



## **BOARD AGENDA**

**Thursday, June 16, 2011**

11:30 a.m. – 1:30 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, 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 under the Americans with Disabilities Act to participate in this public meeting/event, please call please call Elizabeth Kaylor at (408) 794.1125 or 408 294-9337 (TTY) at least (3) three business days before the meeting/event.

**WORK2FUTURE BOARD MEMBERS**

<b>Name/Company</b>	<b>Executive</b>	<b>Finance</b>	<b>Operations</b>	<b>Youth</b>
<b>Aceves, Ralph</b> <i>Ovalpath, Inc.</i>				
<b>Amador, Rose</b> <i>Center for Training and Careers</i>			VC	
<b>Boland, Denise</b> <i>Social Services Agency, County of Santa Clara</i>				M
<b>Boveda, Benny</b> <i>Target</i>	C			M
<b>Chrisman, Brian</b> <i>Borgata Recycling</i>			M	
<b>Cox, Barbara</b> <i>CA LMCC/IBEW-NECA</i>				
<b>Dittrick, Janeen</b> <i>Employment Development Department</i>			M	
<b>Estill, Jack</b> <i>Appian Engineering, Inc.</i>		M		
<b>Fink, Tom</b> <i>Amalgamated Transit Union Local 265</i>				
<b>Flynn, Joseph</b> <i>Lavante</i>	VC	C		
<b>Friberg, Richard</b> <i>Grow Strategically</i>			M	
<b>Gilroy, Leslie</b> <i>CSDC/San Jose Job Corps</i>				
<b>Gonzalez, Jose</b> <i>Infolink</i>				
<b>Green, Scott</b> <i>City of San Jose Economic Development</i>				
<b>Guthrie, Bill</b> <i>United Association Local 393</i>				
<b>Koepp-Baker, Susan</b> <i>Bradley Associates Consultants</i>		VC		
<b>Le, Van</b> <i>State Farm Insurance</i>			M	M
<b>Ledet, Glenn</b> <i>California Waste Solutions</i>				M
<b>Lillis, Marcia</b> <i>National First Credit Union</i>				
<b>Maddex, Rocky</b> <i>Adava, LLC</i>		M		
<b>Matuszak, David</b> <i>Santa Clara County Regional Occupational Pgm.</i>				M
<b>Moore, Pamela</b> <i>Department of Rehabilitation</i>			M	

<b>Name/Company</b>	<b>Executive</b>	<b>Finance</b>	<b>Operations</b>	<b>Youth</b>
<b>Nagaraj, Ananth</b> <i>Yahoo!</i>				
<b>Novak, Dr. Mark</b> <i>San Jose State University</i>	M		C	
<b>Perez, Rachel</b> <i>Gavilan Community College</i>				
<b>Preminger, Steve</b> <i>Working Partnerships USA</i>	M			
<b>Said, Rashad</b> <i>Advanced Vocational Institute</i>	M		M	
<b>Sapien, Hermelinda</b> <i>Center for Employment Training</i>		M		
<b>Sellers, Dani</b> <i>Prudential Financial</i>		M		
<b>Sidher, Sajeev</b> <i>Deloitte &amp; Touche, LLP</i>				
<b>Souders, Bill</b> <i>Cisco</i>				
<b>Torres, Alex</b> <i>Wells Fargo</i>				
<b>Tran, Lloyd</b> <i>International Association of Nanotechnology</i>				
<b>VanHuystee, Bryan</b> <i>Chase</i>	M			C
<b>Villalovoz, Henri</b> <i>Council on Aging Silicon Valley</i>				
<b>Wright, Erin</b> <i>Safeway, Inc.</i>				M
<b>Zavala, Jorge</b> <i>Technology Business Accelerator</i>				

## **NOTICE TO THE PUBLIC**

Good afternoon, my name is Joe Flynn, and in my capacity as Vice-Chair of work2future I would like to welcome you to the Board meeting of June 16, 2011.

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

**BOARD OF DIRECTORS**  
**June 16, 2011**  
**11:30 a.m. – 1:30 p.m.**

**ORDER OF BUSINESS**

**I. QUORUM VERIFICATION**

**II. OPENING REMARKS**

**III. CONSENT ITEMS**

**{Action}** 5 Min.

Recommendations:

- (a) Accept Grant Report of May 1, 2011.
- (b) Accept Integration Report of May 27, 2011.
- (c) Accept the April CQI Report of May 6, 2011.
- (d) Accept BOS Report of April 30, 2011.
- (e) Accept April LMI Report of May 26, 2011.
- (f) Accept ARRA Final Summary Report as discussed at the Executive Committee's May 16, 2011 meeting and the Finance Committee's June 8, 2011 meeting.

**IV. AGENDA ITEMS**

**A. Old Business**

- 1. **Minutes Approval** **{Action}** 5 Min.  
Approval of the March 17, 2010 Board Meeting Minutes.

**B. New Business**

- 1. **Featured Board Member** **{Information}** 10 Min.  
A selected Board member will provide a brief presentation regarding the member's organization.

- 2. **FY 2011-2012 Budget** **{Action}** 25 Min.  
*Jeff Ruster, Executive Director*

Approval of work2future's Fiscal Year (FY) 2011-2012 budget.

- 3. **Adult/Dislocated Worker Contract** **{Action}** 20 Min.  
*Monique Melchor, Adult/Dislocated Worker Program Manager*

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

4. **Youth Contracts** {Action} 10 Min.  
*Christopher Donnelly, Assistant Director*

Approval of Youth Contracts for FY 2011-2012.

5. **Emerging Green Industries Study** {Discussion} 25 Min.  
*Josh Williams, BW Research Partnership, Inc.*

A presentation will be provided on emerging industries and technologies in the Green Economy.

6. **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.

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

- D. **Announcements** 1 Min.

- E. **Next Meeting**

The next Board of Directors' meeting is currently scheduled to take place on September 15, 2011 at 11:30 a.m. at a place to be determined.

## 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 Grant Report of May 1, 2011.
- (b) Accept Integration Report of May 27, 2011.
- (c) Accept the April CQI Report of May 6, 2011.
- (d) Accept BOS Report of April 30, 2011.
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[Action]

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



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.

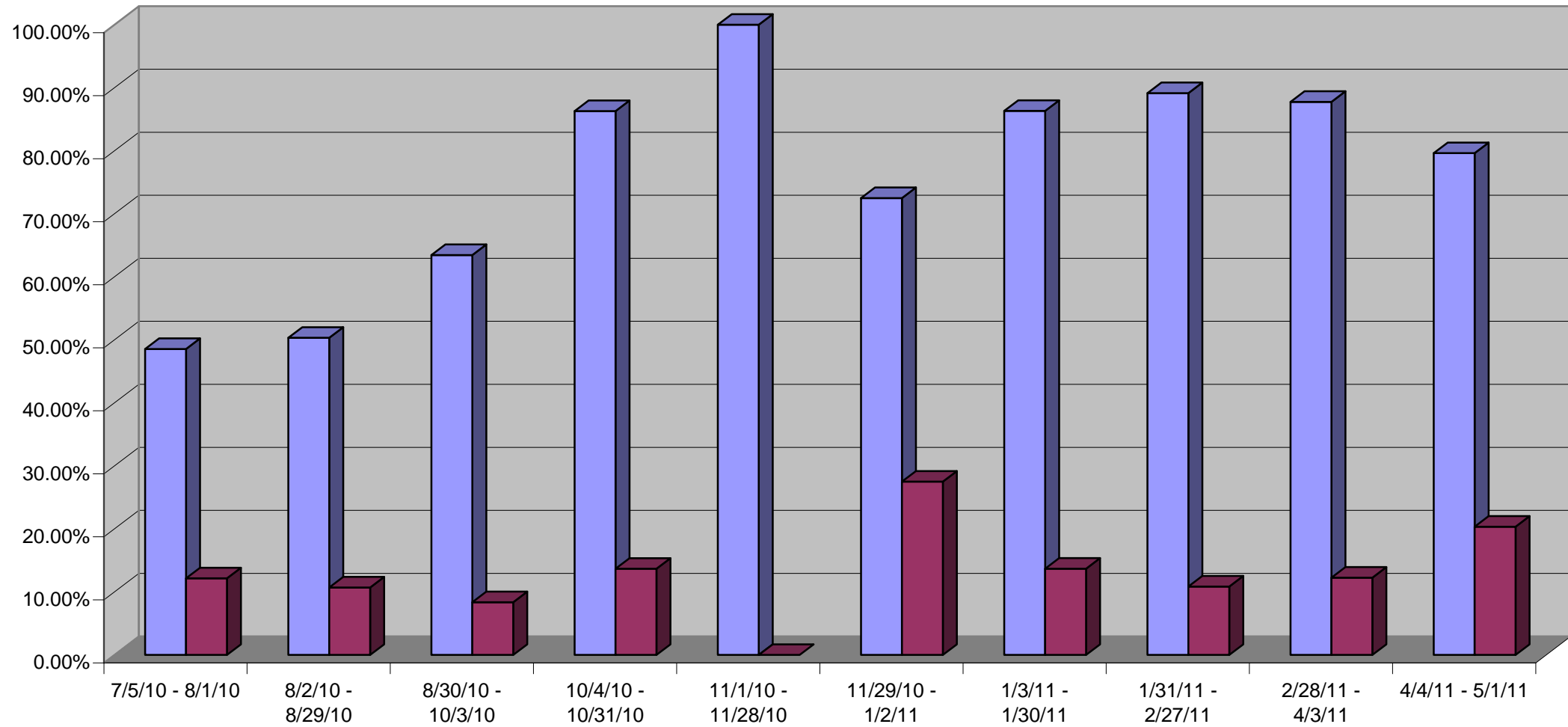
**Summary of Trends:**

- 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

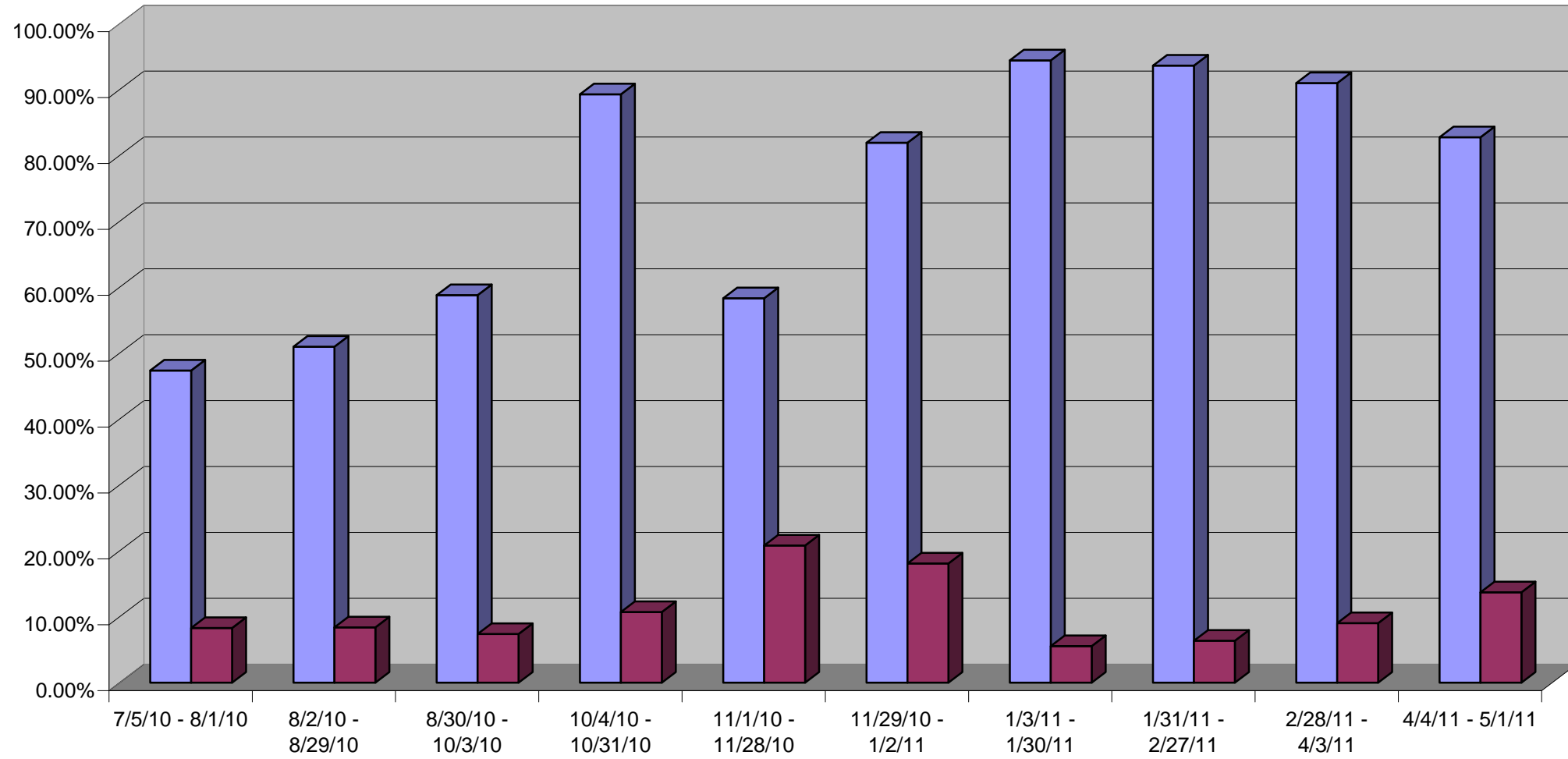
Strongly Agree/Agree Disagree/Strongly Disagree



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

### Information Was Useful in Job Search

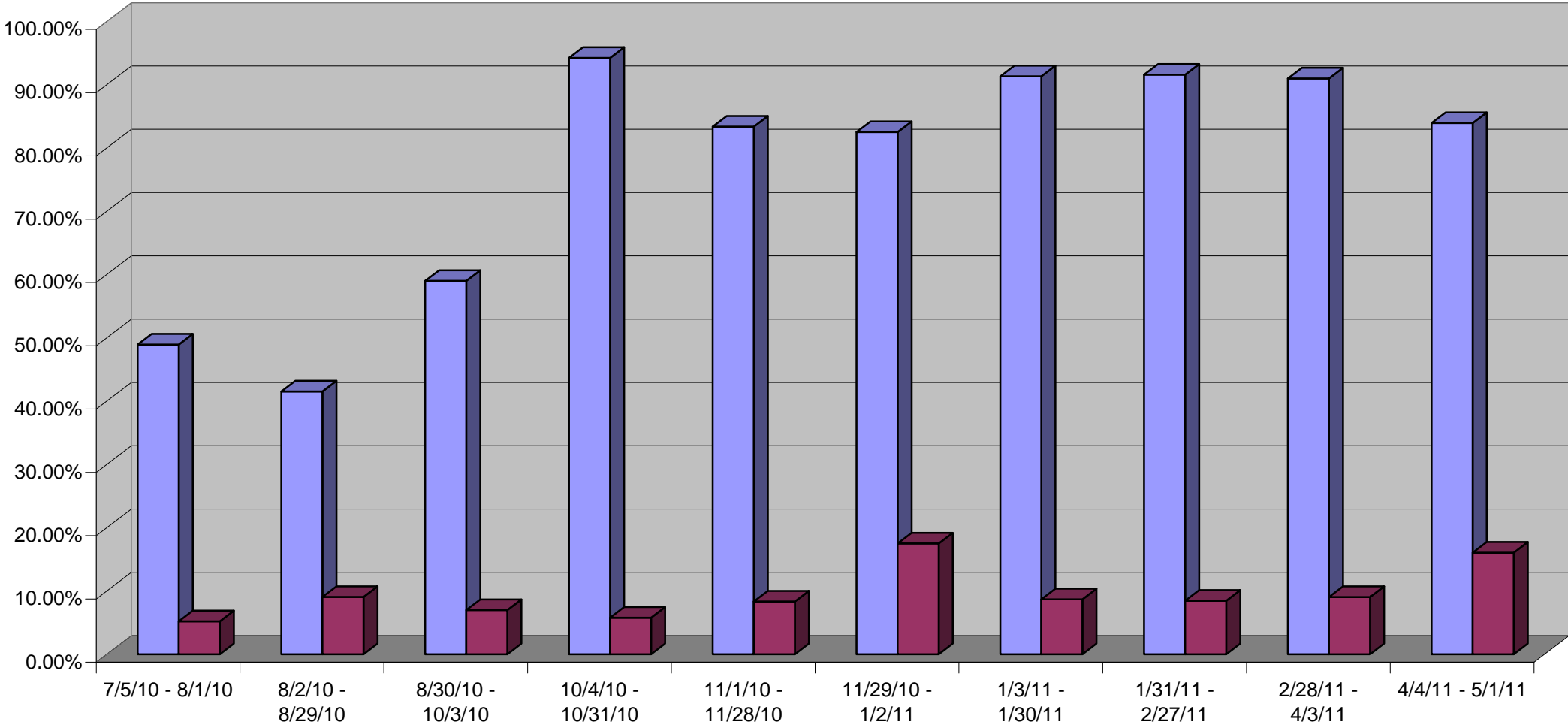
Strongly Agree/Agree Disagree/Strongly Disagree



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

### Services Used Were of Quality

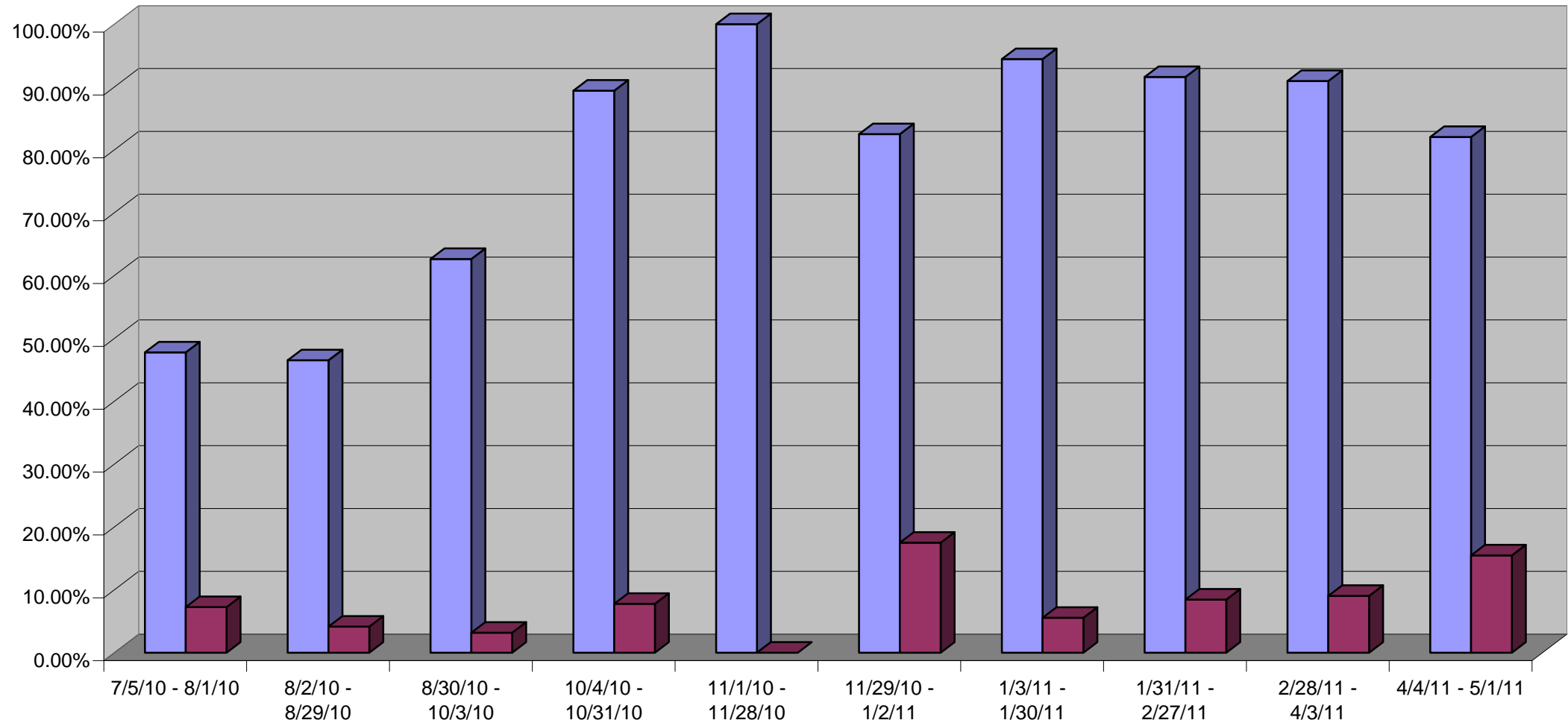
Strongly Agree/Agree Disagree/Strongly Disagree



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### Would Recommend Center to a Friend

Strongly Agree/Agree Disagree/Strongly Disagree

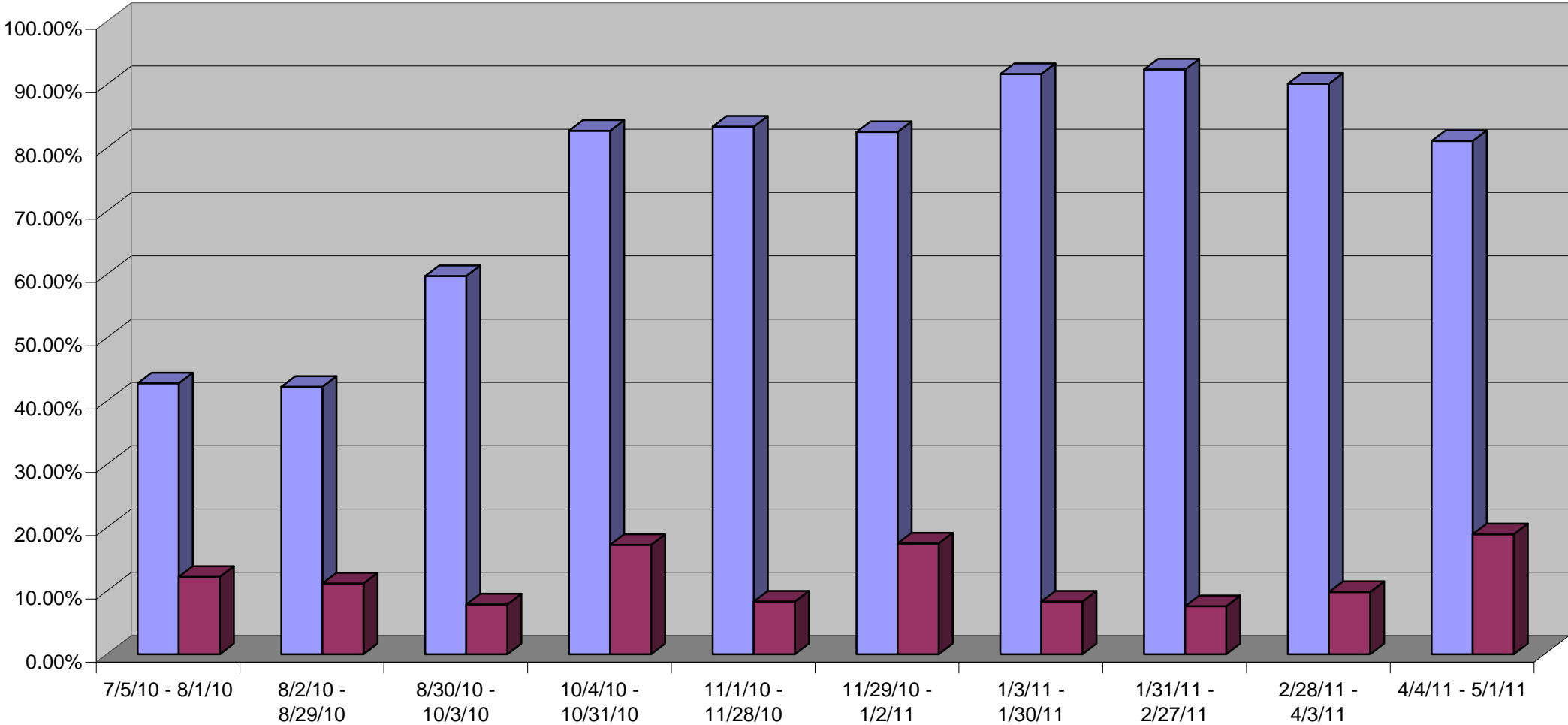


NOTE: Data from October forward is Survey Monkey and does not include Strumpf Associates



### Satisfied With Overall Experience

Strongly Agree/Agree Disagree/Strongly Disagree



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

# BOS Tracking Report Launch YTD

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
Website Number	7073	5115	5581	4669	4071	4754	5115	3202	3687	3603	4389	3943	191086
Unique	5310	3983	3947	3564	3266	3677	1566	2518	2929	2856	3564	3145	143030

## Top Most Popular Linked Sites

- 1 Women's Initiative
- 2 work2future, SVSBDC,NMEC
- 3 CSJ-ESD, CSJ-Finance, CSJ- Planning, SVSJ Chamber

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
QLBS Assessments	8	2	3	2	2	6	1	3	2	2	0	1	151

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
Online Registrations	41	25	26	23	17	20	12	14	18	17	24	21	912

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
Toll Free Calls	28	38	17	23	12	20	27	11	29	45	40	68	1094

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
Partner Services	1537	698	317	1647	1359	3713	651	853	187	1486	1359	811	40900

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
Vietnamese Website Clients	404	292	379	417	280	498	292	466	503	416	509	190	8273
Most Viewed Page	Business Plan Template												

	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	Oct-07-YTD
Spanish Website Clients	65	71	68	67	80	70	71	41	49	66	66	55	1550
Most Viewed Page	Business Licenses												

**Grand Total Oct 07 -YTD**

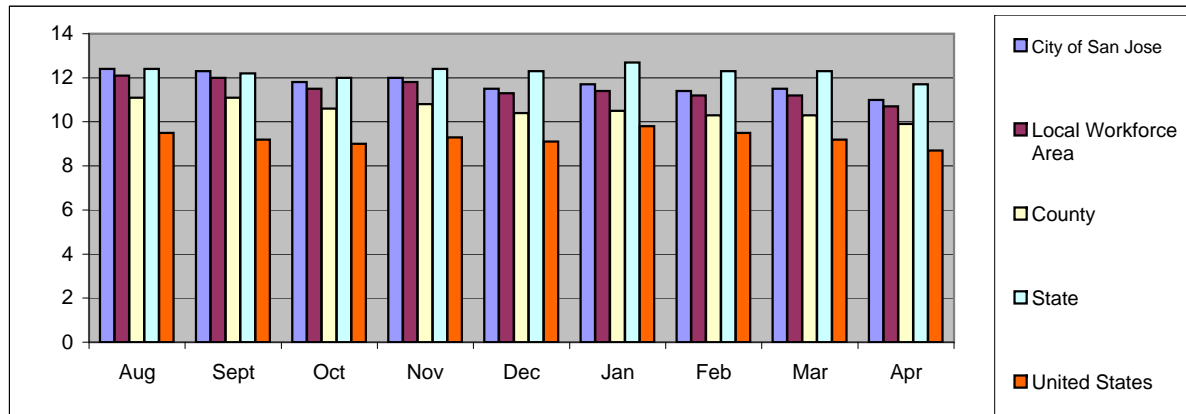
**231986**

## April LMI Report

May-11

Data Source: LMID

	2010					2011				
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
<b>San Jose City</b>	12.4	12.3	11.8	12	11.5	11.7	11.4	11.5	11	
<b>Local Workforce Area</b>	12.1	12	11.5	11.8	11.3	11.4	11.2	11.2	10.7	
<b>County</b>	11.1	11.1	10.6	10.8	10.4	10.5	10.3	10.3	9.9	
<b>State</b>	12.4	12.2	12	12.4	12.3	12.7	12.3	12.3	11.70	
<b>United States</b>	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](#)

# ARRA FUNDING IMPACT REPORT

7/1/2009 to 3/31/2011

Board Approved Plan - JUNE 2009

ENROLLMENTS (# of clients)					
	PROJECTED ENROLLMENTS	ACTUAL ENROLLMENTS	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED	
<b>ADULT</b>	1,500 - 2,000	2,366			
<b>DW</b>	incl. above	2,701			
<b>TOTAL AD/DW</b>		<b>5,067</b>	<b>+3,067</b>	<b>153%</b>	
<b>YOUTH</b>	1,000	1,067	+67	107%	

TRAINING (# of clients) *					
Adult/DW	PROJECTED TRAINING	ACTUAL TRAINING	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED	
	943	1,757	+814 (i)	186%	

SUPPORTIVE SERVICES					
Adult/DW	PROJECTED # of clients	ACTUAL # of clients	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED	
ARRA	455	651	+195	143%	

WORKSHOPS **							
	AS OF 3/31/11 PRIOR SWAP		AS OF 3/31/11 PRIOR SWAP		AFTER SWAP	PROJECTED AS OF 6/30/11 AFTER SWAP	
Adult/DW	PROJECTED BUDGET	ACTUAL	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED	REVISED BUDGET	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED
ARRA	\$907,565	\$459,089	\$448,476 (ii)	51%	\$459,089	0	100%
WIA	\$966,435	\$891,634	\$74,801	92%	\$1,414,911	<\$74,801>	96%
<b>TOTAL</b>	<b>\$1,874,000</b>	<b>\$1,350,723</b>	<b>\$523,277</b>	<b>72%</b>	<b>\$1,874,000</b>	<b>&lt;\$74,801&gt;</b>	<b>96%</b>

	AS OF 3/31/11 PRIOR SWAP		AS OF 3/31/11 PRIOR SWAP		AFTER SWAP	PROJECTED AS OF 6/30/11 AFTER SWAP	
Adult/DW	PROJECTED HOURS	ACTUAL HOURS	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED	REVISED HOURS	OVER/(UNDER) GOALS	% ACTUAL/PROJECTED
ARRA	5,335	2,700	2,635 (iii)	51%	2,700	0	100%
WIA	5685	5254	440	92%	8,320	<440>	96%
<b>TOTAL</b>	<b>11,020</b>	<b>7,954</b>	<b>3,066</b>	<b>72%</b>	<b>11,020</b>	<b>&lt;440&gt;</b>	<b>96%</b>

(i) Remaining training budget of \$562,906 will be spent out of WIA due to March 31 closeout, representing approximately another 185 clients.

(ii) Remaining ARRA funds will be spent out of WIA funds due to March 31 closeout, representing an additional 2,635 hours.

(iii) Remaining hours will be paid for by WIA funds. Includes certificated and non-certificated workshops.

\* All training is funded out of ARRA.

\*\* WIA workshop numbers pertain to FY 09-10 numbers only.

ARRA Expenditure Adjustments Report  
as of March 31, 2011

ARRA Funding	Adult	Dislocated Worker	Youth	Rapid Response	Additional Assistance	Total
<b>Original Allocation</b>	<b>2,026,103</b>	<b>4,448,400</b>	<b>4,744,413</b>	<b>638,390</b>	<b>902,329</b>	<b>12,759,635</b>
Transfer*	466,785	(466,785)	0	0	0	0
<b>Total Allocation</b>	<b>2,492,888</b>	<b>3,981,615</b>	<b>4,744,413</b>	<b>638,390</b>	<b>902,329</b>	<b>12,759,635</b>
Expenditure 09-10	(1,853,457)	(2,837,933)	(4,224,341)	(371,086)	(246,895)	(9,533,712)
Expenditure to Feb 11	(311,489)	(228,801)	(378,294)	(122,124)	(35,422)	(1,076,130)
Expenditure prior to Adjustments	(40,013)	(46,737)	(2,246)	(17,917)	0	(106,913)
<b>ARRA Adjustments</b>						0
Personnel Costs (Includes Overhead)	0	(510,673)	(139,139)	(65,533)		(715,345)
Case Management	(287,929)	0			(495,237)	(783,166)
Non Personnel Costs		(317,105)	(393)			(317,498)
Professional Services		(40,366)		(61,730)	(124,775)	(226,871)
<b>Total ARRA Adjustments</b>	<b>(287,929)</b>	<b>(868,144)</b>	<b>(139,532)</b>	<b>(127,263)</b>	<b>(620,012)</b>	<b>(2,042,880)</b>
<b>Total Expenditures</b>	<b>(2,492,888)</b>	<b>(3,981,615)</b>	<b>(4,744,413)</b>	<b>(638,390)</b>	<b>(902,329)</b>	<b>(12,759,635)</b>
<b>Total Available After Adjustments</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

\* Represents State and Board approved transfer amount between Dislocated Worker and Adult funding to allow work2future to serve both Adult and Dislocated Worker clients in a seamless fashion at the One Stop Centers.

WIA Expenditure Adjustments Report  
as of March 31, 2011

WIA Funding	Adult	Dislocated Worker*	Youth	Rapid Response**	Total
<b>Original plus Carry Over Funds</b>	<b>4,484,796</b>	<b>3,653,729</b>	<b>4,380,987</b>	<b>544,536</b>	<b>13,064,048</b>
Encumbrance Prior To Transfer	(651,798)	(455,227)	(741,100)	(136,701)	(1,984,826)
ARRA Encumbrance Transfer	(303,484)	(705,380)	(4,100)	(5,953)	(1,018,917)
<b>Total Commitments including ARRA Transfers</b>	<b>(955,282)</b>	<b>(1,160,607)</b>	<b>(745,200)</b>	<b>(142,654)</b>	<b>(3,003,743)</b>
Expenditure to Feb 11	(1,885,806)	(1,713,710)	(1,465,922)	(243,191)	(5,308,629)
Expenditure prior to Adjustments	(232,849)	(307,761)	(232,744)	(172,434)	(945,788)
<b>ARRA Adjustments</b>					
Personnel Costs (Includes Overhead)	0	510,673	139,139	65,533	715,345
Case Management	287,929	495,237			783,166
Non Personnel Costs		317,105	393		317,498
Professional Services		40,366		186,505	226,871
<b>Total ARRA Adjustments</b>	<b>287,929</b>	<b>1,363,381</b>	<b>139,532</b>	<b>252,038</b>	<b>2,042,880</b>
<b>Total Expenditures including ARRA adjustments</b>	<b>(1,830,726)</b>	<b>(658,090)</b>	<b>(1,559,134)</b>	<b>(163,587)</b>	<b>(4,211,537)</b>
<b>Available Funding After Commitments/Expenditures</b>	<b>1,698,788</b>	<b>1,835,032</b>	<b>2,076,653</b>	<b>238,295</b>	<b>5,848,768</b>
Forecasted Expenditures to 6/11	(1,017,055)	(1,083,511)	(1,133,032)	(238,295)	(3,471,893)
Projected Carry Over to 11-12	681,733	751,521	943,621	0	2,376,875

\* Dislocated Worker Expenditures were transferred to ARRA RR 25% Additional Assistance (\$495,237) and ARRA Dislocated Worker (868,144) for a total amount of \$1,363,381

\*\* Rapid Response Expenditures were transferred to ARRA Rapid Response (\$127,263) and ARRA 25% Additional Assistance (\$124,775) for a total amount of \$252,038.

## work2future Status of State Monitoring Reports

Name of Agency	Period	Type	Date Conducted	Summary of Issues	Corrective Action(s)	Status
EDD	2008-2009	Program (Summer Youth)	8/31/09- 9/3/09	1. Seven case files remain unverified due to lack of adequate documentation for low income status of participants and food stamp benefits.	1. w2f provided documentation for low income and food stamp benefits. Management will assure that: training is provided to staff on acceptability of low-income self-certification and documentation required for verification; documentation of training is recorded for staff; self-certification of low-income eligibility will be an exception and must be approved by youth manager or deputy director.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
				2. Four participants were allowed to begin work prior to issuance of the work permit. Six participants did not have work permits.	2. w2f will assure the following processes in any work experience program: in-school youth not allowed to work until high school work permits are received and verified; permit is filed in individual's case file; list of in-school youth with/without work permits will be maintained; checking for valid work permit will be part of worksite assignment process; photocopies of a single serialized permit are not used for issuance of multiple permits. w2f is working closely with school districts to locate missing work permits.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
				3. Missing documentation that participants received assessments by w2f (3 questionnaires have not been received). Documentation/ agreements missing between w2f and worksites describing job duties and/or experience & training. Case files did not contain documentation of participant's employer name & job title. Could not verify that information was provided to each worksite supervisor. (w2f subsequently provided copies of its initial job referral, but this is not a worksite agreement.)	3. w2f located 2 of 3 participant assessments, while 3rd was based on interview summary. w2f provided copies of initial job referral to participants and worksite requests. w2f will establish these measures: all worksites will provide job description & job title for every position prior to assignment of participant; work experience program manager or youth manager must approve each job description & job title; participants will be assigned only following approval of each position at each worksite.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
				4. Ten of sixteen service providers did not use sign-in/sign-out sheets to account for work/meal periods and total hours. Six service providers used the sheets but did not submit to the case managers.	4. w2f stated following measures will be in place prior to beginning any work experience program: worksite supervisors will be trained to assure timekeeping meets acceptable standards; participant work hours will be reflected on a timecard and on-site records; program liaison/case managers will assure accuracy and resolve discrepancies of timekeeping records and file all reconciled records with time cards; revised timecard will be developed that allows for easy tracking of start/end times including meal periods.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.



## work2future Status of State Monitoring Reports

Name of Agency	Period	Type	Date Conducted	Summary of Issues	Corrective Action(s)	Status
EDD	2009-2010	Fiscal & Procurement	5/3/10-5/6/10	1. w2f failed to issue a monitoring report to subrecipient San Jose Conservation Corps for PY 2008-09.	1. The report in question is a program monitoring report. All PY 2008-09 program monitoring reports to date, including SJCC, have been issued.	State EDD approved the Corrective Action Plan submitted by work2future; subject to verification by the State
				2. w2f does not have a parent of an eligible youth serving as a representative on the Youth Council. W2f staff stated the position has been vacant for about a year.	2. w2f has been actively seeking a parent representative to serve on the Youth Council Committee. On October 5, 2010 a parent was identified as a potential candidate to serve on the Council and was contacted by w2f. w2f will follow up with the potential candidate.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
				1. w2f 's youth providers are using the CASAS appraisal test for all steps of its youth literacy and numeracy testing process: appraisal, pre- and post-test. Therefore, the literacy and numeracy scores reported by w2f to the JTA system are based on the improper use of CASAS appraisal test for pre- and post-testing.	1. w2f submitted a "Request for Correction to a Previously Submitted Data Form" to the state for approval to delete or change data. On Tuesday, January 11, 2011 w2f was notified that the data change request was processed, and that all cases with enrollment date before 12/11/2009 were expunged. The 3 remaining open cases with no exits will have their test scores re-entered into the EYTS screen. (w2f attached a Corrective Action Plan to address how currently enrolled and future youth participants' literacy and numeracy gains will be measured and reported)	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
		Program /Adult		2. Two case files do not contain a signed participant program grievance/complaint acknowledgement form. Also these case files do not contain a signed nondiscrimination/equal opportunity acknowledgement form.	2. w2f was able to provide documentation for both the participants. W2f stated that its corrective action plan is to have the Program Manager notify the appropriate parties to issue a formal written corrective action letter to all w2f staff. Also, program management will monitor and meet with staff to ensure w2f provides nondiscrimination and equal opportunity provisions to participants and that signed documents are filed in a secure location.	Closed

## work2future Status of State Monitoring Reports

Name of Agency	Period	Type	Date Conducted	Summary of Issues	Corrective Action(s)	Status
EDD	2009-2010	Program (Adult, Dislocated Worker, Youth)	2/8/10-2/11/11	3. Paperless case files did not contain scanned documents or cross match results to verify participant's right to work eligibility. Six adult case files and two dislocated worker files are still missing this documentation.	3. w2f attached a Corrective Action Plan per the CRO's recommendation.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
				4. Paperless dislocated worker case files did not contain scanned documents or cross match results to verify the participants' dislocated worker eligibility. Two dislocated worker files are still missing this documentation.	4. w2f attached a Corrective Action Plan per the CRO's recommendation.	State EDD approved Corrective Action Plan submitted by work2future; subject to verification by the State.
EDD	2010-2011	Program (Youth)	2/7/11-2/11/11	1. Three of 40 youth participant case files did not have adequate documentation to verify eligibility for WIA youth services.	1. w2f subsequently submitted required documentation which EDD found sufficient to support eligibility of the 3 youth clients in question.	Closed

IV (A) (1)

Meeting Minutes

[Action]

**WORK2FUTURE BOARD OF DIRECTORS MEETING  
THURSDAY, MARCH 17, 2011  
MINUTES**

**I. QUORUM VERIFICATION:**

**Present:** Ralph Aceves, Rose Amador, Denise Boland, Benny Boveda, Brian Chrisman, Tom Fink, Joseph Flynn, Richard Friberg, Scott Green, Sue Koepp-Baker, Glenn Ledet, Marcia Lillis, Rocky Maddex, Dr. David Matuszak, Ananth Nagaraj, Dr. Mark Novak, Steve Preminger, Rashad Said, Bill Souders, Alex Torres, Lloyd Tran, Henri Villalovoz, Erin Wright, Jorge Zavala.

**Absent:** Barbara Cox, Janeen Dittrick, Jack Estill, Jose Gonzalez, Bill Guthrie, Van Le, Pamela Moore, Rachel Perez, Hermelinda Sapien, Dani Sellers, Sajeev Sidher, Bryan VanHuystee.

**II. OPENING REMARKS:** Read by Chair Benny Boveda.

**III. CONSENT ITEMS**

**ACTION:** Upon motion by Dr. David Matuszak, seconded by Joseph Flynn, and approved unanimously, the Board accepted the following consent items:

- (a) Grant Report of February 24, 2011.
- (b) American Recovery and Reinvestment Act (ARRA)/Integration Report of February 25, 2011.
- (c) Executive Committee's February 17, 2011 recommendation, as discussed at the Finance Committee Meeting of March 9, 2011, to approve the spending plan for FY 2010-2011 savings.
- (d) February CQI Report of March 7, 2011.
- (e) BOS Report of February 4, 2011.
- (f) January LMI Report of March 4, 2011.

**IV. AGENDA ITEMS**

**A. Old Business**

**1. Minutes Approval**

**ACTION:** The Minutes of work2future's December 9, 2010 Board meeting were approved.

Motion: Steve Preminger

Seconded by: Joseph Flynn

## **B. New Business**

### **1. Introducing Technology**

Lawrence Thoo of the Workforce Intelligence Team provided an update regarding work2future's proposed utilization of technologies as a core component of its business model restructuring efforts. At the close of the presentation, Executive Director Jeff Ruster acknowledged Mr. Thoo's above-and-beyond efforts on behalf of work2future with an award for "Employee of the Year."

### **2. One-Stop Relocation Actions and Related Budget**

Assistant Director Christopher Donnelly presented this item to the Board, explaining that the approval of the recommendation to relocate to three community centers will provide significant savings in terms of rent, maintenance, and utilities, and that the recommendation is aligned with work2future's new business model to address a projected \$15M deficit over the next five years. work2future anticipates that, in terms of facilities costs relative to Parkmoor, the recommended relocations would save approximately \$880K for the rest of this year, \$1.2M each subsequent year, and thus \$5.8M cumulatively over the next five years.

The Assistant Director identified three community centers that the City's Parks and Recreation Department had set aside for re-use: the Shirakawa Community Center, which would be used for a Youth services hub; the Kirk Community Center, which would be used for Adult and Dislocated Worker programs, and the Almaden Winery Community Center, which would house Administrative and Business Services staff. He mentioned that relocation to two or three of these community centers had been approved by the Executive Committee at its meeting of February 17, 2011, and by the Finance Committee at its meeting of March 9, 2011.

work2future held a public forum on February 16, 2011 for Board members, partners, ETPL providers, community members, and other stakeholders to discuss issues arising from relocation from the Parkmoor facility. Partners asked questions regarding ADA issues, and what would be needed to bring the facilities up to the higher standards required for EDD occupation. Additionally, there were questions regarding safety in light of gang activity near the Shirakawa facility, as well as regarding clients' access to services.

Executive Director Jeff Ruster verified that there are two years left on the Parkmoor lease with Sobrato with no penalty for early termination, and that the tenant improvement budget is included as part of the expenditure plan as well as the FY 2011-2012 budget. The Executive Director mentioned that the broad range allocated in the tenant improvement budget is to ensure that the facilities (principally the Kirk center) are compliant with the higher ADA standards for EDD facilities.

The Assistant Director added that one major concern for work2future and EDD has been client access to the facilities; for EDD, it is required that each facility must be accessible by public transportation such that a bus stop is within a quarter mile of a facility. There is a bus stop directly in front of the Kirk facility and within a quarter mile of the other two facilities. Board member Steve Preminger mentioned that, demographically speaking, the selected facilities are located within the areas of community need, which was important to the Executive Committee.

The Executive Director stated that 80% of the youth clients come from the area surrounding the Shirakawa Community Center, and that all three centers are well-known to the public; however, he mentioned that work2future has allocated funding to inform our current customers of the coming changes well in advance of the relocations, and anticipates a concerted marketing effort over the first six months at the new facilities to ensure community awareness.

The Executive Director added that work2future will pay the City well below market rate for the use of the community centers, and that it would be reimbursed for tenant improvements in the event that one of the community centers, such as the Shirakawa center, was to be sold by the City to a private party. work2future could still serve its youth clients at the Kirk center if the City does sell the Shirakawa center. It is expected that work2future will structure an MOU with the Parks and Recreation Department to ensure a minimum occupancy of five to seven years.

Board member Denise Boland clarified that, although Shirakawa is slated to be a youth services hub, there would most likely be some adult services at Shirakawa and some youth services at Kirk, given its commercial kitchen. The Assistant Director added that the Shirakawa youth center should be operational by July 1, 2011 at Shirakawa, and that Kirk and Almaden should be operational by September.

**ACTION:** Unanimous approval of: (1) Parkmoor lease termination; (2) staff authority to negotiate with City Parks, Recreation, and Neighborhood Services; (3) relocation to two or three City-owned community centers; and (4) the budget associated with relocation from Parkmoor.

Motion: Rashad Said

Seconded by: Rose Amador

### **3. FY 2011-2012 Budget**

The Executive Director presented three FY 2011-2012 budgets: a base-case \$10M budget, in addition to a \$9M and \$12M budget to provide flexibility to ensure that work2future will be able to (1) take advantage of opportunities to relocate operations and improve technologies, and (2) address any needed staffing adjustments, layoffs, and reductions to contracted services, as needed, once work2future's allocation is received. He reminded the Board that the City has endured eight straight years of budget cuts, and that work2future has been

affected by budget cuts for the last seven of eight years, making work2future very conscious regarding how it structures its budget to ensure that it continues to be a high-impact, sustainable organization.

He referred to the current congressional situation in which there exists the possibility that WIA could be eliminated or drastically reduced, or perhaps more likely, the budget could be straight-lined per a continuing resolution. Three budgets were developed to accommodate the uncertainty regarding WIA funding by identifying the most likely scenarios.

The Executive Director said that approval of relocation from Parkmoor was needed to obtain the savings described by the Assistant Director, begin the procurement process for technological enhancements, and to give notice to our contractors regarding pending service cuts. He presented a \$10M budget (2% reduction from current year), a \$9M budget (12% reduction from current year), and a \$12M budget (18% increase over current year).

Based on work2future's new business model, a reduction in contracted services of approximately \$1.5M is anticipated, affecting Workforce Institute (WI) staff currently employed as talent coaches and job developers. A smaller WI contract for 1.5 FTE would cover technical applications, such as client assessments. In addition, it is expected that work2future's temporary unclassified personnel will be reduced to save \$1.1M. Further, to sustain the new model, work2future must increase its carryover reserve from the 5% authorized by the Finance Committee last year back to the 15% needed for the longer term to assist work2future to weather the storms of subsequent years.

The Executive Director discussed the one-time funding of \$700K for the move and tenant improvements, and another \$400K for technical enhancements, including funding for enhancements to the current I-Train case management system. He also mentioned that \$566K of unallocated funding would be available above and beyond the carryover reserve, to be used to sustain operations in case work2future receives a \$9M budget.

Under a \$10M budget, work2future's Youth program would employ 7 FTEs with approximately \$1.4M for client-related services, and year-round Youth program contractors (Workforce Institute, Center for Training and Careers, and San Jose Conservation Corps) and would be funded at approximately \$1M. work2future also expects to put more funding into its Green Cadre program. The Executive Director clarified that there is no unallocated reserve for the Youth program.

The Executive Director explained that a \$9M budget would not affect the Adult/Dislocated Worker program due to the unallocated reserve; however, the Youth programs would be reduced by \$247K with the Green Cadre program reduced by \$147K. Case management services would be reduced by \$100K.

**ACTION:** Approval of the \$9M, \$10M, and \$12M budgets.

Motion: Sue Koepp-Baker

Seconded by: Steve Preminger

Recusals: Dr. Mark Novak and Ms. Rose Amador

**4. Small Business Vitality Study**

David Keen of BBC Research and Consulting presented this item to the Board, explaining that he believes the emphasis should be on entrepreneurs, since new businesses tend to create jobs early in their life cycles, as opposed to small businesses that, according to the results of the study, do not appear to be a major force for job creation, and which may in fact be a net destroyer of jobs. Based on this data, he recommended that to ensure job growth, the City should do what it can to boost the success rate of the high-growth “gazelle” firms that will be most successful.

**5. Emerging Green Industries Study**

This item was deferred to the Board’s June 2011 meeting.

**6. Brown Act and Conflict of Interest**

Mark DeCastro of the City Attorney’s Office provided information regarding the Brown Act, the City’s Code of Ethics form that Board members must sign, and the Conflict of Interest disclosure forms that must be signed by Board members with a potential monetary interest in a contract that would be affected by a vote of the Board. Additionally, it was noted that emails or other communications between Board members may lead to a Brown Act violation.

**C. Set Items for Next Agenda**

- One-Stop Relocation Update
- Budget Update

**D. Announcements**

- BJ Sims: A job fair will be held at the Mexican Heritage Plaza on March 22, 2011.
- Lloyd Tran: Earth Day is April 22, 2011, and a San Francisco Earth Day event will highlight green jobs for Veterans.
- Jorge Zavala: An International Summit on Entrepreneurship and Innovation will be held at the City Hall Rotunda between 5:00 p.m. an 9:00 p.m.
- Javier Vanga: A Workforce Day of Action has been called for Thursday, March 24, 2011 to ensure that workforce professionals and other interested citizens contact their congressional representatives at their district offices to express the importance to the community of continuing to fund WIA.
- Angela Cipperly: A very successful youth job fair was held on February 25, 2011 at the City Hall Rotunda.

**E. Next Board Meeting**



The next Board meeting is scheduled for **Thursday, June 16, 2011** at 11:30 a.m. in the Boardroom at the San Jose One-Stop, 1290 Parkmoor Ave., San Jose, California.

**V. PUBLIC COMMENT:** There were no public comments.

**VI. ADJOURNMENT:** the meeting was adjourned at 1:23 p.m.

# IV (B) (1)

Featured Board Member

[Information]

# IV (B) (2)

FY 2011-2012 Budget

[Action]

**work2future**  
opportunity • jobs • success

# Memorandum

**TO:** work2future Board

**FROM:** Joy Salandanan  
Supervising Accountant

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

**DATE:** June 16, 2011

Approved

Date



6/16/11

## RECOMMENDATION

Board 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.

## 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	(100,000)
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	0
Automated Client Related Services & Other IT Enhancements	200,000	200,000	0
Unallocated Reserve (Excess Sources over Uses)	566,325	0	(566,325)
<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 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.

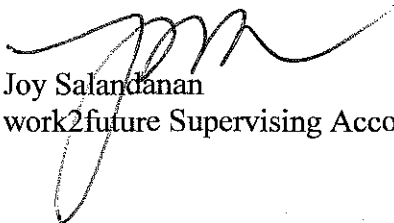
work2future Board

Date: 06/16/11

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

Page 8 of 8

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 Walesh  
Jeff Ruster

IV (B) (3)

Adult/Dislocated Worker  
Contract

[Action]

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## Memorandum

**TO:** work2future Board

**FROM:** Monique Melchor  
Adult/DW Program Manager

**SUBJECT:** work2future FY 2011-2012  
Adult/Dislocated Worker  
Funding Recommendation

**DATE:** June 16, 2011

Approved

Date

6/8/11

### RECOMMENDATION

Board 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.

### 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]



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## Memorandum

**TO:** work2future Board  
**FROM:** Angela Cipperly,  
Youth Services Manager  
**SUBJECT:** work2future FY 2011–2012  
Youth Funding  
Recommendations  
**DATE:** June 16, 2011

Approved



Date

6/18/11

### RECOMMENDATION

Board 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.

### 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:

ENTITIES	BASE FUNDING 2010-2011	# SERVED 2010-2011
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.

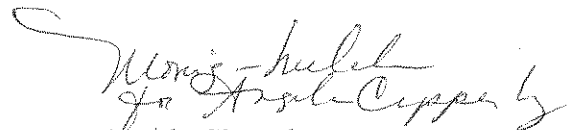
FY 2011-2012 WIA Youth services will be provided at One-Stop locations within work2future's service area, including the Gilroy One-Stop. work2future has both City and Board approval to relocate from the Parkmoor facility into two (or possibly three) vacant community centers to deliver services. At this 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:

ENTITIES	FUNDING 2011-2012	# SERVED 2011-2012
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)

# Emerging Green Industries Study

[Discussion]

**Green Economy Emerging Sectors Study  
Board Meeting  
06-16-11**

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Josh Williams, president, BW Research Partnership, Inc., will present key findings and recommendations of a workforce development-oriented study of emerging sectors of the region's green economy. BW Research led a study team that included consultants from two other firms, Green LMI and the Center for Continuing Study of the California Economy.

The study conducted from late summer 2010 into winter 2011 focused on five industry sectors where the researchers determined emerging green employers in Silicon Valley are most likely to be found:

- Energy
- Materials and manufacturing
- Specialized suppliers and supporting industries
- Transportation
- Water

The research team found that the region's green employers, which account for 14 percent of Silicon Valley employment, expect substantially above-average job growth over the next 12 months, and emerging green employers expect even faster growth.

Virtually all jobs being created by emerging green firms are in high-skill or mid-skill occupations, providing better opportunities for workers, but requiring more training and preparation than lower skill jobs.

The research team makes five recommendations:

- Training programs should prepare trainees with industry-specific knowledge in one of the five emerging green sectors, rather than with generic 'green' skills.
- A system needs to be developed to continually gather information on the sectors' workforce needs.
- New training models should help jobseekers gain industry experience and deeper understanding of industry technologies.
- Workforce boards should focus on meeting specific workforce needs.
- More research should be performed to better understand the evolving workforce and training needs of emerging sectors of the green economy.

Study was conducted for work2future and NOVA.

Data developed in the study will be fed to Econovue to buttress its green-business data.

IV (B) (6)

BusinessOwnerSpace.com  
*Shop San Jose* Campaign

[Discussion]

# Shop San Jose Campaign

## 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:

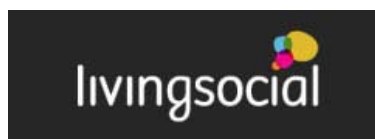
[www.BusinessOwnerSpace.com](http://www.BusinessOwnerSpace.com)

## Partners



Silicon Valley

facebook



Small Business  
Development Center  
Silicon Valley

BUSINESS  
OWNER  
SPACE  
.COM

IV (C)  
Set Items for Next Agenda

IV (D)  
Announcements

IV (E)  
Next Meeting

The next Board meeting is currently scheduled to take place on September 15, 2011 at 11:30 a.m. at a place to be determined.

V  
Public Comment

VI  
Adjournment