

# work<sup>2</sup>future

opportunity • jobs • success

## **EXECUTIVE COMMITTEE AGENDA**

**Thursday, June 9, 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](http://www.work2future.biz)

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

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[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 June 9, 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**  
**June 9, 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 Integration Report of May 27, 2011.
- (b) Accept the April CQI Dashboard Report of May 6, 2011.
- (c) Accept the Grant Report of May 1, 2011.
- (d) Accept the April LMI Report of May 26, 2011.

**IV. AGENDA ITEMS**

**A. Old Business**

**1. Minutes Approval**

**{Action}** 5 Min.

Approval of the May 16, 2011 work2future Executive Committee Minutes.

**B. New Business**

**1. Committee Updates**

**{Information}** 5 Min.

*Benny Boveda, Board and Executive Committee Chair*

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

**2. FY 2011-2012 Budget**

**{Action}** 25 Min.

*Jeff Ruster, Executive Director*

Approval of work2future's FY 2011-2012 Budget.

**3. Adult/Dislocated Worker Contract**

**{Action}** 10 Min.

*Monique Melchor, Adult/Dislocated Worker Program Manager*

Approval of Adult/Dislocated Worker Contract for FY 2011-2012.

**4. Youth Contracts**

**{Action}** 15 Min.

*Angela Cipperly, Youth Program Manager*

Approval of Youth Contracts for FY 2011-2012.

5. **BusinessOwnerSpace.com Shop San Jose Campaign** {Discussion} 15 Min.  
*BJ Sims, Business Services Manager & Dhez Woodworth, Economic Development Officer, Business Services*

A discussion will take place regarding an additional service enhancement for BOS, centering upon a Shop San Jose Campaign to increase demand for San Jose's goods and services. work2future has established partnerships with national and regional social media companies through which the Shop San Jose Campaign will be implemented.

6. **work2future Technology Update** {Discussion} 10 Min.  
*Lawrence Thoo, Workforce Intelligence Team*

An update will be provided regarding new and planned technologies, including an enhanced case management system, the new JTA-equivalent system, the Virtual One-Stop, and the technology budget.

- 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 July 21, 2011 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 Integration Report of May 27, 2011.
- (b) Accept the April CQI Dashboard Report of May 6, 2011.
- (c) Accept the Grant Report of May 1, 2011.
- (d) Accept the April LMI Report of May 26, 2011.

[Action]



INTEGRATION UPDATE  
ADULT/DISLOCATED WORKERS AND YOUTH 2010-2011  
May 27, 2011

**Key updates:**

Youth Job Fair on May 24, 2011 Mexican Heritage Plaza: Approximately 800 in attendance

Professional Development Series - Motivational Speakers

Professional Re-invention: The *YOU* Factor – Presented by **Marquesa Pettway**

May 25, 2011, 9:00 am - 5:00 pm

The Success Principles Workshop – Presented by **Jack Canfield**

June 8, 2011, 9:00 am - 5:00 pm

- Training Information
  - 138 Individuals in Occupational Skills Training
  - 534 Metrix licenses issued
  - 388 ED2Go signups
  - 126 San Jose City College Courses
  - 1247 Certificated Workshops
  - 32 Cohort

**Total            2,436**

Month of April 2011 for both Adult and DWP Programs:

A - Number of new customers completing initial assessment and coaching (enrollments):

- **476** for the month of April 2011 (Adult: 315 and DWP: 161 )
- **5,358** for year-to-date

B - Number of core, intensive, training and misc. services provided to customers (new and carried over clients):

- **7,324** for the month of April 2011
- **75,779** for year-to-date (included early sign ups - future dates)

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

**Report Date: May 6, 2011**

**Total Number of Responses: 133**

**Volume:**

- Number of new customers completing initial assessment and coaching:
  - 476 for the month
  - 5,358 year to date
  - Average number of new customers per day: 24
  
- Number of services core, intensive, training, misc. provided to customers:
  - 7,324 for the month
  - 75,779 year to date
  - Average number of services per customer during reporting period: 10

**Conclusions and Analysis:**

- Overall customer satisfaction has dropped from 90% to about 81% for the month.
- Majority of customers find that services offered meet or exceed expectations.
- Customers recognize staff as being helpful and knowledgeable.

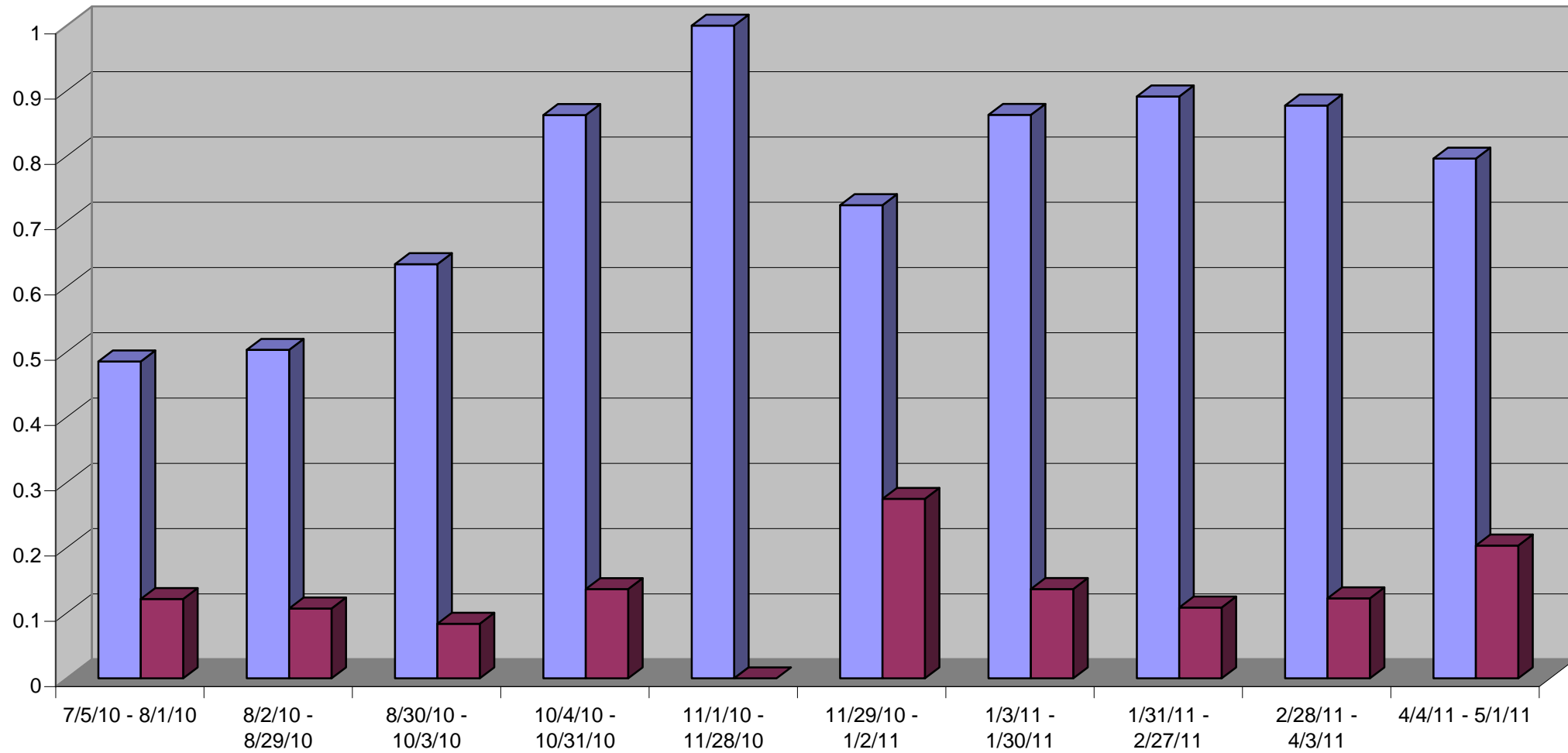
**Summary of Trends:**

- Customers are very complimentary of staff.
- Customer service at front desk (all centers) needs to be addressed.

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

### Waited Less than 10 Minutes

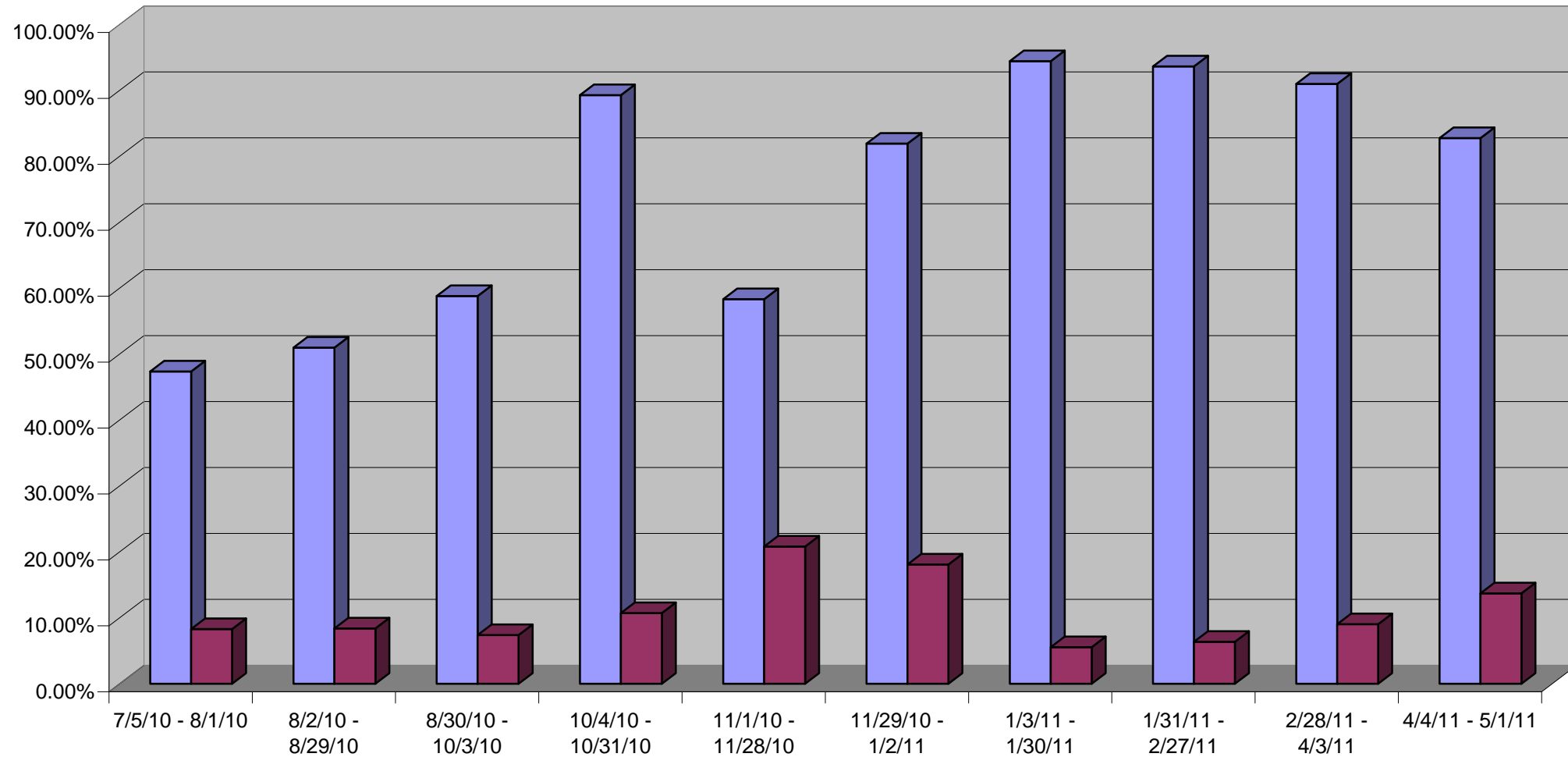
Strongly Agree/Agree Disagree/Strongly Disagree



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

### Information Was Useful in Job Search

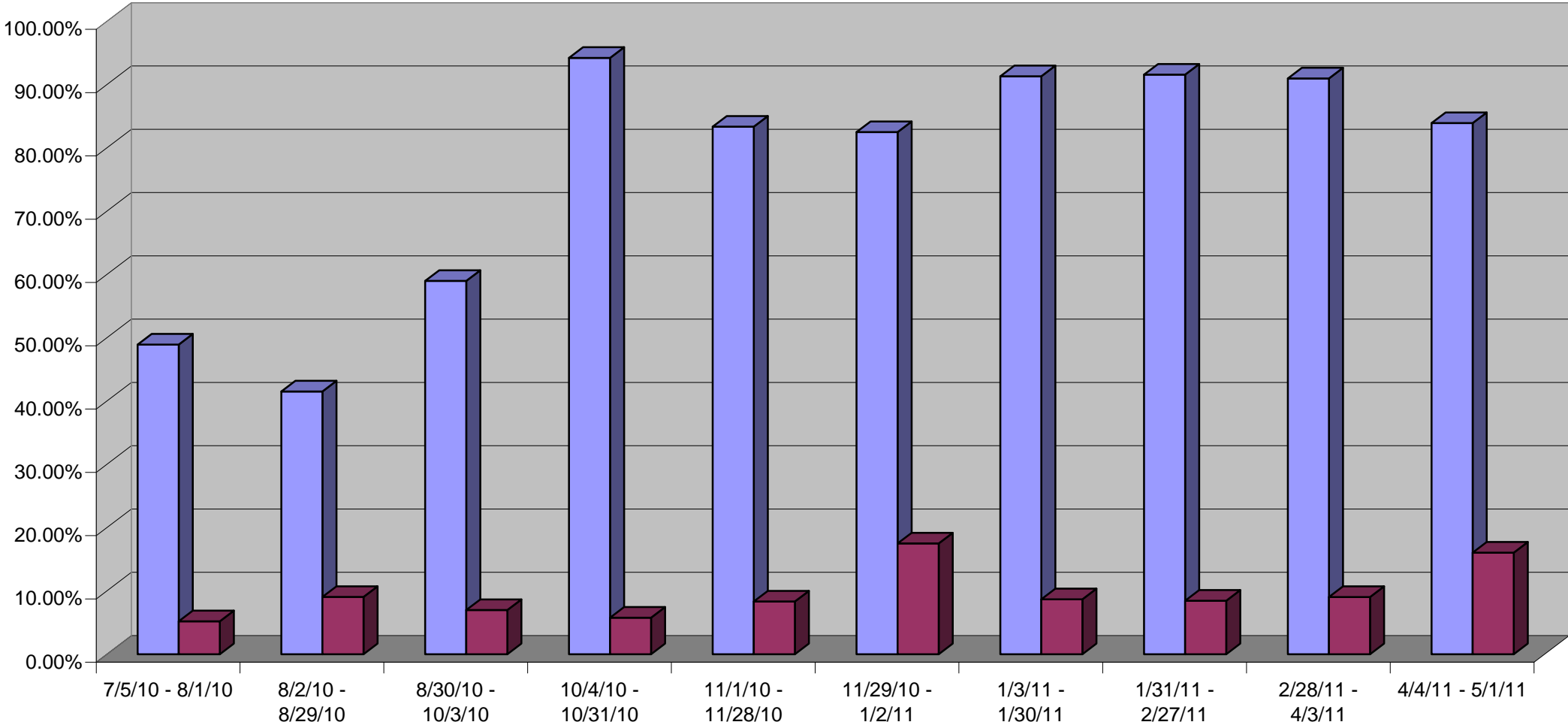
Strongly Agree/Agree Disagree/Strongly Disagree



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

### Services Used Were of Quality

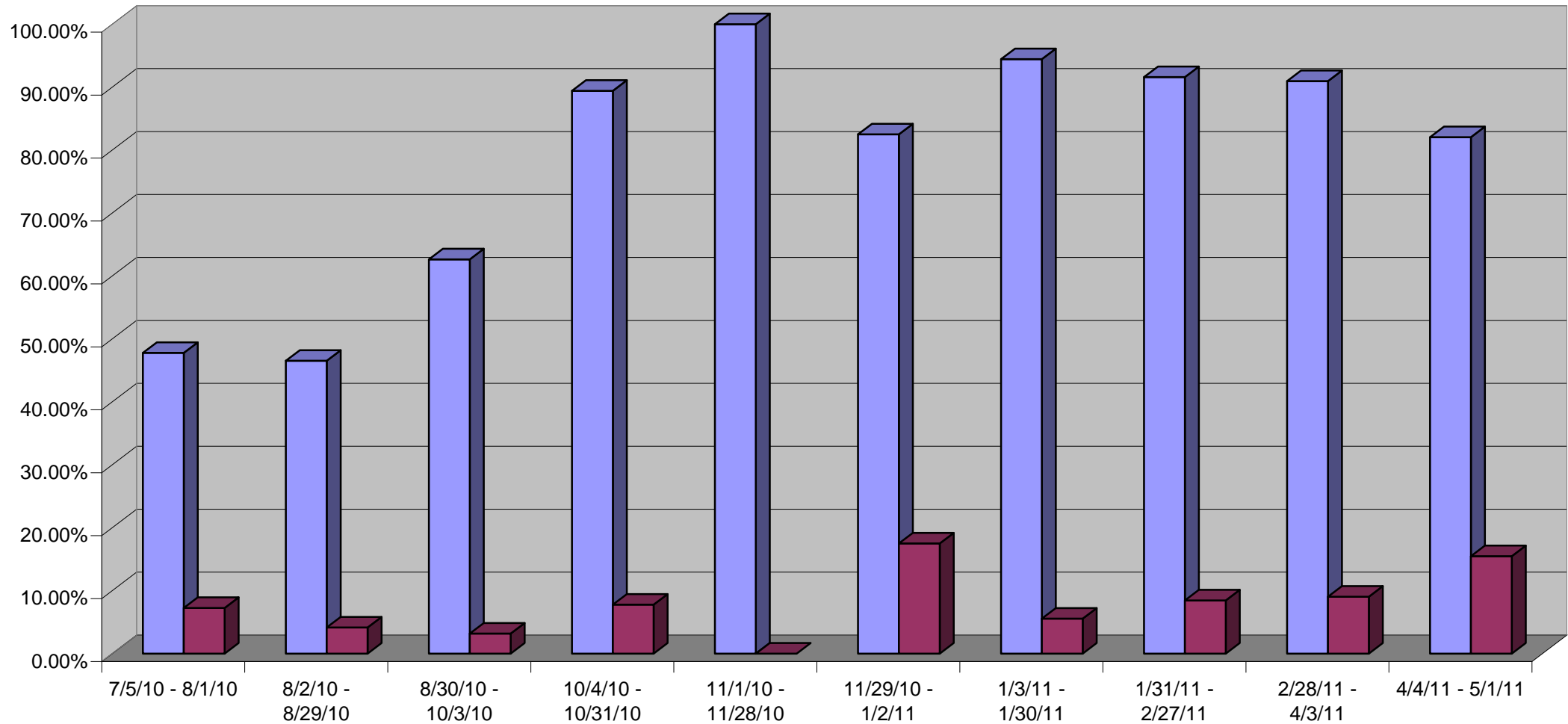
Strongly Agree/Agree Disagree/Strongly Disagree



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

### Would Recommend Center to a Friend

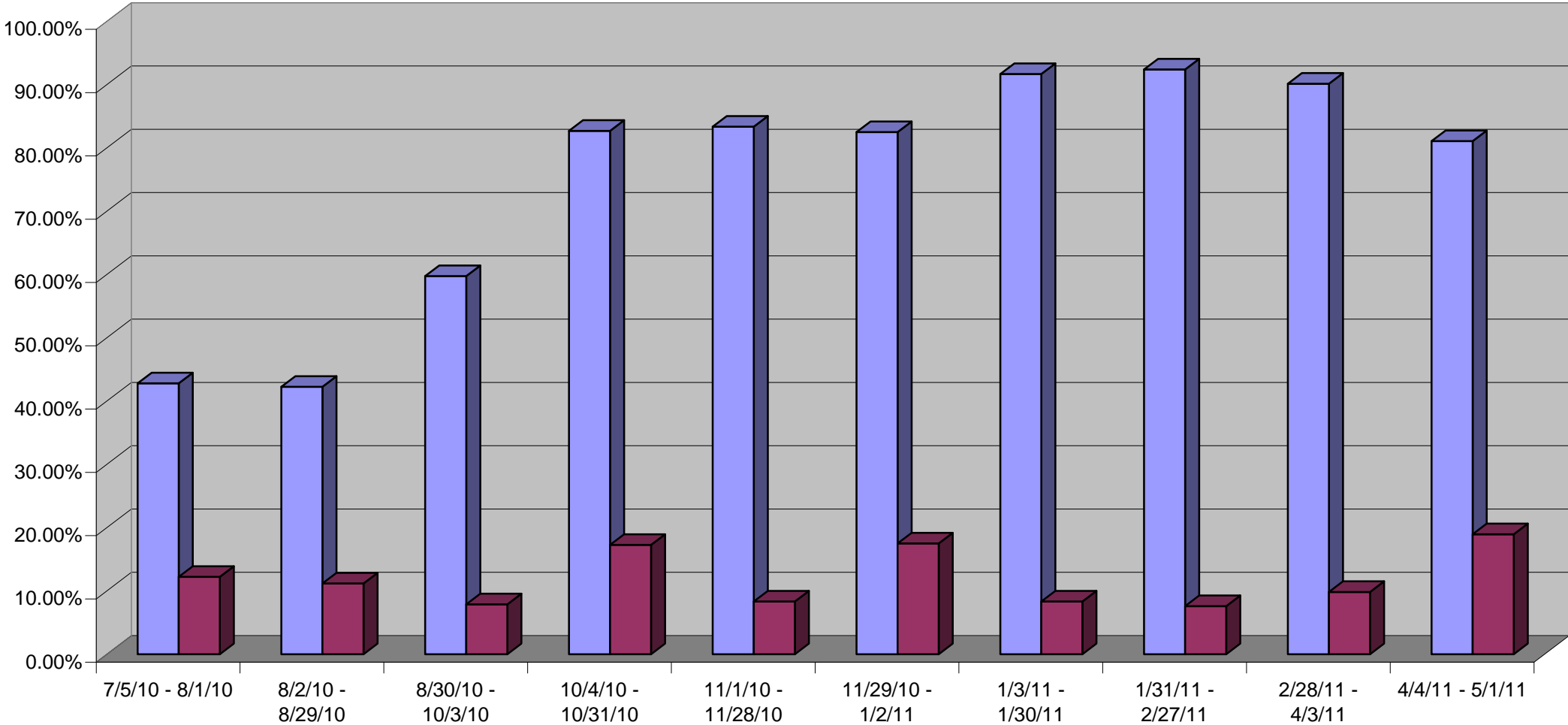
Strongly Agree/Agree Disagree/Strongly Disagree



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

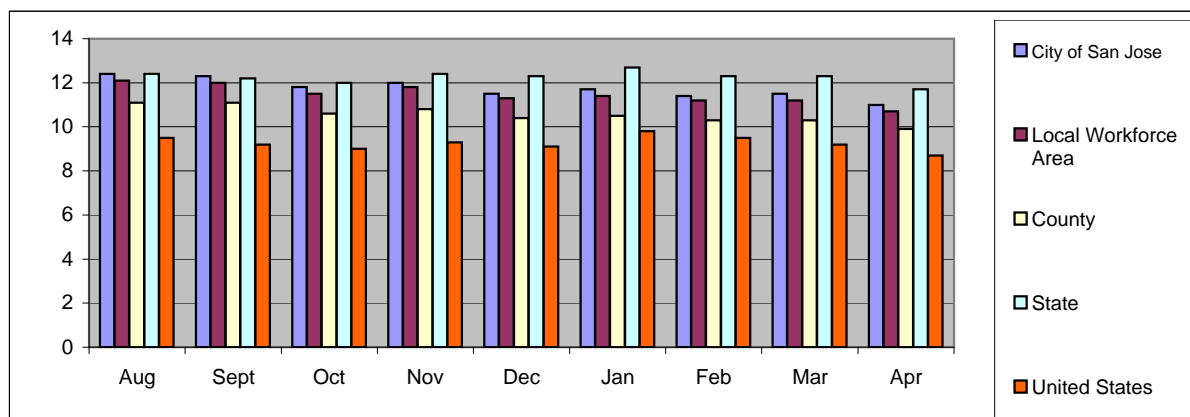
5/1/2011	Grants	Due Date	Award Date		<u>work2future</u>		
<u>Contact</u>	<u>Funding Source/Sponsor</u>	<u>Submitted</u>	<u>TBD</u>	<u>Name</u>	<u>Funding Request</u>	<u>Status</u>	<u>Lead/Partners</u>
<b>PENDING</b>							
1	Lawrence/Javier	Department of Labor	6/2/2011		H1B Training Grant	\$5,000,000	Development NOVA/work2future
2							
<b>SUBMITTED</b>							
3	Richard	USDOL-ETA	3/1/2011	Jun-11	Civic Justice Corp Youth Juvenile offenders	\$1,500,000	Submitted work2future
4	Chris	EDD--25%	9/30/2010	TBD	Additional Assistance Dislocated Workers	\$985,000	Submitted work2future
5	Chris	*Federal Earmark/Senator	Nov-10	2012	Library Technology	\$250,000	Submitted work2future
6	Chris	*Federal Earmark/Senator	Nov-10	2010	Green Jobs Training	\$450,000	Submitted work2future
7	Jeff	*Federal Earmark/Senator Boxer	2010	2011	Green HC Training Program	\$400,000	Submitted work2future
8	NOTE	*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.					
<b>Awarded</b>							
9	BJ	Wells Fargo Bank	6/1/2010	TBD	BOS	\$5,000	Awarded work2future
10	Chris	EDD--25%	2010	7/1/2010	Additional Assistance Public Sector	\$975,000	Awarded work2future
11	Chris	EDD	2010	7/1/2010	Additional Assistance NUMMI	\$970,000	Awarded work2future
12	Chris	NEG	2010	7/1/2010	Emergency Numi	\$2,006,901	Awarded work2future
13	Javier	EDD	2010	6/30/2010	Green Inovations (Workforce Inst)	\$150,000	Awarded workforce Insti/w2f
14	Javier	California Workforce Board	11/19/2009	2/14/2010	Regional Clusters of Opportunity	\$100,000	Awarded NOVA/w2f
15	Chris	NEG OJT	5/2/2010	TBD	OJT	\$725,642	Awarded work2future
16	Javier	DOL	10/5/2009	2/22/2010	ARRA Health Care Sector SGA/DFA	\$60,000	Awarded SJS Foundation
17	BJ	Federal earmark/Cong. Honda	2009	TBD	BOS support Minority Business	\$200,000	Submitted work2future
18	BJ/Joy	City General Fund	2009	2009	BOS Support	\$100,000	Awarded work2future
19	BJ/Joy	Wells Fargo	2009	2009	BOS Network	\$10,000	Awarded work2future
20	BJ/Joy	Wells Fargo	2009	2009	BOS	\$5,000	Awarded work2future
21	BJ	Federal Earmark/Cong.Honda	2009	2009	BOS support	\$245,000	Awarded work2future
22	Chris	Target Foundation	2009	2009	Celebracion	\$5,000	Awarded work2future
<b>NOT AWARDED</b>							
23	Richard	EDD 25%	2/1/2011	4/1/2011	Cal Grip Youth	\$500,000	Submitted work2future
24	Lawrence	EDD	6/1/10	Jun-10	Green Innovations Challenge	\$4,000,000	Not awarded work2future
25	Javier	DOL	9/29/2009	TBD	Pathways Out Of Poverty	\$2,500,000	Not awarded work2future
26	Javier	CA Green Energy Training Prog PY 09/10			EDD/CA Department of Energy	\$545,000	Not awarded work2future
27	Jeff	Federal Earmark	FY 2010		Small Business/BOS	\$250,000	Not awarded work2future
28	Javier	DOL	4/29/2010	TBD	Community Based Job Training Grant	\$400,000	Submitted West valley Coll/w2f
29	Javier	US Dept of HHS	8/5/2010	Dec-10	Health Opportunity Grant TANF (5Yrs)	\$1,400,000	Submitted work2future/NOVA
30	Jeff/Scott	EDA (e-ric)	2010	Summer2010	Energy Efficiency Training	\$2,500,000	Submitted CSJ-SF-CET

## April LMI Report

May-11

Data Source: LMID

	2010					2011				
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
San Jose City	12.4	12.3	11.8	12	11.5	11.7	11.4	11.5	11	
Local Workforce Area	12.1	12	11.5	11.8	11.3	11.4	11.2	11.2	10.7	
County	11.1	11.1	10.6	10.8	10.4	10.5	10.3	10.3	9.9	
State	12.4	12.2	12	12.4	12.3	12.7	12.3	12.3	11.70	
United States	9.5	9.2	9	9.3	9.1	9.8	9.5	9.2	8.7	



Between April 2010 and April 2011, total employment in the San Jose-Sunnyvale-Santa Clara MSA, which also includes San Benito County, grew by 13,400 jobs, or 1.6 percent.

- Information (which includes software publishers, and Internet publishing and broadcasting, and Web search portals) expanded by a net 5,600 jobs from last April.
- Manufacturing netted a 4,900-job increase, mostly in computer and electronic products.
- Professional and business services; and private educational and health services each added 3,200 jobs. Both computer systems design and related services, and private health care establishments garnered 2,000 jobs.
- Trade, transportation, and utilities rose by 2,900 jobs. Retail trade; wholesale trade; and transportation, warehousing, and utilities posted job gains of 1,500, 1,100, and 300, respectively.
- On the down side, government continued to trim jobs. Local government entities (including public schools) felt the greatest impact, down by 3,300 jobs over the year.

### The Best Places to Look for Work: Marketing Managers

Ranking	City Area	Job Ads
1	Seattle-Tacoma-Bellevue, WA	1,391
2	New York-Northern New Jersey-Long Island, NY	2,955
3	Trenton-Ewing, NJ	122
4	San Francisco-Oakland-Fremont, CA	1,224
5	Washington-Arlington-Alexandria, DC	824
6	Chicago-Naperville-Joliet, IL	1,155
7	Minneapolis-St. Paul-Bloomington, MN	663
8	San Jose-Sunnyvale-Santa Clara, CA	996
9	Austin-Round Rock, TX	220
10	Boston-Cambridge-Quincy, MA	887

### Best and Worst Places to Look for Work: Management Analysts

### The Best Places to Look for Work

Ranking	City Area	Job Ads
1	Charlotte-Gastonia-Concord, NC	267
2	New York-Northern New Jersey-Long Island, NY	1,527
3	Minneapolis-St. Paul-Bloomington, MN	539
4	San Francisco-Oakland-Fremont, CA	518
5	Chicago-Naperville-Joliet, IL	702
6	Dallas-Fort Worth-Arlington, TX	447
7	Houston-Sugar Land-Baytown, TX	356
8	San Jose-Sunnyvale-Santa Clara, CA	262
9	Washington-Arlington-Alexandria, DC	1,019
10	Raleigh-Cary, NC	90

# April LMI Report

## Valley remains golden land for IT jobs

**Silicon Valley / San Jose Business Journal - by G. Scott Thomas**

Date: Wednesday, May 18, 2011, 7:54am PDT

Computer and mathematical science occupations is third-highest in annual average pay in the United States.

The Silicon Valley has been buffeted by economic turbulence in recent years, but it still pays the nation's highest salaries in several computer-related fields.

Software engineers, database administrators, and network and computer systems administrators earn more in the San Jose metro area that includes Santa Clara and Sunnyvale than in any other American metropolitan area, according to 2009 data from the U.S. Bureau of Labor Statistics.

BLS tracks the pay levels for more than 800 occupations, which it groups into 22 broad sectors. The sector of computer and mathematical science occupations is third-highest in annual average pay. It's topped only by [management](#) and [legal](#) occupations, which Bizjournals' On Numbers analyzed in separate stories the past two days.

Read more: [Valley remains golden land for IT jobs | Silicon Valley / San Jose Business Journal](#)

IV (A) (1)

Meeting Minutes

[Action]

## EXECUTIVE COMMITTEE MINUTES

Monday, May 16, 2011

CTO: 3:30 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) Accept the American Recovery and Reinvestment Act (ARRA)/Integration Report of April 4, 2011.
- (b) Accept the March CQI Dashboard Report of April 8, 2011.
- (c) Accept the Grant Report of April 1, 2011.
- (d) Accept the BOS Report of April 6, 2011.
- (e) Accept the February LMI Report of March 30, 2011.

### IV. AGENDA ITEMS

#### A. Old Business

##### 1. Minutes Approval

Upon motion by Rashad Said, seconded by Committee Member Dr. Mark Novak, the February 17, 2011 work2future Executive Committee Minutes were unanimously approved.

#### B. New Business

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

##### 2. ARRA Final Summary Report

Supervising Accountant Joy Salandanan presented the ARRA Final Summary Report, mentioning that work2future had met the State's March 31, 2011 deadline for ARRA formula, Rapid Response, and Additional Assistance expenditures, and therefore will not be required to return these ARRA funds to the State.

Ms. Salandanan also provided a handout summarizing the service impacts of work2future's receipt of ARRA funding:

- Adult/Dislocated Worker enrollments: projected between 1,500 and 2,000; actual enrollments were 5,067.
- Adult/Dislocated Worker training: projected 943; actual number trained was 1,757 at an average cost of \$1,300.

- Adult/Dislocated Worker supportive services: projected 455 clients would benefit; actual number of clients benefiting from supportive services was 651.
- Youth enrollments: projected 1,000; actual enrollments were 1,067.

**3. Proposed ARRA/WIA Expenditure Adjustments**

Ms. Salandanan presented the recommended adjustments between ARRA and WIA funding to ensure that ARRA formula, Rapid Response, and Additional Assistance funding was fully expended by the March 31, 2011 deadline.

Upon motion by Steve Preminger, seconded by Rashad Said, the recommendation relating to proposed ARRA and WIA expenditure adjustments was unanimously approved.

**4. Performance Update**

Assistant Director Christopher Donnelly provided an update to the Executive Committee regarding work2future's WIA Adult, Dislocated Worker, and Youth program performance. He informed the Executive Committee that work2future is on target to meet 9 out of 9 performance measures at the State's requirement of 80% of the negotiated goal, and 5 out of 9 measures at work2future's requirement of 100% of the negotiated goal.

**5. work2future Relocation and Technology Update**

The Assistant Director provided an update regarding the status of the relocation effort, saying that at this point work2future will need a commitment from PRNS in the form of an 18-month lease to move forward with relocation of the youth program to the Shirakawa center; however, relocation to the Kirk and Almaden centers is moving forward. He also mentioned that work2future is awaiting City IT approval on requested technology upgrades.

Dr. Novak asked about the timeline for the moves. The Assistant Director responded that work2future will be out of the Parkmoor facility by September 15, 2011, adding that he would like to be moved into both Kirk and Almaden centers by mid-August. If work2future does not go forward with the move to Shirakawa, the Assistant Director anticipates that the youth program would relocate to the Kirk center by late August.

**6. Small Business Study Follow-Up**

Business Services Manager BJ Sims discussed New York City's Business Wizard website, walking the committee through a sample of the process and the checklist of questions to be answered depending on the type of business an entrepreneur was interested in starting or expanding.

Executive Director Jeff Ruster mentioned a Small Business Administration grant application that, if funded, could potentially be used to create a similar website to provide the resources to assist entrepreneurs to form or grow their businesses. Ms. Sims added that some of the funding could be used to fund a consultant to scope out the project, bring stakeholders to the table, obtain the necessary commitments, and determine the process.

Benny Boveda asked whether the City's Planning Department was generally receptive to the Business Wizard approach, and the Executive Director replied that the departments that have been involved in the initial discussions, including the Mayor's Office, have been very receptive. He added that San Jose's version of the Business Wizard would be managed by work2future's Business Services as part of BusinessOwnerSpace.com (BOS) to provide a virtual one-stop for business owners and entrepreneurs that would consolidate relevant information and resources including business plan development and access to capital, and additionally simplify such City processes as licensing and permitting.

**7. 501(c)3 Update**

The Assistant Director reported on the development of the 501(c) 3, saying that the first meeting of the 501(c) 3 Committee would be on June 9, 2011 at 4:30 p.m., immediately following the Executive Committee meeting. The Executive Committee, sitting as the 501(c) 3 Committee, would approve the new entity's Articles of Incorporation and the Committee's bylaws.

**8. State Senate Bill 776**

The Executive Director discussed the unintended consequences of State Senate Bill 776, which would require that 50% of WIA funding be used for training; he explained that the immediate effect of implementation of such legislation would be a dramatic reduction in work2future's services and personnel. The California Workforce Association (CWA) is strongly opposed to the proposed legislation.

**C. Set Items for Next Agenda**

- Contract Approvals
- Budget
- 501(c) 3 Committee meeting (there will be a separate agenda for this meeting)

**D. Announcements**

- BJ Sims: a job fair for youth will be held at the Mexican Heritage Plaza on May 24, 2011.
- Assistant Director: two events for CalWORKs participants will be held – one on May 25, 2011 at the Parkmoor One-Stop, and another on June 1, 2011 at work2future's Gilroy facility.
- BJ Sims: a Social Media event for small businesses will be held on June 23, 2011 from 7:00 a.m. to noon at the City Hall Rotunda.

**E. Next Meeting**

The next Executive Committee meeting is currently scheduled to take place on **Thursday, June 9, 2011** at 3:00 p.m. at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, 794.1100.

**V. PUBLIC COMMENT: none.**

**VI. ADJOURNMENT:** The meeting was adjourned at 4:10 p.m.

# IV (B) (1)

## Committee Updates

[Information]

# IV (B) (2)

FY 2011-2012 Budget

[Action]



## *Memorandum*

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**TO:** work2future Executive Committee

**FROM:** Joy Salandanan  
Supervising Accountant

**SUBJECT:** work2future Proposed Operating  
Budget for FY 2011-2012

**DATE:** June 9, 2011

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Approved

Date

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### **RECOMMENDATION**

Executive Committee approval of work2future's proposed WIA Program Operating Budget for FY 2011-2012 formula funding of \$10,246,948 million. In March 2011, staff presented a Preliminary Operating Budget that was approved by the Board of \$10 million, \$9 million and \$12 million.

In addition, staff is requesting approval of a separate Administrative Budget of \$970,788 and an estimated Rapid Response Budget of \$511,376. The funding allocation for the Rapid Response program is an estimated amount since the actual allocation from the State has not yet been released.

If the recommendation is approved, it will be forwarded to the Board for its meeting of June 16, 2011 for final approval.

### **BACKGROUND AND ANALYSIS**

On May 18, 2011, the Workforce Investment Division of the State of California's Employment Development Department (EDD) announced the release of the Workforce Investment Act (WIA) formula fund allocations for each Local Workforce Investment Area (LWIA) for the Adult (AD), Youth, and Dislocated Worker (DW) funding streams for FY 2011-2012. These funding allocations are based on the allotments issued by the U.S. Department of Labor (DOL) to the State, which were reported on the DOL Training and Employment Guidance Letter (TEGL) 26-10 dated May 10, 2011.

### **WORK2FUTURE WIA PROGRAM BUDGET**

The total available funding for the proposed work2future WIA formula program budget (excluding Administrative and Rapid Response budgets) is \$10,246,948 as follows:

- WIA allocation of \$9,707,877 representing a total allocation for the Adult, Youth and DW funding streams;
- Projected carry over from FY 2010-2011 of \$2,966,040;
- Proposed carry over of \$1,456,182 to FY 2012-2013, representing 15% of total WIA allocation (this amount decreases the total available funding set aside for operations for FY 2011-2012); and
- WIA Administrative Budget of \$970,788, which is reported separately from the program budget.

The table below shows work2future's combined Proposed Operating program budget for FY 2011-2012:

Sources	Adult/DW	Youth	Total
Projected Allocation	\$6,342,233	\$3,365,644	\$9,707,877
Adopted Carry Over from FY 10-11 (%)	1,609,429	1,356,611	2,966,040
Other Sources	-	-	-
Admin (10% of AD, DW, Youth)	(634,223)	(336,564)	(970,788)
Carry Over to FY 12-13 (15% of AD, DW, Youth)	(951,335)	(504,847)	(1,456,182)
<b>Net Available WIA Funding</b>	<b>\$6,366,104</b>	<b>\$3,880,844</b>	<b>\$10,246,948</b>

### **BUDGET IMPACT**

The following shows the spending plan for work2future's Proposed Operating program budget of \$10,246,948, with the AD/DW program budget of \$6,366,104 and the Youth Program of \$3,880,844, in comparison to the spending plan for the approved Preliminary Budget in March 2011.

WIA Allocation	Preliminary Budget (Board approved March 2011)	Proposed Budget	Increase (Decrease) In \$	Inc (Dec) In %
<b>Sources</b>				
<b>Allocation</b>	<b>\$10,000,000</b>	<b>\$9,707,877</b>	<b>(\$292,123)</b>	<b>(3%)</b>
<b>+ Carry Over from FY 10-11</b>	<b>2,376,875</b>	<b>2,966,040</b>	<b>589,165</b>	<b>25%</b>
<b>- Carry Over to FY 12-13 (15% of Adult, DW and Youth allocation)</b>	<b>-1,500,000</b>	<b>-1,456,182</b>	<b>43,818</b>	<b>3%</b>
<b>- Admin (10% of Adult, DW and Youth Allocation)</b>	<b>-1,000,000</b>	<b>-970,788</b>	<b>29,212</b>	<b>3%</b>
<b>Total Proposed Program Budget</b>	<b>\$9,876,875</b>	<b>\$10,246,948</b>	<b>\$370,073</b>	<b>4%</b>

Overall increase in WIA formula program funding of \$370,073 is a net result of the following:

- Reduction of WIA formula allocation by \$292,123 (or 3%) compared to projected allocation of \$10 million;
- Increase of \$589,165 in projected carry over funding to FY 11-12 due to personnel savings generated from unfilled vacant and vacated positions, voluntary furloughs, and non-personnel savings from supplies, travel, mileage, etc.; and
- Associated decrease in Administrative and carry over funding to FY 12-13 of \$43,818 and \$29,212, respectively.

### **ADULT/DW PROGRAM BUDGET**

<b>SOURCES/USES</b>	<b>Board Approved Budget 11-12 March 2011</b>	<b>Staff Proposed Budget 11-12 June 2011</b>	<b>Inc/(Dec) in \$</b>
<b>WIA &amp; ARRA Funding Sources</b>			
<b>Allocation</b>	6,700,000	6,342,233	<b>(357,767)</b>
<b>+ Carry over from FY 10-11 (22%)</b>	1,433,254	1,609,429	<b>176,175</b>
<b>Carry Over to FY 12-13 (15% of AD, DW alloc)</b>	-1,005,000	-951,335	<b>53,665</b>
<b>- Admin (10% of AD, DW, Youth)</b>	-670,000	-634,223	<b>35,777</b>
<b>Program Budget Alloc Total</b>	6,458,254	6,366,104	<b>(92,150)</b>
<b>USES</b>			
<b>Personnel</b>	2,447,037	3,225,690	778,653
<b>Non –Personnel Cost:</b>			
Rent & Utilities	979,048	345,684	<b>(633,364)</b>
Supplies, Travel, Other Professional Svcs., etc.	481,331	445,020	<b>(36,311)</b>
<b>Subtotal Personnel and Non-Personnel</b>	<b>3,907,416</b>	<b>4,016,394</b>	108,978
<b>Client Related Services</b>			
Adult and DW Case Mngt	81,000*	386,000	<b>305,000</b>

Workshops	503,100	603,100	<b>100,000</b>
Supportive Services	150,413	150,413	0
Training (ETPL/Cohort/OJT/Online)	600,000	500,000	<b>(100,000)</b>
Other Client Related Costs	100,000	160,197	60,197
<b>Subtotal Adult Client Related Services</b>	<b>1,434,513</b>	<b>1,799,710</b>	<b>365,197</b>
<b>One Time Funding</b>			
One Stop Relocation: Move / Tenant Improvements	350,000	350,000	<b>0</b>
Automated Client Related Services & Other IT Enhancements	200,000	200,000	<b>0</b>
Unallocated Reserve (Excess Sources over Uses)	566,325	0	<b>(566,325)</b>
<b>Subtotal One Time Funding</b>	<b>1,116,325</b>	<b>550,000</b>	<b>(566,325)</b>
<b>Total Program Expenditures</b>	<b>6,458,254</b>	<b>6,366,104</b>	<b>(92,150)</b>

\* \$81,000 was previously budgeted under Personnel line item, but was moved to case management to show the impact of the increase in costs from 1.5 FTE to 3.5 FTE in contracted services

The following are the key changes to the Proposed AD/DW Program Budget compared to the Board-approved budget in March 2011:

- Increase in personnel costs by \$778,653 due to the increase in the City benefit rate from 29% to 39%, representing 52% of the increase; additional costs representing the Adult/DW program share for other previously approved positions by the Board for the relocation of the Parkmoor One Stop and for administrative support, Rapid Response, business services and BOS network that were not previously included in the Budget approved in March 2011; and two new Temporary Unclassified positions to support work2future's client-related services in light of the slow economic recovery and still-high demand for services.
- Estimated savings of \$633,364 in rent and utilities as a result of the relocation from Parkmoor One Stop Center to three City-owned community Centers: the Kirk Community Center, Shirakawa Community Center, and the Almaden Winery Community Center. The savings is computed against the rental costs for the Kirk Center where the Adult/Dislocated worker program will be mainly administered. Additional annual savings of \$19,758 was generated due to the reduction of 2,376 square feet of lease space in Kirk Center.
- Workshops increased by \$100,000 in response to staff assessment of clients' demand for workshops. The increase is covered by a corresponding reduction in the training budget. However, the reduction is more than compensated by a \$300,000 increase in training to be funded

by a new grant received from the State EDD for the One Stop services delivery, which will be brought to the work2future Finance Committee and Board and for approval in September 2011.

- Adult case management increased by \$305,000, representing an increase from 1.5 FTEs to 3.5 FTEs (1.5 FTE for adult case management was previously reported under the personnel cost line item and was moved to case management to show that these are contract-funded positions).
- A reduction of \$506,128 in unallocated reserve from the Adult/DW formula funding to offset increases in personnel costs, case management, and client-related services line item budgets as described in the bulleted items above.

### **YOUTH PROGRAM BUDGET**

<b>SOURCES/USES</b>	<b>Board Approved Preliminary Budget 11-12 March 2011</b>	<b>Staff Proposed Budget 11-12 June 2011</b>	<b>Inc/(Dec) \$</b>
<b>WIA &amp; ARRA Funding Sources</b>			
<b>Allocation</b>	3,300,000	3,365,644	<b>65,644</b>
<b>+ Carry over from FY 10-11 (22%)</b>	943,621	1,356,611	<b>412,990</b>
<b>+ Other Sources</b>	0	0	<b>0</b>
<b>Carry Over to FY 12-13 (15% of AD, DW alloc)</b>	-495,000	-504,847	<b>(9,847)</b>
<b>- Admin (10% of AD, DW, Youth)</b>	-330,000	-336,564	<b>(6,564)</b>
<b>Program Budget Alloc Total</b>	3,418,621	3,880,844	462,223
<b>TOT PROPOSED 11-12 YOUTH PROGRAM BUDGET</b>	3,418,621	3,880,844	462,223
<b>USES</b>			
<b>Personnel</b>	716,065	1,275,461	559,396
<b>Non –Personnel Cost:</b>			
Rent & Utilities	482,205	260,534	<b>(221,671)</b>
Supplies, Travel, Marketing, Other Professional Services, etc.	222,223	258,534	36,311
<b>Subtotal Personnel and Non-Personnel</b>	<b>1,420,493</b>	<b>1,794,529</b>	374,036

<b>Youth Client Related Svcs</b>			
Youth Case Mgmt	900,000	<b>900,000</b>	0
Green Cadre Prgm	418,128	<b>506,315</b>	88,187
Supportive Services/Incentives	130,000	<b>130,000</b>	0
<b>Total - Youth Client Related Services</b>	<b>1,448,128</b>	<b>1,536,315</b>	88,187
<b>One Time Funding</b>			
One Stop Relocation: Move / Tenant Improvements	350,000	<b>350,000</b>	<b>0</b>
Automated Client Related Services & Other IT Enhancements	200,000	<b>200,000</b>	<b>0</b>
Unallocated Reserve (Excess Sources over Uses)	0	<b>0</b>	0
<b>Subtotal One Time Funding</b>	<b>550,000</b>	<b>550,000</b>	0
<b>Total Program Expenditures</b>	<b>3,418,621</b>	<b>3,880,844</b>	462,223

The following are the key changes to the Proposed Youth Program Budget compared to the Board-approved budget in March 2011:

- Increase in personnel costs by \$559,396 due to the increase in the City benefit rate from 29% to 39%, representing 43% of the increase; additional costs representing other previously approved positions by the Board for the relocation of the Parkmoor One Stop and for administrative support, rapid response, business services and BOS network that were not previously included in the Budget approved in March 2011; and one new Temporary Unclassified position to support work2future's youth client-related services and the Green Cadre program.
- Estimated savings of \$221,671 in rent and utilities as a result of the relocation from Parkmoor One Stop Center to three City-owned community Centers: the Kirk Community Center, Shirakawa Community Center, and the Almaden Winery Community Center. The savings is computed against the rental costs for the Shirakawa Center where the Youth program will be mainly administered. Also, in the event that the Shirakawa facility will not be available for lease, an additional savings of \$161,618 will be generated.
- Increase of \$88,187 in the Green Cadre program to cover additional enrollments/stipends and youth participants' tools and supplies.

## **WIA ADMINISTRATIVE BUDGET**

work2future's administrative budget represents 10% of the total WIA formula funding allocation for Adult, Youth, and DW, equivalent to \$970,788. The administrative budget funding consists of: a) \$641,348 for staffing support in the fiscal services unit; b) \$169,253 for one position in the City Attorney's Office; c) \$85,260 to cover non-personnel costs; and d) \$74,927 in City overhead costs. work2future can only absorb \$74,927 of the projected City overhead costs of \$614,161. The unfunded portion will be part of the cumulative liability to the City of San Jose, now at \$1,364,670, including the unfunded liability in FY 10-11 estimated at \$825,436.

### **WIA RAPID RESPONSE FUNDING**

Presently, the Rapid Response budget is an estimated amount of \$511,376. The estimated funding will fund: 1) personnel costs of \$354,461, including City overhead of \$27,125, and 2) non-personnel budget of \$156,915. work2future will submit a final budget once the final Rapid Response allocation is received from EDD, along with a reconciled budget including carry over funding from FY 10-11, if any.

### **SPECIAL FUNDING**

Aside from the WIA formula allocation, work2future pursued other funding sources and received a total of \$5,662,363 from special grants that assisted work2future in supporting a wide variety of client services such as assessments, job training for laid off public employees, NUMMI workers and suppliers, and the long-term unemployed. Of this amount, \$3,549,200 is projected to be carried over to FY 11-12 as follows:

- Combined NUMMI funding of \$2,006,901 in NUMMI National Emergency Grant and \$970,000 in NUMMI Bridge funding to serve laid off workers from the NUMMI plant, which ceased operations in April 2010 and impacted employees of direct and indirect suppliers that were forced to close or downsize due to the NUMMI plant closure. Of this amount, \$1,074,820 is projected to be carried over to FY 11-12.
- \$985,000 represents One Stop Service Delivery grant funding from the State EDD to support additional training and supportive services at the One Stop Career Centers and to serve more Adults and Dislocated Workers accessing services at the One Stop centers. This amount is expected to be fully carried over to FY 11-12. work2future has just recently received notification of the award of this funding and will submit a spending plan to the Board in September 2011.
- \$975,000 represents funding for the Public Sector grant from the State EDD to extend One Stop Career Center services to public sector workers that may be laid off from the City of San Jose and other local governments, school districts, transit authorities, and public colleges. Of this amount, \$826,000 is expected to be carried over to FY 11-12.
- \$725,462 was received from the State EDD representing funding for an On-the-Job Training (OJT) National Emergency Grant (NEG) through the American Recovery & Reinvestment Act to provide allowable employment and training services to Dislocated Workers

work2future Executive Committee

Date: 06/9/11

**Subject: work2future Proposed Operating Budget for FY 11-12**

Page 8 of 8

experiencing long-term unemployment since the onset of the recession in January 2008. Of this amount, \$663,380 is projected to be carried over to FY 11-12.

work2future's combined Proposed Operating Budget for FY 11-12 is \$15,278,312, broken down as follows: a) WIA formula program funding of \$10,246,948; b) WIA Administrative funding of \$970,788; c) WIA Rapid Response estimated funding of \$511,376; and d) Special funding of \$3,549,200. This represents a decrease of 12% compared to the June 10, 2010 Board-approved FY 10-11 Proposed Budget of \$17,388,877.

Joy Salandanan  
work2future Supervising Accountant

cc: Kim Welsh  
Jeff Ruster

Work2future  
Proposed Budget FY 11-12  
Adult/Dislocated Worker Program  
(Finance Committee June 8, 2011)

	SOURCES/USES	Board Approved Budget 11-12 March 2011	Staff Proposed Budget 11-12	Inc/(Dec) in \$	Inc/(Dec) in %
1	<b>WIA &amp; ARRA Funding Sources</b>				
2	<b>Allocation</b>	6,700,000	6,342,233	<b>(357,767)</b>	-5%
3	+ Carry over from FY 10-11 (22%)	1,433,254	1,609,429	<b>176,175</b>	12%
4	Carry Over to FY 12-13 (15% of AD,DW alloc)	-1,005,000	-951,335	<b>53,665</b>	-5%
5	- Admin (10% of AD, DW, Youth)	-670,000	-634,223	<b>35,777</b>	-5%
6	<b>TOT PROP 11-12 ADULT/DW PROGRAM BUDG</b>	<b>6,458,254</b>	<b>6,366,104</b>	<b>(92,150)</b>	<b>-1%</b>
7	<b>USES</b>				
8	<b>Personnel</b>	2,447,037	3,225,690	778,653	32%
9	<b>Non –Personnel Cost:</b>				
10	Rent & Utilities	979,048	345,684	<b>(633,364)</b>	-65%
11	Supplies, Travel, Other Professional Svcs., etc.	481,331	445,020	<b>(36,311)</b>	-8%
12	<b>Subtotal Personnel and Non-Personnel</b>	<b>3,907,416</b>	<b>4,016,394</b>	<b>108,978</b>	<b>3%</b>
13	<b>Client Related Services</b>				
14	Adult and DW Case Mngt	81,000	386,000	<b>305,000</b>	377%
15	Workshops	503,100	603,100	<b>100,000</b>	20%
16	Supportive Services	150,413	150,413	0	0%
17	Training (ETPL/Cohort/OJT)	600,000	500,000	<b>(100,000)</b>	-17%
18	Other Client Related Costs (Online Training)	100,000	160,197	60,197	60%
19	<b>Subtotal Adult Client Related Services</b>	<b>1,434,513</b>	<b>1,799,710</b>	<b>365,197</b>	<b>25%</b>
20	<b>One Time Funding</b>				
21	One Stop Relocation: Move / Tenant Improvements	350,000	350,000	0	0%
22	Automated Client Related Services & Othe IT Enhancements	200,000	200,000	0	0%
23	Unallocated Reserve (Excess Sources over Uses)	566,325	0	<b>(566,325)</b>	-100%
24	<b>Subtotal One Time Funding</b>	<b>1,116,325</b>	<b>550,000</b>	<b>(566,325)</b>	<b>-51%</b>
25	<b>TOT ADULT/DW PROGRAM EXPENDITURES</b>	<b>6,458,254</b>	<b>6,366,104</b>	<b>(92,150)</b>	<b>-1%</b>

**Work2future**  
**Proposed Budget FY 11-12**  
**Youth Program**  
 (Finance Committee June 8, 2011)

		Board Approved Preliminary Budget 11-12 March 2011	Staff Proposed Budget 11-12 June 2011	Inc/(Dec) \$	Inc(Dec) %
	<b>SOURCES/USES</b>				
1	<b>WIA &amp; ARRA Funding Sources</b>				
2	<b>Allocation</b>	3,300,000	3,365,644	65,644	2%
3	+ Carry over from FY 10-11 (22%)	943,621	1,356,611	412,990	44%
4	Carry Over to FY 12-13 (15% of AD,DW alloc)	-495,000	-504,847	(9,847)	2%
5	- Admin (10% of AD, DW, Youth)	-330,000	-336,564	(6,564)	2%
6	<b>TOT PROPOSED 11-12 YOUTH PROGRAM BUDGET</b>	<b>3,418,621</b>	<b>3,880,844</b>	<b>462,223</b>	<b>14%</b>
7	<b>USES</b>				<b>0%</b>
8	<b>Personnel</b>	716,065	1,275,461	559,396	78%
9	<b>Non –Personnel Cost:</b>				
10	Rent & Utilities	482,205	260,534	(221,671)	-46%
11	Supplies, Travel, Marketing, Other Professional Services,etc.	222,223	258,534	36,311	16%
12	<b>Subtotal Personnel and Non-Personnel</b>	<b>1,420,493</b>	<b>1,794,529</b>	<b>374,036</b>	<b>26%</b>
13	<b>Youth Client Related Svcs</b>				
14	Youth Case Mngt	900,000	900,000	0	0%
15	Green Cadre Prgm	418,128	506,315	88,187	21%
16	Supportive Services/Incentives	130,000	130,000	0	0%
17	<b>Total - Youth Client Related Services</b>	<b>1,448,128</b>	<b>1,536,315</b>	<b>88,187</b>	<b>6%</b>
18	<b>Total - All Client Related Services</b>	<b>1,448,128</b>	<b>1,536,315</b>	<b>88,187</b>	<b>6%</b>
19	<b>One Time Funding</b>				
20	One Stop Relocation: Move / Tenant Improvements	350,000	350,000	0	0%
21	Automated Client Related Services & Othe IT Enhancements	200,000	200,000	0	0%
22	Unallocated Reserve (Excess Sources over Uses)	0	0	0	0%
23	<b>Subtotal One Time Funding</b>	<b>550,000</b>	<b>550,000</b>	<b>0</b>	<b>0%</b>
24	<b>TOTAL YOUTH PROGRAM EXPENDITURES</b>	<b>3,418,621</b>	<b>3,880,844</b>	<b>462,223</b>	<b>14%</b>

IV (B) (3)

Adult/Dislocated Worker  
Contract

[Action]



## *Memorandum*

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**TO:** work2future Executive Committee      **FROM:** Monique Melchor  
Adult/DW Program Manager

**SUBJECT:** work2future FY 2011-2012      **DATE:** June 9, 2011  
Adult/Dislocated Worker  
Funding Recommendation

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**Approved**

**Date**

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### **RECOMMENDATION**

Executive Committee approval to fund the Workforce Institute (WI), a division of San Jose/Evergreen Community College District, in the amount of \$988,000 for FY 2011-2012. The funding will be allocated as follows: Workforce Investment Act (WIA) regular formula funds in the amount of \$385,000 to provide Business Development Services and Assessments, as well as \$603,000 to provide job readiness workshops to Adults and Dislocated Workers.

If the recommendation is approved, it will be forwarded to the Board for its meeting of June 16, 2011.

### **BACKGROUND**

In February 2007, work2future released a Request for Proposal (RFP) for Title I Adult and Dislocated Worker Intensive Services for which only one responsive proposal was received. Upon completion of a panel review of Workforce Institute's written proposal and follow-up interviews, the panel's recommendation that work2future award a contract to WI was forwarded to and approved by the Executive Committee, and subsequently by the work2future Board of Directors. WI was approved to provide Intensive services to WIA Title 1 Adult and Dislocated Workers for FY 2007-2008, with an extension of up to five years based on successful performance and funding availability.

During the two fiscal years prior to work2future's participation as an Integration Learning Lab in FY 2008-2009, WI had exceeded all required Adult and Dislocated Worker performance indicators. Their success in significantly exceeding the Adult and Dislocated Worker earnings increase indicators was particularly notable. As a result of Integration, new goals were developed and approved by the Board to reflect WI's performance in terms of preparing job seekers for the workforce and providing employment opportunities through partner recruitments and job fairs. As an Integration Learning Lab, WI has met or exceeded all contracted performance goals, most notably in the areas of employer outreach and job development activities:

<b>Workforce Institute Performance Goals, FY 2010-2011</b>	<b>Goals</b>	<b>Actual</b>	<b>% of Goal</b>
Customers w/Bronze or Higher Level Career Certificate (CRC)	400	737	184%
Signed Letters of Commitment from Local Businesses to Acknowledge the CRC During Interviews of Job Applicants	50	61	122%
Specialized Recruitments	8	41	512%
Job Fairs Organized and Staffed	4	4	100%

**ANALYSIS**

Based on work2future’s new business model and the reduction of funds for direct client services, FY 2010-2011 will be the last year that Intensive services will be provided through the WI’s contract with work2future. It is anticipated that work2future will release a Request for Proposal for workshops in early fall of 2011.

Relative to the FY 2010-2011 funding level of \$2,063,000, the reduction in total funds available for the program resulted in a \$1,075,000 decrease (approximately 52%). While work2future was fortunate to not have substantial decreases in WIA formula funds for FY11-12, the loss of ARRA funds and the slight decrease in formula funds will mean substantially fewer staff from WI to provide services. During 2010-2011, WI provided 10 staff to support Integrated services. For FY 2011-2012, WI will provide 3.5 staff to support work2future’s service delivery.

While work2future anticipates a slight reduction in service volume in FY 2011-2012 based on an improving economy, customer volume may still be remarkably high. However, through Integration (shared staffing), a training plan was established to develop the skills and competencies of all staff to fully function in an integrated environment. Through these efforts, work2future has been able to cross-train City of San Jose staff to provide Intensive services to work2future’s customers.

For 2011-12, WI will provide staff to be utilized as Job Developers and Assessment team members. WI staff will be located at the San Jose One-Stop, where the majority of services are provided.

**Funding for 2011-2012**

For FY 2011-2012, WI will be funded up to \$385,000 for 3.5 FTEs to provide a variety of business and assessment services that work2future staff does not currently have the skill set or experience to provide. These services include Total Toolbox/Career Café, a comprehensive career readiness service to provide clients with the information and tools necessary for a successful job search, and to assist them to create a networking environment involving a community of job seekers.

As part of the integrated service delivery model, WI will focus on providing Business Development Services, in conjunction with work2future's Business Service Unit, for employer outreach to work2future's industry clusters and growth sectors, regarding in-demand occupations, targeted specialized recruitments and specialized job fairs.

WI's staff will provide intensive assessments to work2future clients, including ACT, Workkeys, Pesco, Proveit! and other on-line tools, to assist work2future's talent coaches to empower customers to overcome identified barriers and access the One-Stop system. These in-depth assessments, through understanding of interest, academic achievement, learning style, vocational behavior skills, aptitude strengths, physical demands, environmental conditions and temperaments inherent to work, establish a foundation for training, education and employment opportunities that become a systemic part of the Individual Employment Plan (IEP). These assessment tools will be available to the estimated 5,000 enrolled customers for FY 2011-2012. During the coming year, work2future staff will be fully cross-trained to administer and interpret these assessment tools in FY 2012-2013.

<b>Workforce Institute Performance Goals</b>	<b>FY 10-11</b>	<b>FY 11-12</b>
Customers w/Bronze or Higher Career Readiness Certificates	400	250
Signed Letters of Commitment from Local Businesses to Acknowledge the CRC During Interviews of Job Applicants	50	30
Specialized Recruitments	8	4
Job Fairs Organized and Staffed	4	0
Businesses Recruited	0	50

This funding recommendation also makes available \$603,000 for approximately 3,000 hours of workshops to be provided at all three One-Stop locations to serve approximately 5,000 individuals. Targeted workshops for 2011-2012 will include job readiness workshops (e.g., Resume Development, Interview Techniques, Networking, Online Job Search, and Total Toolbox).

Other workshops will focus on basic skills upgrades, such as Microsoft Office applications, soft skills, career readiness training, and English as a second language. Workshops were selected based on customer-recommended enhancements and on increased participant involvement. These workshops assist in the development of skills to enhance job search efforts, assist in developing career goals, and determine whether training is ultimately needed to reach those goals.

Monique Melchor  
Adult/DW Program Manager

cc: Jeff Ruster  
Kim Walesh

IV (B) (4)

Youth Contracts

[Action]



## Memorandum

**TO:** work2future Executive Committee      **FROM:** Angela Cipperly,  
Youth Services Manager

**SUBJECT:** work2future FY 2011–2012      **DATE:** June 9, 2011  
**Youth Funding**  
**Recommendations**

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**Approved**

**Date**

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### **RECOMMENDATION**

Executive Committee approval of recommendations for tentative allocations to fund work2future youth services providers for FY 2011–2012 for a total of \$972,000.

- Workforce Institute, a division of San Jose/Evergreen Community College District, to receive funding in an amount not to exceed \$486,000 to serve 90 youth.
- Center for Training and Careers to receive funding in an amount not to exceed \$270,000 to serve 50 youth.
- San Jose Conservation Corps to receive funding in an amount not to exceed \$216,000 to serve 40 youth.

work2future will fund up to \$5,400 per WIA-eligible participant to include case management, occupational skills training, job placement and follow-up services in the current contract year. This amount also includes \$400 per participant for supportive services (\$250), and incentive funds (\$150). Funding for 2011-2012 represents a decrease in total funding available to Youth Services Providers due to the decrease in formula funds.

If approved, these recommendations will be forwarded to work2future's Board for its meeting on June 16, 2011.

### **BACKGROUND**

In 2007, three youth services contractors were selected through a competitive Request for Proposals (RFP) process involving an evaluation of written submittals and oral presentations. The RFP included Guiding Principles and Areas of Focus and Intervention from work2future's Strategic Plan, prepared for the Board in September 2006. Contracts were awarded to IBP (now, Workforce Institute, or WI), Center for Training and Careers (CTC), and the San Jose

Conservation Corps (SJCC) based on the recommendation of the YCC, the Finance Committee, the Executive Committee, and subsequent approval by work2future's Board.

work2future provided the following funding allocations for youth services in FY 2010-2011:

<b>ENTITIES</b>	<b>BASE FUNDING 2010-2011</b>	<b># SERVED 2010-2011</b>
Workforce Institute	\$501,000	92
Center for Training and Careers	\$325,455	60
San Jose Conservation Corps	\$200,280	40

In support of the Strategy's Guiding Principle of maximizing performance while serving those most likely to benefit, the services of the recommended providers have been concentrated on those youth with the most at-risk characteristics in the geographical areas of greatest need. The service model targets 17-21 year olds to assist these participants to obtain their high school diplomas or GEDs and occupational skills training certificates leading to placement in employment and post-secondary education.

#### FY 2010-2011 Youth Contractor Performance as of May 15, 2011

**Workforce Institute:** In FY 2010-2011, WI received up to \$501,000 to serve 92 youth. WI provided participants with certificated training programs, including San Jose Promise, Green Jobs, and Customer Service through the National Retail Federation. All 92 participants enrolled were entered into Occupational Skills Training (OST); 54 participants (or 59%) had completed training as of April 13, 2011. Additionally, 91 enrollees were basic skills deficient, and nearly 70% of these participants have increased their skills by at least one Adult Basic Education (ABE) level. Of the 31 participants exited from the program, 95% were placed in employment or post-secondary education.

**Center for Training and Careers:** In FY 2010-2011, CTC received up to \$325,455 to serve 60 youth. CTC's youth training programs have included Green Academy, OSHA, Medical Administration, and Microsoft Office Suite. Of the 62 participants CTC has enrolled, 24 have entered into OST. By April 13, 2011, 20 participants had completed training. In addition, 54 enrollees were basic skills deficient, and over 75% of these participants have increased their skills by at least one ABE level. Of the 14 participants CTC has exited, 43% have been placed in employment or post-secondary education.

**San Jose Conservation Corps:** In FY 2010-2011, SJCC received up to \$200,280 to serve 40 youth. SJCC provided training in the areas of Landscaping, Weatherization, Natural Resource Conservation, and Construction. Of the 45 participants SJCC has enrolled, 23 were entered into OST. As of April 13, 2011, seven participants have completed training. In addition, 43 of SJCC's enrollees were basic skills deficient; nearly half of these participants have increased their

skills by at least one ABE level. Of the 19 participants SJCC has exited, 84% have entered employment or post-secondary education.

## **ANALYSIS**

A reduction in the funding allocation of over \$100,000 for Youth services in FY 2011-2012 will have a direct effect on the funding of work2future's Youth services contractors. The following recommendations are based on contractor performance and available funding.

### **FY 2011-2012 Youth Contractor Funding Recommendations**

Workforce Institute: Staff recommends that WI receives up to \$486,000 for FY 2011-2012 to serve 90 WIA-eligible youth; this represents a decrease relative to the FY 2010-2011 funding level on a cost-per-participant basis. This recommendation is based on WI meeting a high percentage of its contracted goals for OST, placement, and employment. In FY 2011-2012, WI will provide training in the areas of Efficient Energy, Water Utilities, and Career Pathways.

Center for Training and Careers: Staff recommends that CTC receives up to \$270,000 for FY 2011-2012 to serve 50 youth; on a cost-per-participant basis, this represents a decrease relative to the FY 2010-2011 funding level. In FY 2011-2012, CTC will provide Medical Administration, as well as Microsoft Suite 2007 and OSHA certifications.

San Jose Conservation Corps: Staff recommends that SJCC receives up to \$216,000 for FY 2011-2012 to serve 40 youth; on a cost-per-participant basis, this represents an increase relative to the FY 2010-2011 funding level. This recommendation is based on SJCC meeting a high percentage of its contracted goals for occupational skills training, placement, and employment. In FY 2011-2012, SJCC will provide training in the areas of Weatherization, Construction, and Landscaping.

### **Contractor Performance**

Final performance outcomes will be presented at the YCC meeting of September 27, 2011. If appropriate, the current allocation recommendations for each of the three Youth services providers may increase or decrease relative to the current recommendations based on final performance outcomes for FY 2010-2011. Each youth service contractor will have until July 15, 2011 to submit all required paperwork to MIS to validate final contracted performance numbers for work completed by June 30, 2011. Each contractor is responsible for tracking enrollments and carryovers into FY 2011-2012 and assuring that they have no carryovers that may affect work2future's FY 2011-2012 performance.

In October 2012, work2future will post a competitive Request for Proposals (RFP) for WIA Youth services. For the final year of its five-year contract with its Youth providers, work2future will not allow contractors to enroll new clients prior to all youth being positively exited from the program by June 30, 2011. For example, if a Youth services contractor is awarded funding to serve 50 participants, and the agency is carrying over five clients from FY 2010-2011 into 2011-

2012, then the agency will not be allowed to enroll any new clients until all remaining carryover clients are exited. Final enrollments for all current Youth contractors for PY 2011-2012 will be due November 23, 2011.

Youth services contractors will be required to complete all training activities by May 15, 2012 and positively exit all youth from the program by June 30, 2012 to ensure that, if a current contractor is not selected during the 2012 RFP process, a new provider or work2future will not be responsible to provide services for those youth not exited from the program during the current providers' contract period.

During FY 2011-2012, follow-up services will be provided by work2future's Youth service contractors. Follow-up services for youth are required, planned and organized activities wherein regular contact is maintained with all youth who exit the program. All youth exiting WIA services must receive a minimum of 12 months of follow-up.

FY 2011-2012 WIA Youth services will be provided at One-Stop locations within work2future's service area, including the Gilroy One-Stop. work2future has both City and Board approval to relocate from the Parkmoor facility into two (or possibly three) vacant community centers to deliver services. At this time, the use of the Shirakawa Community Center as a potential Youth services hub is still in discussion with the City's Parks and Recreation Department.

work2future staff recommends the following funding to Youth Service Providers for FY 2011-2012:

<b>ENTITIES</b>	<b>FUNDING 2011-2012</b>	<b># SERVED 2011-2012</b>
Workforce Institute	\$486,000	90
Center for Training and Careers	\$270,000	50
San Jose Conservation Corps	\$216,000	40

These recommended allocations are based on a combination of factors, including the number of carryovers from prior years, quality of services as reported during the most recent programmatic and fiscal monitoring, compliance with performance requirements, and contractors' adherence to work2future's Corporate Priorities.

Contracts funded as a result of these awards will ensure compliance with (1) WIA laws and regulations, and (2) the Guiding Principles from work2future's Strategic Plan. work2future conducts quarterly contract monitoring using State monitoring guidelines and work2future's Quality Index tool. The results of the Youth services contractors' WIA performance outcomes will be brought back to the YCC for its meeting of September 27, 2011.

Angela Cipperly  
Youth Services Manager

IV (B) (5)

BusinessOwnerSpace.com  
*Shop San Jose* Campaign

[Discussion]

## **Shop San Jose Campaign May 27, 2011**

### **1. Objective**

- Increase demand for San Jose goods and services
- Promote the San Jose Brand - locally, regionally, and globally
- Enhance service package offered through BusinessOwnerSpace.com (BOS)

### **2. Approach**

- Create strategic alliances with social media companies
- Engage multiple partners to facilitate comprehensive approach
- Inform and educate small business about the value of social media (Ref: tool kit)
- Minimize cost and workload for staff

### **3. Key Potential Partners**

- facebook
- Google
- Groupon
- LinkedIn
- livingsocial
- Yelp
- Regional organizations: i.e., LikeList, Dish Crawl, Knowsy Knows

### **4. Scope and Range of Engagement**

- Promotion of San Jose Shop Campaign to 225,000 “yelpers”
- Offering better pricing packages to small businesses during initial launch
- Highlighting on a weekly or monthly basis a business referred by the City
- Newsletters and special features on their website.
- Promote Shop San Jose Campaign in specific neighborhoods
- Customizing their website to drill down to specific areas within San Jose (BIDs)

### **5. Operational Parameters**

- Launch in Fall at HP Arena
- Housed within work2future as part of BOS 3.0
- Additional outreach channels – Council Offices, work2future/BOS, NBDs, print and spoken media, City Departments,

### **6. Immediate Next Steps**

- Detail scope of partnership arrangements (May-June)
- work2future Board presentation (June 16)
- Sneak preview at Using Social Media to Grow Your Business” Conference (June 23)

# Social Media Conference

*Grow Your Small Business Using Social Media*

**Thursday, June 23, 2011**

**7am—Noon**

Networking & Breakfast from 7am to 8am

**San Jose City Hall Rotunda  
200 E. Santa Clara Street**

**FREE**

This event will provide small businesses with an understanding of large Social Media outlets as well as some of the newest ideas coming on the market. The event includes speakers, workshops, resource tables, networking opportunities, and a hands-on-learning computer lab.

To register and for more information visit:

[www.BusinessOwnerSpace.com](http://www.BusinessOwnerSpace.com)

## Partners

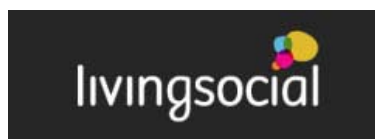


Silicon Valley

facebook



BUSINESS  
OWNER  
SPACE  
.COM



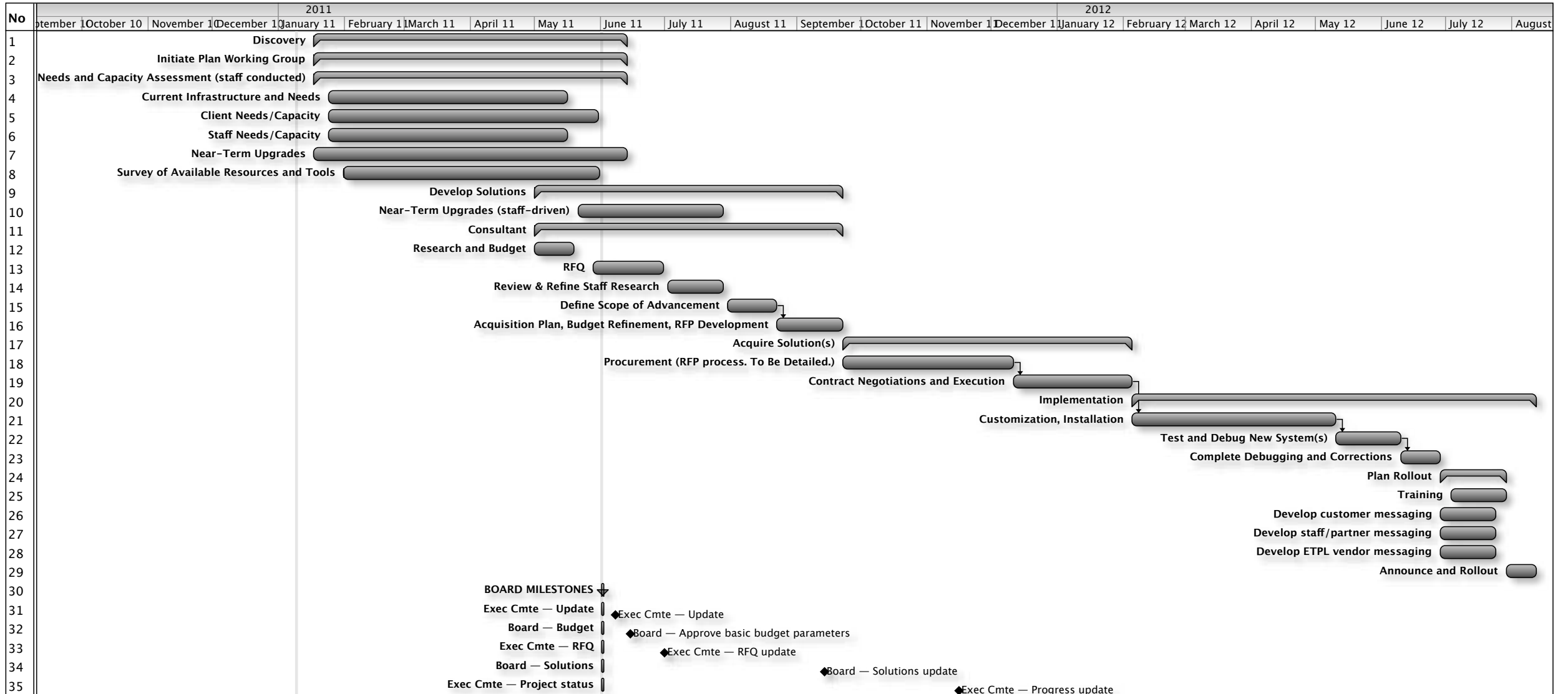
Small Business  
Development Center  
Silicon Valley

IV (B) (6)

work2future Technology  
Update

[Discussion]

# ICT PLANNING TIME-LINE (adjusted)



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 July 21, 2011 at 3:00 p.m. at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, CA 95126, (408) 794-1100.

V  
Public Comment

VI  
Adjournment