	498	5897
Most Viewed Page																	

Spanish	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
Website Clie	76	29	51	60	54	43	39	74	55	46	65	71	68	67	80	70	1268
Most Viewed Page																	

ARC Loans	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Oct-07-YTD
from Ca Lenders	68	5	24	0	49	55	59	46	57	9	24	20	21	25	0	462

\* BOS Festival Event

\*\* BOS HP Event

\*\*\* BOS Small Business Tax Assistance

\*\*\*\* BOS Small Business Resource Fair & CH job Fair

\*\*\*\*\*SV Chamber event 1474

IV (A) (1)

Meeting Minutes

[Action]

## EXECUTIVE COMMITTEE MINUTES

Thursday, October 21, 2010

CTO: 3:17 p.m.

### I. QUORUM VERIFICATION:

**Present:** Benny Boveda, 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) Accept the September American Recovery and Reinvestment Act (ARRA)/Integration Report of October 12, 2010.
- (b) Accept the August CQI Dashboard Report of September 3, 2010.
- (c) Accept the September CQI Dashboard Report of October 8, 2010.
- (d) Accept the Grant Report of October 1, 2010.
- (e) Accept the BOS Report of October 12, 2010.

### IV. AGENDA ITEMS

#### A. Old Business

##### 1. Minutes Approval

Upon motion by Rashad Said, seconded by Steve Preminger, the August 19, 2010 work2future Executive Committee Minutes were unanimously approved.

#### B. New Business

##### 1. Committee Updates [Deferred]

No committee meetings were held since the last Executive committee meeting; therefore, there were no reports from committees.

##### 2. Burning Glass Technologies Presentation

Kevin Burgess, Business Development Director of Burning Glass Technologies, provided a presentation to the committee regarding the use of Artificial Intelligence technology to streamline resume building and matching to existing employment opportunities.

##### 3. work2future's Five-Year Business Model

Executive Director Jeff Ruster provided a brief presentation of the information from meetings of the working groups identified at the September 23, 2010 Board Meeting and Retreat: the Revenue Generation and Enterprise Group, the Information Technology Group, and the 501(c)(3) and Marketing Group.

Board member Rocky Maddex reported on the progress of the Revenue Generation group, explaining that they will target private businesses, technology and value-add business partners, and the public sector.

Assistant Director Christopher Donnelly discussed Econovue and the licensing agreement work2future has with Cheryl Parker. Chair Benny Boveda mentioned that he had accessed Econovue and found it user-friendly. Board Member Barbara Cox additionally observed that Econovue needs a champion, and that its layers of data would be very useful to support grant applications. Committee member Dr. Novak was concerned that work2future needs to develop a strategy that takes current resources into account.

Rocky Maddex brought forward a suggestion from the Retreat that work2future look to its clients as a talent pool to develop a marketing and sales program, perhaps as an internship funded by a grant. Another suggestion was to leverage any revenues received and plow them back into the investment in order to put plans in place. He also mentioned the possibility of venture capital assistance to take the Econovue asset and make a business venture of it.

Representing the Information Technology group, the Assistant Director discussed program efficiencies that work2future is exploring, including client self-registration and other uses of technology to provide client services, such as workshop self-signups and webinars. Benny Boveda wondered, given the timesavings on resume development that could be provided by the Burning Glass product, whether the product would actually pay for itself.

Dr. Mark Novak, representing the 501(c)(3) and Marketing Group, discussed the utility of developing a 501(c)(3) entity within work2future, adding that the effort was moving ahead. The Executive Director said that formation of work2future's 501(c)(3) would require approximately 18 months. He added that if work2future is unable to generate additional revenue, there will be reductions to client services.

The Executive Director mentioned, based on conversations with Cisco, that they may be interested in providing a technology audit, potentially including Econovue, and possibly involving a grant through the Cisco Foundation. Cisco may also be interested in a seat on the work2future Board.

The Executive Director also discussed the possibility of moving from the Parkmoor facility into one or more community centers, for substantial rent savings. He mentioned that if work2future is unable to relocate in the near term, the Parkmoor facility is slated to revert to the City in 2013. He added that, although rent would be more manageable at approximately \$300,000 per year, the costs associated with utilities would still be appreciable.

Benny Boveda asked whether work2future's satellite facilities were being taken into account in the cost savings equation; the Executive Director responded that all facilities are being considered in terms of cost, staffing, and other related factors.

The Executive Director reported that work2future had received an anticipated public sector grant, which will allow an increase in savings since formula funds had already been expended in support of the grant objective. He also mentioned that work2future expected to apply for a 25% Additional Assistance grant as well.

The Executive Director referred to the Budget Parameter spreadsheet, saying that if we take literally the five-year financial projection, we would have \$10M for next year's formula allocation, and with \$500K in savings, this is really a discussion regarding a \$9.4M budget, \$3.5M less than last year's budget. He added that work2future is putting together a conservative budget with some fairly complicated assumptions, in order to examine the service implications and to develop a framework around that assumption.

The Executive Director explained that the budget would be presented to the Finance Committee on December 9, 2010, based on input from the Executive Committee. The Board, at its meeting on December 10, 2010, will receive a general update regarding the development of the business plan, possibly in addition to identifying for elimination some "low-hanging fruits" such as high-cost, low-return activities and services currently provided. If it appears that work2future will be leaving the Parkmoor facility, it will be necessary to put in motion the cancellation provisions and notices. The January and February Executive Committee meetings would drill down further, with the expectation of presenting a full-blown business plan to the Board in March 2011.

Dr. Novak suggested that work2future approach Sobrato, once more information is available regarding work2future's options, to have a conversation on renegotiating the lease, adding that Sobrato probably doesn't want another empty building on their hands. The Executive Director answered that Sobrato hadn't show a lot of interest, but that he will know more about work2future's options and impediments in November.

Dr. Novak also suggested that the Executive Director, based on the good experience with Cisco, look into marketing work2future to larger companies, letting them know who we are. He said that, although such efforts are time-intensive, these companies often have foundations that support the community. There may be projects of mutual interest. The Executive Director mentioned that Microsoft's foundation is primarily focused on "workforce," and that they will be more inclined to work with us once we have a 501(c)(3).

**C. Set Items for Next Agenda**

- Recaps from the working groups
- Public Sector National Emergency Grant (NEG)

**D. Announcements**

- BJ Sims announced that work2future will participate in the "Honor a Hero, Hire a Vet" event on November 4, 2010 at the Holiday Inn from 11 a.m. to 2 p.m. She also mentioned that this year's Festiv'ALL was a huge success with great food and entertainment.



**E. Next Meeting**

The next Executive Committee meeting is currently scheduled to take place on **Thursday, November 18, 2010** at 3:00 p.m. at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, 794.1100.

**V. PUBLIC COMMENT: none**

**VI. ADJOURNMENT**

Upon motion by Steve Preminger, seconded by Dr. Mark Novak, and passed unanimously, the meeting was adjourned at 4:20 p.m.

IV (B) (1)

Committee Updates

[Information]

## IV (B) (2)

# New Grant Appropriations

[Action]

**work<sup>2</sup>future**  
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## Memorandum

**TO:** work2future Finance Committee  
**FROM:** Joy Salandanan,  
Supervising Accountant  
**SUBJECT:** Public Sector Grant Award and  
Related Spending Plan  
**DATE:** November 18, 2010

Approved

Date

---

**RECOMMENDATION**

Executive Committee approval to accept a grant award received for Fiscal Year (FY) 2010-2011 and related spending plan allocating \$975,000 from the State Employment Development Department (EDD) to address public sector layoffs.

The recommendation of the Executive Committee will be forwarded to work2future's Finance Committee for its meeting on December 8, 2010 and to the Board for its meeting on December 9, 2010.

**BACKGROUND**

The term of the grant is from December 1, 2010 through June 30, 2011, and its focus is to augment severe funding level shortfalls in order to handle mass layoffs in the public sector. Last year, State and local budget deficits led to the loss of thousands of state and local government jobs.

**ANALYSIS / BUDGET IMPACT**

Several public service agencies are facing dramatic reductions to their workforces as a result of shortfalls in sales tax revenues and projected State recapture of additional city and county tax revenues. Entities that depend on tax revenues to fund staff have been forced to make significant cuts. Schools are cutting both certificated and classified staff, and cities and counties are cutting public safety as well as recreational and other staff. Since May 2010, work2future has provided career transition services to the 170 City of San Jose workers impacted by the layoff and "bumping" process.

The sheer volume of individuals affected by public sector layoffs is daunting, and the situation is further complicated because these layoffs are exempt from WARN, thereby inhibiting immediate outreach efforts. On the positive side, however, most public sector employees are educated to at

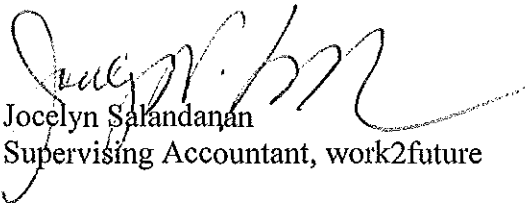
least the high school graduate level; thus, few will need basic academic skills training. Many are highly educated and possess strong communication skills. Conversely, many will require costly advanced skills training programs to be competitive in their chosen career fields or on new career paths.

Grant funding will allow staffing increases to handle the thousands of planned and actual layoffs in affected WIB areas, and to provide employment services for an anticipated 350 unemployed public sector workers, 150 of which will likely require supportive services, and 70 of which are expected to need training. Workforce Institute will receive \$103,000 to provide workshops and on-line learning opportunities. In addition, C-MTI will receive \$5,000 to upgrade the current customer tracking system to accommodate public sector layoffs, and Urban Explorer will receive \$10,000 for EconoVue public sector data enhancements.

The table below shows the spending plan for the Public Sector Grant award received by work2future:

Public Sector Grant Spending Plan: \$975,000

<b>Funding Award</b>	<b>\$975,000</b>
<b>Spending Plan:</b>	
Staff Salaries & Benefits - 4 FTE (12/10-6/11)	\$166,152
<b>Client-Related Services:</b>	
\$ 70,500 supportive services	490,500
\$420,000 training	
<b>Professional Services:</b>	118,000
\$103,000 workshops/on-line learning (WI)	
\$ 5,000 database (C-MTI)	
\$10,000 EconoVue (Urban Explorer)	
Operating Expenses (Communications, facilities, utilities, maintenance, supplies, travel, etc.)	159,325
Other (indirect cost)	41,023
<b>Total Spending Plan</b>	<b>\$975,000</b>

  
Jocelyn Salandanan  
Supervising Accountant, work2future

cc: Jeff Ruster  
/jvs/cd/ek

## IV (B) (3)

# Executive Committee Meeting Schedule for 2011

[Action]

**work<sup>2</sup>future**  
opportunity • jobs • success

## *Memorandum*

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**TO:** Executive Committee                      **FROM:** Benny Boveda, Chair  
**SUBJECT:** 2011 Schedule of Meetings                      **DATE:** November 18, 2010

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### **RECOMMENDATION**

Approval of the Executive Committee meeting schedule for 2011.

### **BACKGROUND**

work2future's Board meets in March, June, September, and December. work2future's Executive Committee meets in those months in which the Board does not meet. Below is the proposed schedule of Executive Committee meetings for the 2011 calendar year.

### **PROPOSED SCHEDULE**

work2future's Executive Committee meetings are held on the 3<sup>rd</sup> Thursday of the month from 3:00 p.m. – 5:00 p.m.

- January 20, 2011
- February 17, 2011
- April 21, 2011
- June 2, 2011\*\*
- July 21, 2011
- August 18, 2011
- October 20, 2011
- November 17, 2011

Approval of these dates for 2011 will allow Executive Committee members to finalize their commitments regarding next year's calendar.

\*\*SPECIAL MEETING DUE TO BUDGET AND CONTRACT APPROVALS

IV (B) (4)

work2future's Five-Year  
Business Model

[Discussion]



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 (a date to be determined by the Executive Committee at its November 18, 2010 meeting) at 3:00 p.m. in the Boardroom at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, CA 95126, (408) 794-1100.

V  
Public Comment

VI  
Adjournment