

WIB Strategic Planning Retreat (April 27, 2012)

Strategic Planning Retreat, April 27, 2012

Mike Patel, WIB Interim Chair, called the Strategic Planning Retreat to order and welcomed everyone in attendance. He introduced the topics of discussion for the retreat which included Branding, Efficiency, and Accountability. He emphasized the importance of customer service provided by WIA Program Staff, WIB Staff, and WorkSource Center staff and also emphasized the important role that branding plays in WIA Program service delivery.

CSS Leadership, Otto Solorzano, Chief Deputy, and Josie Marquez, Assistant Director, welcomed and thanked both the WIB and WorkSource Center staff for their hard work and attendance at the Strategic Planning Session.

Richard Verches, WIB Executive Director, presented a PowerPoint that provided a WIB Legislative and Policy Overview as well as an update on the FY 2012-13 WIA Program Budget.

In the afternoon, WIB Members, CSS, and WorkSource Center Staff were divided into three groups. Each group dove into a lively discussion to define Branding, Efficiency, and Accountability as they pertain to the WIB and the L.A. County WIA System, and also develop recommendations on how to improve in these areas. *(Summaries of the break-out groups are attached.)*

It was announced that the L.A. County WIB, in partnership with SELACO WIB, will be hosting a small business conference titled “Thrive and Kick it into Overdrive: Business Solutions that Work Symposium,” on May 18, 2012. Additionally, the L.A. County WIB Co-Sponsored event “Youth at the Crossroads: Foster Youth Pathways to adulthood” will take place on May 21 and 22. All WIB Members are invited to attend.

BRANDING

1. WHAT IS THE L.A. COUNTY WIB'S BRAND (PROMISE TO CUSTOMERS)?

- a. Jobs!
- b. Mission Statement: serve needs of businesses and jobseekers
- c. A federally funded program open to ALL business
- d. Training
- e. Career!
- f. Describe the WIB in one word: Resources
- g. Who is the WIB in one word: Broker (connecting agent)
- h. What we do in one word: WorkSource
- i. The shorter the Brand the better

2/3. HOW DO/CAN WE/I BETTER PROMOTE OUR BRAND?

- a. Marketing: commercials, advertisement (at movie theaters, buses/billboards, at colleges and high schools), social media (facebook, monster.com, psa), create links online on related sites (chamber of commerce sites)
- b. Speakers / outreach program
- c. Build national / universal brand
- d. Show that services make it 'easy' for employers (take the pain out of finding qualified employees)
- e. Add tag-line or slogan to logo"
 - i. Make sure slogan 'spells it out' – tells what we do. Refine logo to "Source to Work"
 - ii. Add WIB to logo to tie-in WIB and give proper recognition
 - iii. Update contracts of one-stops to create a common custom

EFFICIENCY

1. HOW DO WE DEFINE AND MEASURE EFFICIENCY?

- a. Quality on structure
- b. Entrance/Exit interviews of WIB members
- c. Set Standards and promote compliance

2. HOW DO/CAN I CONTRIBUTE TO OR PROMOTE EFFICIENCY?

- a. Committee participation/commitment
- b. Better communication
- c. Present/share best practices (on local and national level)

3. HOW DO/CAN WE CONTRIBUTE TO OR PROMOTE EFFICIENCY?

- a. fill vacancies to be fully represented
- b. Better WIB member selection process/recruit good WIB members
- c. Mentorship/orientation
- d. Identify core services
- e. Share efficiencies to all one-stops
 - i. -follow best practices of other WIBs
- f. Standardize contracts
- g. Improve the website
- h. Include all training materials to be prepared in advance
- i. Better communication – continue meeting highlights
- j. Incentives for performance
- k. Facilities:
 - i. more strategic locations
 - ii. avoid duplicating services of partnering agencies
 - iii. better collaboration on school boards & one-stops
 - iv. mobile units
- l. Use monster.com to recruit employees/employers
- m. Co-locating with an employer (promoting their business as well)
- n. Continue successful trainings – ready to be hired

ACCOUNTABILITY

1. HOW DO WE DEFINE AND MEASURE ACCOUNTABILITY?

- a. Outcome based measurement of the System's ability to prepare job ready candidates/applicants to meet employer/business needs, to help applicants obtain employment and a living wage, and to have a positive economic impact on the region/regions of Los Angeles County
- b. WIB Member duties and expectations
- c. Establish goals for accountability by geographic location and keep in mind economic and political considerations
- d. Define goals and expectations for contractors; Define Sub Par Service
- e. Identify the retention rate of employees who were processed through a WorkSource center versus those who were not; aim to exceed retention rate of WSC applicants

2. HOW CAN I (WIB MEMBER OR WSC STAFF) ACHIEVE AND PROMOTE ACCOUNTABILITY?

- a. Visit WorkSource Centers anonymously
- b. Attend meetings regularly; if possible send alternate (bylaws?)
- c. Submit business success stories

3. HOW CAN WE ACHIEVE AND PROMOTE ACCOUNTABILITY?

- a. Establish target performance goals for contractors; keep in mind geographic considerations without sacrificing core goals of the System
- b. Establish short-term and long-term follow-up plans; provide timely response to lower performing centers, and establish follow-up guidelines to maintain consistent outcomes
- c. Apply sanctions and defunding of contractors; and communicate the steps to the process
- d. Establish universal standard of service for all one-stops throughout the County
- e. Create and implement a standard of best practice
- f. Distribute business success stories to policy makers and businesses
- g. Take time to understand and identify problems both in the region and in each WorkSource Center
- h. Establish a Business Forum to set goals for and evaluate contractors